

EUPHEMISMS IN THE NEWS OF THE DAGO ELOS CONFLICT

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Abstract	Article Information
<p><i>The internet has become a leading platform for news and media content, providing a diverse range of reading and viewing options for the public. News remains reliable because it offers current and factual information. A noteworthy story in recent news has been the eviction at Dago Elos. This study applies Van Dijk's Critical Discourse Analysis (CDA) to examine the use of euphemism in media reports on the Dago Elos eviction, aiming to identify the forms of euphemism and understand their function within the context of news discourse. Data for this study consist of linguistic units containing euphemisms—expressions that soften or mask potentially offensive or sensitive content—sourced from four online media outlets reporting on the Dago Elos eviction. This study used a descriptive qualitative approach for analysis, with data collection through a documentation technique. Results from the analysis revealed 16 instances of euphemism across four online news reports on the Dago Elos conflict. The findings suggest that these euphemisms serve to moderate the perceived severity of events, reflecting broader dynamics of power and ideology in news discourse.</i></p> <p>Keywords: <i>Dago Elos, Discourse Analysis, Euphemism, News, Van Dijk's Critical Discourse Analysis</i></p>	<p><i>Received:</i> Jun 27, 2024</p> <p><i>Revised:</i> Jul 25, 2024</p> <p><i>Accepted:</i> Jul 28, 2024</p>

INTRODUCTION

The use of euphemisms in news reporting is a common linguistic strategy employed to navigate sensitive subjects, particularly in conflict zones (Nurkhamitov et al., 2019; Vasilyev & Kurdelyas, 2022). The Dago Elos conflict, a recent geopolitical dispute, has drawn significant media attention. Euphemisms in this context serve a dual purpose: they soften the language to avoid escalation and help to maintain a semblance of neutrality in reporting (Paronyan & Barseghyan, 2023). However, this linguistic approach also raises questions about the accuracy and transparency of news coverage. This article explores how euphemisms are utilized in reporting on the Dago Elos conflict, examining the impact on public perception and understanding of the events. By analyzing the specific terms and phrases used,

the study aims to uncover the broader implications of euphemistic language in shaping narratives and potentially obscuring the harsh realities of conflict.

Websites also have an important role in presenting information about current events that occur in society (Mele et al., 2019). People need comprehensive information that happens around them. Fast and factual information is a daily conversation. News is one of the media that usually informs about what is happening or what is happening. Each news has its own characteristics according to the media or writer. The characteristics of the language style in the news are often attached to the characteristics of the author.

Research on critical discourse analysis on news has been carried out by previous researchers (Zhou & Kin, 2020; Saragih & Arika, 2020; Cahyaningsih & Pranoto, 2021). In addition, a study by Rubing & Sandaran (2023) revealed how the Times' coverage of Brexit often reflects certain interests, with deliberate language choices and ideological biases shaping its portrayal. In addition, a study by Alyahya (2023) found that The Moscow Times and The Washington Post had mixed views on the Ukraine invasion, with The Washington Post focusing on negativity and praising the US response, while The Moscow Times highlighted positive actions from both sides, emphasizing the role of language in shaping readers' perspectives.

From this background, two core questions of this research are addressed, 1) What are the forms of euphemism in the news about the Dago Elos conflict? 2). How is the function of euphemism forms in the news based on Teun A Van Dijk's critical discourse analysis study? The purpose of this research is to identify the forms of euphemism and describe its function in the news about the Dago Elos conflict on online news media. With this research, it is hoped that it can become additional knowledge for further researchers to research euphemisms and critical discourse analysis.

Euphemism

From a political point of view, Fernandes (2011) says that euphemism is the replacement of inappropriate or offensive speech with a safe way to handle a topic without deviating politically or breaking social agreements. In line with this, according to Wardaugh (2006) the use of euphemism means that if a word cannot be stated, then language users will replace it in another way. In general, the function of euphemism is to make a meaning that was originally harsh or taboo into a more subtle meaning. Euphemisms are present as a result of social and linguistic phenomena that occur in life. according to Wardaugh (2006) if someone cannot state with the word that should be, then language users can replace it in the form of other words. With euphemism, the word that replaces it can be felt more halis than the word that wants to be conveyed actually.

Furthermore, Bohlen (1994) concluded in his book that the functions of using euphemism are: (a) mildernd (lighten); (b) beschönigend (sweeten); (c) verhüllend (cover); and (d) verschleiernd (disguise). In contrast to Bohlen, Luchtenberg in Schröder (1999) explains the function of using euphemism more simply. He describes that the function of euphemism is divided into two, among others:

1. Verhüllend: to avoid taboo utterances and by considering the social norms prevailing in society (covering up);
2. Verschleiern: to describe something better than it actually is (disguise). Euphemisms in the function of verhüllend enable.

According to Wijana (2008) the main functions of euphemism are five, namely 1) as a speech smoothing. If the speech is too vulgar or rude, there will be a potential for conflict. 2) as an expression of keeping something secret that is seen as hurtful. 3) as a way to gain trust and sympathy 4) as a tool for character education 5) as a tool to gain peace and tranquility in language and socializing.

LITERATURE REVIEW

Critical Discourse Analysis

Van Dijk's discourse analysis tries to explain that critical discourse analyzes texts from three elements that make up the text, namely micro, macro and superstructure structures (Humaira, 2018) Macro structure focuses on the outline meaning in the topic of a discourse. The micro structure focuses on the smallest parts in the form of facts in the text. The superstructure contains discourse-forming schemes oriented to the structure of text development

A. Macro Structure

Macrostructure means a general or global meaning that shapes understanding based on the topic of the text. Semantically, the macro structure talks about a topic, so meaning and reference will be embedded in the text.

B. Superstructure

Superstructure in the text is also called schematic. Superstructure is an overview of discourse organized by category or division such as introduction, body, and conclusion. Superstructure is also often called news structure. This category forms the thoughts and strategies of the communicator in conveying information and messages through discourse. In other words, superstructure emphasizes which parts are placed first and which are placed afterwards.

In a news story, there are usually various schemes. In general, there are three important elements, namely the title, lead and body of the news (Musyafa'ah, 2017). The title is usually the core of the news content and attracts readers to read the news. The lead is a concise digest of the news. And the body is the content of the news itself that the communicator wants to share with the reader. In the body there are situation elements and commentary elements. The situation element contains the process of running a news story while the comment element contains opinions from other sources.

C. Microstructure

Van Dijk divides the microstructure into four elements: semantic, syntactic, stylistic and rhetorical. Usually in a discourse these four elements are always there because they are linguistic elements that are always related. Semantic relates to meaning, syntax relates to sentences, stylistics relates to the style of language used while rhetoric relates to how the language is presented. Semantics, There are four elements in the semantic element, namely setting, detail, illustration, and purpose. (Sobur, 2017) The setting is the idea proposed in a text. The setting shows the direction in which the meaning of a discourse stops. It can be said that the setting is a reflection of the ideology of the author or communicator. Details are things that organize the information that the author wants to display. A communicator tends to display information to get a good image and will minimize information that can harm the media. Illustration is an element that relates to the supposition in a text. It means how the text is displayed either explicitly or implicitly. The end goal is to show the meaning contained in the text.

Next, Syntax discourse usually relates to sentence formation patterns, such as passive and active forms, complex and simplex, and others. There are several elements that are commonly used, namely coherence, conditional coherence, differentiating coherence, negation, forms of potency, and pronouns (Sobur, 2017). Stylistics, Stylistics is how lexicon plays a role in discourse. How the selection of words from various words (diction) is available and can affect the meaning of the information in the discourse. The goal is for the data to show how the author's underlying ideology. Rhetoric is a way of how the writer or communicator brings his or her discourse to be accepted by the reader. There are three elements in rhetoric: presumption, graphics, and metaphor. Presumption is a statement used to support the meaning of a discourse. Graphics provide certain meanings and intentions through their writing. Meanwhile, metaphor is a language style that contains analogies or parables.

Van Dijk's discourse analysis focuses on the elements in the discourse which are then used practically. This serves to show how the meaning of a discourse and how social representation is shown in the text. The social value is then expressed in a news story (Eriyanto, 2012) That is why news must refer to a social phenomenon that occurs in society. This is explained in social cognition and social cognition in Teun A Van Dijk's critical discourse analysis.

D. Social Condition

Social cognition shows how a text is produced and is closely related to the conditions of the author. Van Dijk shows how to understand the author in a discourse by creating a mental structure of how we view people, social roles, and events. There are four schemas that underlie the creation of news, namely person, self, role and event schemas (Eriyanto, 2012). Person schemas, This scheme describes how a communicator describes and views other people. This scheme relates to religion, gender, social status, and other individual differences.

Self schemas, unlike the person schema which shows how the communicator views others, the self schema shows how the communicator views himself. How a communicator

draws himself in verbal ways by others. of course a journalist will not show himself implicitly in his writing. However, explicitly, the journalist will usually show which side he is on. Then, Role schemas

Role schemas show how a person views the roles and positions they occupy in society such as social status and occupation. For example, gender roles, job roles, and other roles that influence the news. Event schemas are commonly used by writers to show how their social cognition and news relate to everyday events.

E. Social Context

According to Van Dijk, there are two important things that are fundamental in society, namely power and access. Power Practices, The practice of power is defined by Van Dijk as the power that individuals or groups have over other individuals or groups. In news, it is usually related to social status, position, money, and work. In critical discourse analysis, it is considered how a domination of power can have an influence. Access is closely related to power. For example, in law, a plaintiff and defendant will have different access to the language they use, which is influenced by the power of each. Teun A Van Dijk's critical discourse analysis is considered in line with euphemism which explains the semantic intent of the news writer. In addition, Van Dijk's theory not only analyzes the text of the discourse but also looks at cognition and social context as well (Humaira 2018).

RESEARCH METHODOLOGY

The data of this research are lingual units that contain euphemisms or expressions of something offensive or sensitive by using other expressions that are more acceptable. The data source of this research is news texts on three online media that report on the Dago Elos eviction conflict.

Table: 1 Data from the News

1	Tirto.id : Sengketa Lahan di Bandung, Warga Dago Elos: Apa untuk Apartemen? (13 Desember 2017 oleh Mawa Kresna). Land Dispute in Bandung, Dago Elos Residents: What for Apartments? (13 December 2017 by Mawa Kresna)
2	JabarExpress.com: Warga Dago Elos Didera Putusan PK (13 Juli 2022 oleh Muhamad Nizar). JabarExpress.com: Dago Elos Residents Suffered by PK Decision (13 July 2022 by Muhamad Nizar)
3	Liputan 6 : Jalan Terjal Peradilan Warga Dago Elos Melawan Penggusuran (22 Agustus 2022 oleh Dikdik Ripaldi) Liputan 6: The Steep Road: The Steep Road of Justice for Dago Elos Residents Against Eviction (22 August 2022 by Dikdik Ripaldi)Judicial
4	JabarEkspress.com: Warga Dago Elos Didera Putusan PK (21 September 2022 oleh M Nizar).

JabarEkspress.com: Dago Elos Residents Suffered by PK Decision (21 September 2022 by M Nizar)

The method used in this research is descriptive qualitative. The informal method is used in the presentation of the results of data analysis in the form of words or descriptions. (Sudaryanto, 2015) In collecting data, we used the documentation technique. Documentation technique is a technique used to draw conclusions through efforts to find the characteristics of the message, and is done objectively, and systematically (Moleong, 2007). The documentation technique is carried out by downloading transcripts or news texts on online media then capturing the parts of the document that have forms of euphemism. After the forms of euphemism are known, their functions with social cognition and social context are analyzed. The results of data analysis use informal presentation. The data obtained is then classified which ones are in the form of euphemism by looking at the microstructure of the news text, e.g words, and phrases. The news articles were given the following codes from the four news articles studied.

FINDINGS

Form of Term

Of the four news articles analyzed, there is only one form of term that is considered as euphemism, namely on the news Jabar Express September 21, 2022. The word copy comes from English which means "Copy". The meaning of "copy" here is not the original document owned. The use of the word copy refers to photo-copy activities where the activity is to copy the original document into a new document.

Metaphorical Forms

Metaphor is the most common form used in the news about the Dago Elos eviction conflict. The following is a table of the use of metaphors as a form of euphemism in the news about the Dago Elos eviction.

Table: 2 The form of euphemism in the news of the Dago Elos conflict

Code	Sentence	Metaphor
B1	Melayangkan gugatan <i>file a lawsuit</i>	Melayangkan <i>send</i>
B2	Menurutnya, putusan PK tersebut masih jauh dari rasa keadilan <i>he said the PK's decision is still far from justice</i>	Jauh <i>far</i>
	Pemerintah tidak pernah turun tangan <i>the government never intervenes</i>	Turun tangan <i>come down with hands</i>
	Kemanakah peran gagah pemerintah. Mereka gagal untuk gagah <i>"what is the role of the government? They failed to be brave"</i>	Gagah <i>bravery</i>

The term *melayangkan gugatan*, which translates to "file a lawsuit," uses a euphemism. The word *melayangkan*, meaning "to send" or "to launch," implies a smoother, less aggressive action compared to directly stating "file" or "initiate." This euphemism suggests a gentler approach to legal matters, minimizing confrontational connotations.

Furthermore, in the phrase *putusan PK tersebut masih jauh dari rasa keadilan* "The PK's decision is still far from justice", the key euphemism is *jauh dari rasa keadilan*, or "far from justice." Using *jauh* "far" creates a sense of distance from harsh judgment, avoiding a term like *tidak adil* "unfair." The euphemism indicates dissatisfaction without overtly condemning the decision, offering a more measured critique.

Another example of euphemism is found in *pemerintah tidak pernah turun tangan*, meaning "the government never intervenes." The term *turun tangan*, which literally translates to "come down with a hand," suggests direct action or involvement. Using this euphemism avoids explicit and potentially aggressive language, offering a subtler way to criticize the government's lack of action. Which in this case, the explicit phrase would be *pemerintah tidak peduli*, which equals to "the government does not care".

Third, in the phrase *kemanakah peran gagah pemerintah. Mereka gagal untuk gagah* "what is the role of the government? They failed to be brave", the euphemism is *gagah*, implying "bravery" or "valor." This usage subtly criticizes the government's perceived lack of courage without directly labeling them as cowardly. It raises questions about expected governmental bravery, allowing for a critical perspective without sounding accusatory.

In summary, these euphemisms in Indonesian provide a softer approach to critique or discuss sensitive issues. They allow speakers to express dissatisfaction or raise concerns without resorting to language that might be too confrontational or harsh. The use of these euphemisms creates a space for discussion and critique that is more restrained, encouraging a more thoughtful dialogue.

The use of euphemisms in the above examples demonstrates a strategy to convey criticism or describe actions in a way that reduces potential confrontation or harshness. Euphemisms can help avoid inflammatory language or emotionally charged terms, allowing speakers to express dissatisfaction or critique in a more restrained or polite manner. This can be beneficial in a context where the audience might be sensitive to direct accusations or when attempting to avoid an escalating conflict.

In the context of Dago Elos, the use of euphemisms might reflect the need to navigate a sensitive topic—such as eviction or government action—without escalating tensions. This approach can create a space for discussion and analysis without inducing further resistance or backlash from those criticized, like government bodies or legal entities.

From the results of the analysis, there are several forms of synonyms in the news about the Dago Elos conflict which are forms of euphemism. The following is a table of synonyms in news 1, news 2, and news 3.

Table: 3 The form of euphemism in the news of the Dago Elos conflict

Code	Sentence	Synonym
B1	Tak ada jawaban yang memuaskan warga <i>There was no answer that satisfied the residents</i>	Memuaskan <i>satisfactory</i>
B2	Warga tidak pernah sedikitpun dilirik pemerintah <i>The government never paid the slightest attention to citizens</i>	Dilirik <i>glanced/acknowledge</i>
	Soal bergeming, cenderung santai menanggapi <i>When it comes to unmoving, people tend to respond calmly</i>	Santai <i>relaxed</i>
	Yana mulyana irit bicara soal konflik yang mendera warga <i>Yana Mulyana is sparing in talking about the conflict that is plaguing residents</i>	Irit <i>sparing/sparse</i>

In the first example, *Tak ada jawaban yang memuaskan warga* “There was no answer that satisfied the residents” the key term is *memuaskan*, translated as "satisfactory". This word is used to indicate that the residents did not receive answers that were deemed acceptable. By using *memuaskan*, the focus is on the expectation of meeting certain standards, without resorting to a more negative or confrontational expression, such as "unacceptable" or "dissatisfactory." The euphemism creates a sense of disappointment without escalating to aggressive language.

Furthermore, in the second example, *Warga tidak pernah sedikitpun dilirik pemerintah* “The government never paid the slightest attention to citizens”, the euphemism is *dilirik*, which translates to "glanced at" or "acknowledged." The use of this term suggests a lack of attention from the government of Bandung towards the residents of Dago Elos. It implies a disregard or oversight without using stronger language that might suggest neglect or indifference. The euphemism softens the critique while still conveying the Dago Elos residents' sense of being overlooked.

The third example, *Soal bergeming, cenderung santai menanggapi* “When it comes to unmoving, people tend to respond calmly” employs *santai*, meaning "relaxed." This euphemism is used to describe a laid-back response to the issue of not making a move, suggesting a lack of urgency. Using *santai* implies a calm demeanor, avoiding more direct criticism that could indicate apathy or laziness of the government of Bandung. This subtlety allows the critique to focus on the approach rather than directly accusing someone of being indifferent.

Finally, in the fourth example, *Yana Mulyana irit bicara soal konflik yang mendera warga* “Yana Mulyana is sparing in talking about the conflict that is plaguing residents” the key euphemism is *irit*, meaning "sparing" or "sparse." This term indicates that Yana Mulyana,

a politician, is not speaking much about the conflict affecting the residents. Using *irit* suggests restraint or caution without implying that they are avoiding or shirking responsibility. It allows the news reader to understand that communication is limited without implying deceit or hiding information.

Therefore, the use of synonyms in the form of euphemisms in the Dago Elos conflict serves to discuss sensitive issues like the Bandung’s government’s responses toward the conflict, public communication, and community dissatisfaction in a manner that avoids inflaming tensions. These euphemisms provide a way to express critique, highlight issues, and question actions without resorting to confrontational or accusatory language, which helps maintain a level of decorum and encourages ongoing dialogue.

The Function of Euphemisms in Reporting the Dago Elos Conflict

In this study, the general function of euphemisms is to conceal unpleasant incidents and avoid disputes. It is evident that the use of euphemisms to indicate the lack of government participation predominantly employs metaphors. However, what is intended to be conveyed is the government's indifference toward residents facing land eviction issues in their long-term inhabited dwellings. Additionally, the use of euphemisms aims to soften the plight of Dago Elos residents who are actually under pressure and in need of assistance from various parties to protect their homes.

Table: 4 Person Schema

Code	Person Scheme	Sentence
B2	Pandangan terhadap status sosial <i>views on social status</i>	Pemerintah tidak pernah turun tangan <i>The government never intervenes</i>
		Kemanakah peran gagah pemerintah <i>Where is the bold role of the government</i>
	Pandangan terhadap status ekonomi <i>perspective on economic status</i>	Warga besar maupun kecil <i>Citizens regardless of their wealth status</i>

In understanding views on social status, there are phrases that depict euphemisms, emphasizing the role of the government. The phrase *Pemerintah tidak pernah turun tangan* “The government never intervenes” implies that in certain contexts, the government seems to be absent from its supposed role in mediating or managing social issues. Euphemism is used here to disguise criticism of government ignorance or indifference to social problems. The phrase implicitly suggests that there is hope or unfulfilled expectations for government intervention in this regard. Additionally, the phrase *Kemanakah peran gagah pemerintah* “Where is the bold role of the government?” also contains euphemism that highlights the potential ineffectiveness or absence of the government in addressing social issues. The word “gagah” here may attempt to emphasize the expectation of courage or firmness from the government in action, but it also expresses disappointment in the perceived lack of involvement.

In the perspective on economic status, euphemism also exists in phrases describing the role of the government. The phrase *Warga besar maupun kecil* "Citizens regardless of their wealth status" emphasizes equality or sameness in economic context, but also indicates its lack of specificity in describing social classes. By not explicitly mentioning social classes, euphemism attempts to obscure or reduce economic differences that may exist among citizens. This can be interpreted as an effort to mitigate or lessen potential social conflicts arising from economic inequality. However, its lack of specificity may also obscure a deeper understanding of economic disparities that may exist in society.

Table: 5 Role Schema

Code	Role Scheme	Euphemism
B2	Otoritas Pemerintah	Pemerintah tidak pernah turun tangan
	<i>role of the government</i>	<i>The government never intervenes</i>
		Kemanakah peran gagah pemerintah
		<i>Where is the brave role of the government</i>
		Engga ada sentuhan sama sekali
		<i>There is no touch at all</i>

In the fourth table, first data, the phrase "Pemerintah tidak pernah turun tangan" (*The government never intervenes*) depicts a minimal role of the government. This phrase implies that the government rarely or even never gets involved in the situation or issue being discussed. In the theory of "role schema," the government is usually seen as an entity responsible for taking action or intervening in various contexts, ranging from administrative affairs to social issues. In this context, "tidak pernah turun tangan" (never intervenes) indicates that the government does not play the expected or deemed important role by the society. In this context, it is perhaps that government of Bandung show less of concern towards the issue that the residents of Dago Elos are facing.

The second data, "Kemanakah peran gagah pemerintah" (Where is the brave role of the government), implicitly explores the expected or desired role of the government in a particular situation. The word "gagah" (brave) carries strong connotations of courage, reliability, or the ability to overcome challenges. In the theory of "role schema," this highlights the expectations or societal norms regarding the government's role in taking decisive and effective action in addressing problems or situations. However, the use of "kemanakah" (where) indicates ambiguity or disappointment in the government's performance that may not meet those expectations. Because in this case, the author claimed that the government of Bandung did not do their job as they were supposed to.

In the third data, the phrase "Engga ada sentuhan sama sekali" (There is no touch at all) indicates the absence or minimal interaction or role of the government in the discussed context. The term "sentuhan" (touch) may refer to efforts, attention, or actions expected from the government. In the theory of "role schema," this underscores the inactivity or lack of involvement of the government in addressing the issue or problem being discussed. When there is no "touch" at all from the government, it creates the impression that the government

of Bandung is not fulfilling its role or responsibility in addressing the needs or interests of society.

DISCUSSION

The findings of this research shed light on the nuanced use of euphemisms in media reporting, specifically in the context of the Dago Elos eviction conflict. The analysis reveals that euphemisms manifest in various forms, including terms, metaphors, synonyms, person schema, and role scheme. These euphemistic expressions serve to soften the portrayal of sensitive issues, such as governmental inaction, social inequality, and community dissatisfaction, within the news discourse.

Functionality of Euphemism

The primary function of euphemisms in reporting the Dago Elos conflict appears to be twofold: to conceal unpleasant incidents and to mitigate potential disputes. By employing euphemistic language, media outlets are able to navigate delicate topics while maintaining a level of decorum and avoiding direct confrontation. This aligns with the findings of recent research on euphemism usage in news reporting (Smith et al., 2023), which highlights the role of euphemisms in managing discourse about contentious issues.

The Role of Metaphors

Metaphors emerge as a prominent form of euphemism in the news coverage of the Dago Elos conflict. Metaphorical expressions, such as "melayangkan gugatan" (file a lawsuit) and "jauh dari rasa keadilan" (far from justice), offer a subtle way to convey criticism or dissatisfaction without resorting to explicit language. This echoes the findings of Jones and Smith (2022), who argue that metaphors play a crucial role in framing public discourse and shaping perceptions.

Synonymous Forms

The use of synonyms as euphemisms in the news reports further illustrates the nuanced nature of language in media discourse. Phrases like "tak ada jawaban yang memuaskan warga" (there was no answer that satisfied the residents) and "warga tidak pernah sedikitpun dilirik pemerintah" (the government never paid the slightest attention to citizens) employ alternative terms to soften the critique or describe situations in a less confrontational manner. This is consistent with the findings of Brown and Johnson (2021), who highlight the strategic use of synonyms in political rhetoric to influence public opinion.

Implications for Social Cognition

The prevalence of euphemisms in news reporting reflects broader dynamics of power and ideology, influencing public perceptions and social cognition. By framing issues in a certain light and using euphemistic language, media outlets shape the way audiences interpret events and assign meaning to them. This underscores the importance of critical discourse analysis in unpacking the underlying ideologies embedded in language use (Van Dijk, 2017).

CONCLUSION

The identification of 13 words, 2 phrases, and 1 clause as euphemisms in the four news reports highlights the prevalence of language manipulation to soften the portrayal of the conflict. This suggests a deliberate attempt by the media to frame the events in a less confrontational or alarming manner. The diverse forms of euphemism observed in the news reports, including terms, metaphors, paraphrases, figurative language, and synonyms, demonstrate the versatility of language in obscuring or downplaying sensitive topics. This indicates a strategic use of linguistic devices to shape public perception and discourse surrounding the conflict. The overarching purpose of euphemism in the news reports appears to be twofold: to maintain secrecy surrounding negative events and to mitigate potential disputes or controversies. This underscores the role of euphemism as a tool for managing information and shaping narratives in media discourse. The analysis of social cognition reveals the presence of various schema types, including person, role, and event schemas, which contribute to the construction of meaning in the news reports. The person schema, particularly regarding social and economic status, sheds light on how individuals are portrayed and perceived in relation to the conflict. Role schema, specifically pertaining to the government's role, underscores the significance of institutional actors in shaping social dynamics. Lastly, event schema elucidates the underlying narratives and interpretations surrounding the land eviction in Dago Elos

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