

The Construction of Social Realities through Euphemism and Dysphemism in Mass Media

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ABSTRACT

An event can be reported differently by mass media due to the differences in terms of the frame used. This study aims to investigate the use of euphemism and dysphemism in mass media headlines to construct social realities. This research used a mixed method, using euphemistic and dysphemistic expressions found in the headlines of *The Jakarta Post* in 2021 as the data. The results of this study show that figurative expression is the most commonly used type of euphemism, especially to frame socio-cultural and political issues. Meanwhile, dysphemism through a variety of slang is mainly used in reporting on political topics. The use of various euphemism and dysphemism in *The Jakarta Post* indicates that the media tends to be polite and careful in delivering their news, even though it is also quite critical, especially in the political realm. The balanced news between the government and the opposition also reinforces that the media is neutral and impartial.

Kata Kunci: *euphemism, dysphemism, social reality, mass media*