

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Dysphemism is a language strategy that is often used to express something offensively (Allan & Burridge, 2006:31). The use of dysphemism has its certain reasons such as self-identification, raging, expression of closeness, etc.

According to Allan and Burridge (2006:264), dysphemism is typically employed to degrade or express disapproval of one's things or ideas that someone does not like. For example, someone might use dysphemism to make fun of a political idea, criticize a company's product, or say something bad about a certain religion. Dysphemism is often used to make something seem less important or bad in order to persuade others to agree with the speaker's negative opinion. Dysphemism can be found in everyday conversation and media such as books, television shows, and films. Various language phenomena, including the use of dysphemism, can be found in any spoken or written language. One of the most common media that contains spoken language is television programs or series.

One of television series where the characters frequently use dysphemism is *Euphoria* produced by HBO. It ranks as the fourth most-viewed show in HBO's history, following *Game of Thrones*, *The Last of Us*, and *House of the Dragon*. The series has garnered significant recognition, including a nomination for the prestigious Primetime Emmy Award for Outstanding Drama Series. Zendaya, as one of the main characters, has been honoured with two Primetime Emmy

Awards, a Critics' Choice Television Award, and a Golden Globe Award for her outstanding performance. Sydney Sweeney, Colman Domingo, and Martha Kelly have also been recognized with Emmy nominations for their acting, and Domingo emerged as the winner of Outstanding Guest Actor in a Drama Series. This series is written and directed by Sam Levinson. Since 2019, there have been two seasons of *Euphoria* with 8 episodes in season 1 and 13 episodes in season 2. Every episode of this television series tells a story of 8 different high school students and their friends who are dealing with a variety of issues in their lives. All of them deal with promiscuity so they use a kind of language that is quite harsh and offensive as a form of self-expression and rebellion against societal norms. That is why it becomes fascinating to be conducted as an object of the study.

Mostly all of the characters use dysphemism in their conversation. However, there is no linguistic research to study this language phenomenon. The dialogues of the main characters that contain dysphemism are chosen to be the object of the studies because they are all the characters that mostly appear and have conversation in the series.

Dysphemism in their dialogues will be examined by their types and functions in this study. By examining the types of dysphemism in the “Euphoria” television series season 1, the specific dysphemistic terms frequently used by the youth characters in the show can be identified. The function of dysphemism is also worth investigating so that it can be figured out what motivates the character to use dysphemistic terms that has been analysed through the types of dysphemism previously.

The study of dysphemism uttered by the main characters of "Euphoria" television series season 1 is conducted within the classification of dysphemism's function by Allan and Burridge and the type of dysphemism by Rawson.

1.2. Research Question

Considering the background provided earlier, the study aims to address the following research questions:

1. What are the types and functions of dysphemistic expressions used by the youth main characters in the "Euphoria" television series season 1? What is the most frequently used dysphemism term by the youth main characters?
2. Why do the youth main characters use the dysphemism terms frequently?

1.3. Objectives of the Study

According to the aforementioned research questions, this study aims to achieve the following objectives:

1. To identify and describe the types and functions of dysphemism employed by the main characters in "Euphoria" television series season 1. Additionally, the study aims to determine the most frequently used dysphemism term in the show.
2. To explain the intention behind the use of dysphemism in "Euphoria" television series season 1.

1.4. Previous Study

There have been a number of studies that discuss the same topic of dysphemism with the similar object which is television series and movies conducted by Christian and Gunawan (2014), Dhika (2013), Elleonora (2017), Firdaus (2018),

Gorčević (2021), Irawan (2019), Lailiyah and Yustisia, (2018), Putri (2018), Ruiz (2016), and Wisantana (2018). They all focused primarily on examining the type of dysphemism.

Christian, D and Gunawan (2014), Dhika (2013), Elleonora (2017), Gorčević (2021), and Irawan (2019) focused on movies as their primary source of data. On the other hand, Firdaus (2018), Putri (2018), and Wisantana (2018) chose television series as the basis for their research. Another group of researchers, Lailiyah and Yustisia (2018) and Ruiz (2016) analyzed novels as their main object of analysis.

Christian and Gunawan (2014), Elleonora (2017), and Gorčević (2021) all utilized the classification of types and functions of dysphemism proposed by Allan & Burrige (2006). Meanwhile, Dhika (2013) employed Warren's (1992) theory on types of dysphemism, which primarily analyzed the types of dysphemism based on their formation of terms or their semantic innovation. On the other hand, Irawan (2019) applied Allan & Burrige's (2006) theory to identify dysphemistic terms in the movie "Alpha Dog", but they used Zhao & Zhang's (2016) theory of interpersonal function since they tend to understand the interpersonal functions behind the dysphemistic terms used in the movie "Alpha Dog".

Since Firdaus (2018), Putri (2018), and Wisantana (2018) chose the same object for their research which were television series, they utilized different theory for their analysis. Firdaus (2018) employed Allan's X-phemism theory and creativity to examine the collected data. This theory categorized dysphemism into

eleven distinct parts, each with its own characteristics regarding term formation, origin, and historical background. In contrast, Putri (2018) and Wisantana (2018) utilized Allan & Burridge's (2006) theory on examining the functions of dysphemism. However, Wisantana (2018) employed Rawson's (1989) classification of dysphemism, which was divided into three categories: profanity, obscenity, and insult.

Lailiyah and Yustisia (2018) and Ruiz (2016) studied the same topic and object but used different theories to analyse dysphemism. Lailiyah and Yustisia used a theory by Allan & Burridge (2006) to classify the types of dysphemism. Meanwhile, Ruiz (2016) from the University of Castilla-La Mancha used theory of conceptual metaphor by Lakoff and Johnson (1999) since they tend to merge dysphemistic and x-phemistic phenomena with metaphor or metonymy. They wanted to see if men and women use these language techniques differently and how they relate to social taboos or preserving one's image.

In terms of the theory, this research paper closely resembles Wisantana (2018) because of the same object of analysis which is television series and more suitable to apply to the type and function of dysphemism that is found in “Euphoria” television series season 1.

However, this study will examine the use of dysphemism variations that is used by the youth where there are no studies that specifically analyse dysphemistic terms that are used by the youth in television series. Moreover, this study not only will analyse the types of dysphemism, but also examine their functions that are used by the youth main characters in “Euphoria” television

series season 1 where most of the characters are youth. This study use Allan & Burrige and Rawson theory that hasn't been applied in this television series. Other than that, this study also will analyse the types and function of the dysphemism in "Euphoria" television series season 1.

1.5. Scope of the Study

This study will only focus on the dialogue of the main characters in "Euphoria" television series season 1. Since the aim of the study is to analyse the dysphemism uttered by the youth, only the youth main characters' dialogue will be valid to be data of this study. The dysphemistic expressions are analysed using functions of dysphemism's classification by Allan and Burrige and the type of dysphemism's classification by Rawson.

1.6. Writing Organization

Four chapters will be written in this study and they will be arranged as the following:

Chapter 1: Introduction

It contains the background of the study, scope of the study, research questions, objectives of the study, previous study, significance of the study, and writing organization.

Chapter 2: Theory and Method

It explains the theory used by the researcher to analyse the data which consist of types and functions of dysphemism and also characterization. Additionally, it deals with type of research, data, population, sample, and data source. It also includes methods of collecting data and methods of analysing data.

Chapter 3: Result and Discussion

It elaborates on research findings and data analysis based on the type and function of dysphemism, and reveals the most frequently used dysphemism term used by the youth main characters and identifies its intention.

Chapter 4: Conclusion

It sums up the study and offers recommendations.