

THE USE OF SOCIAL MEDIA: METAPHORICAL EUPHEMISM IN INDONESIAN PRESIDENT'S FACEBOOK COMMENTS

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Abstract: In this era of digitalization, national politicians are increasingly embracing social media as a means of effective communication with the people they govern. Social media platforms like Facebook have become customary for the ruling class to ensure efficient communication with the public. In their comments on social media, netizens frequently resort to metaphors to express their opinions on topics of general interest. This research examines the usage of metaphorical euphemisms in online comments on Joko Widodo's Facebook posts. This research aims to describe metaphorical euphemisms in President Joko Widodo's Facebook comments. A qualitative approach combined with content analysis has been used in this study. The results reveal that netizens' use of metaphorical euphemisms is influenced by their beliefs, experiences, and socio-cultural perceptions of politics. This study bridges a gap in the literature by investigating how national leaders, particularly in Indonesia, utilize rhetorical strategies on their social media accounts.

Keywords: metaphorical, euphemism, social media, President's Facebook, netizens

INTRODUCTION

In today's digital age, social media has become an inevitable tool used by global leaders to communicate with their followers and audiences around the world (Arora et al., 2022; Barberá et al., 2022; Jaber, 2022; Szebeni & Salojärvi, 2022; Ugarte et al., 2021). This phenomenon shows that the use of social media has become an essential part of political leaders' communication and public relations strategies in a global context. State leaders from different parts of the world, including Barack Obama, Donald Trump, Vladimir Putin, Justin Trudeau, Angela Merkel, Emmanuel Macron, and Susilo Bambang Yudhoyono, have actively used platforms such as Facebook, Twitter, and Instagram (Clarker & Grieve, 2019; Izzudin, 2019; Jap, 2014; Katz et al, 2013;

Ma'aruf & Putra, 2019; Márquez-Domínguez et al., 2017; Ramadhani & Wahyudin, 2019; Rohani & Puspitasari, 2022; Ross & Caldwell, 2020).

There is no denying that social media has become an effective tool for connecting leaders and their people. The common belief is that using social media strengthens the legitimacy and authority of political leaders. For example, President Jokowi actively engages in communication with his people through social media, namely Facebook and Instagram (Fadiyah & Simorangkir, 2021; Pasaribu, 2021; Ratnasari et al., 2019; Simatupang & Gozali, 2021). He uses social media to create closeness and ease of communication between himself as a leader and his people. In this effort, President Joko Widodo routinely posts his public

activities on his official Facebook account, thus providing easy access for the public, especially netizens, to access and comment on various activities posted on the page (Khairunnisa et al., 2021; Rahmatika et al., 2021; Wirga, 2017).

In addition, social media also provides an opportunity to convey various types of comments and opinions in response to President Joko Widodo's uploads, both in the form of positive and negative comments, as well as long and short comments. Most of the supportive comments use polite expressions. Euphemism is one form of polite expression often used in these comments. According to Rabab'ah & Al-Qarni (2012), euphemism is a civil or indirect way of using a taboo term. Euphemisms refer to using softer or less harsh words or phrases to replace expressions considered impolite, hurtful, or unpleasant (Sutarman, 2013). Similarly, Allan & Burrige (1991) define euphemism as an alternative expression to avoid awkward situations.

Euphemisms can be classified into eight groups, including various references such as objects, animals, body parts, professions, diseases, activities, events, and qualities or conditions (Wijaya & Rohmadi, 2011). In addition, euphemisms have various purposes. First, euphemism functions as a tool to soften the language. Second, as a tool to obscure something. Third, as a tool for diplomacy. Fourth, as an educational tool. Fifth, to avoid danger (Wijaya & Rohmadi, 2011). Deng (2016) also explains several functions of euphemism, such as avoiding taboos, using polite expressions, hiding the truth, and as a means of humor. Therefore, euphemisms are crucial in changing harsh or impolite expressions into more subtle and socially acceptable ones. Moreover, euphemisms have various functions involved in different communication situations.

In euphemism, a metaphor describes an object or an idea more positively or neutrally, reducing the negative or offensive impact (Ruswondho, 2010). For example, in the expression, "His spirit is as strong as steel in pursuing his goals," the metaphor describes a strong and firm spirit in achieving goals. Suharsono (2014) explains that metaphor is a concept that exists in the speaker's mind so that the interlocutor can understand the intended concept. In addition, metaphors can be classified based on the simile or comparison

used to convey meaning (Haula & Nur, 2019; Morris, 2002).

Metaphor is one of the studies in cognitive semantics because cognition examines individual perspectives on speech conveyed through language (Evans & Green, 2006). Cognitive ability can be defined as the ability to acquire and interpret information in the short term (Darouich et al., 2017). In the long term, cognitive ability can be seen as a function of human adaptability to cultural, social, and emotional environments (Anderson, 1994). Furthermore, Evans (2007) states that cognitive semantics investigates the cognitive framework individuals use to process understanding. Kusmanto (2019) elaborates on this by highlighting how each person's cognition can infuse various meanings influenced by specific religious, political, and socio-cultural contexts. As a result, due to their unique cognitive perspectives, interpretations of metaphors may vary between individuals. Thus, metaphorical netizens' comments have a pragmatic function that can imply politeness in communication (Nirmala, 2012).

Furthermore, metaphorical use also indicates an understanding of a concept with other concepts used to reflect something that the author thinks and feels about a phenomenon, event, or incident (Sukarno, 2017). In this context, it is a netizen reflection on the information posted on President Joko Widodo's official Facebook account. The use of metaphorical euphemisms is a means that is considered unique in communicating on social media, especially by netizens. Metaphorical euphemism uses alternative terms based on different insights, feelings, and cultures to convey messages indirectly and politely. Generally, with the use of metaphors in President Jokowi's Facebook comment section, the message conveyed by netizens is not direct. Thus, it allows comment readers to understand the meaning by linking to their understanding, knowledge, experience, and socio-culture.

Prior studies indicate that within political discourse, euphemisms are frequently employed. For example, Setiawaty & Wahyudi (2018) discovered that President Joko Widodo used euphemisms in his Facebook comments to soften his language, engage in diplomatic discourse, avoid taboo subjects, educate the public, express politeness, avoid instilling fear

and shame, as well as adhere to religious commands. In addition, Kurniawati (2011) found that euphemisms serve the purpose of avoiding insulting or hurtful language, engaging in diplomatic or rhetorical speech, replacing taboo, vulgar, or negative words, metaphorically expressing an idea, demonstrating respect towards others, and subtly critiquing.

On the other hand, the use of metaphor in euphemism shows the way to show politeness in expressing something (Halawa et al., 2019). Setiawaty et al. (2018) also found that using euphemisms reduces the risk of disputes and shows support for Joko Widodo by netizens. Santoso et al. (2012) discovered that netizens' use of euphemisms functions to reduce the risk of disputes and to show support for Joko Widodo. In addition, Malikha (2017) revealed that in his 2015 speech, President Joko Widodo utilized a variety of subjective and objective nominative metaphors to convey his authority and positive public image. However, national leaders need a more comprehensive and regular examination of social media usage, particularly the President of Indonesia.

Although studies on euphemism have drawn in mass media (e.g., Az-Zahra et al., 2021; Aziza, 2021; Heryana, 2019; Sagala, 2019; Sinambela & Mulyadi, 2019; Prasojo, 2021; Putri et al., 2022; Yesi, 2018; Yosani et al., 2022) and metaphor using cognitive semantic had already been studied (Ardhianti, 2019; Afriansyah & Zakiyah, 2022; Arfriansyah et al., 2022; Hermandra, 2022; Nuryadin & Nur, 2021), there has been insignificant research on how 'netizens' of Indonesia use metaphorical euphemism in their comments on the social media accounts of the national leaders. Therefore, this study bridges a gap in the literature by examining how netizens use metaphorical euphemisms to express their opinions, arguments, and viewpoints more persuasively on President Joko Widodo's official Facebook account posts. This study aims to describe metaphorical euphemisms in President Joko Widodo's Facebook comments. The study seeks to provide valuable insights into how netizens engage with political discourse on social media.

METHOD

This study used a qualitative method with a content analysis approach. The data sources of this study were comments posted by netizens on President Joko Widodo's official Facebook account from December 2012 to February 2018. The data in this study were words, phrases, or sentences containing metaphorical euphemisms in netizen comments on President Joko Widodo's Facebook account. The data collection technique used documentation, reading, and note-taking techniques. The documentation technique captured screenshots of netizen comments on President Joko Widodo's Facebook posts. The categorization of perception and themes was carried out by carefully reading the comments with the existing context associated. The results of careful reading of the comments, statements, opinions, and responses on the posts published by the Indonesian President were euphemisms that the researchers conceived at the start of the study. The findings were then recorded on data cards based on the metaphorical types that had been determined. Data validation techniques were carried out using source triangulation techniques. The data analysis technique used a distributional method with a mark reading technique, pragmatic identity, and referential identity with a cognitive semantic approach. The distributional method was used to find rules in the data analysis stage of the determining tool of the language concerned (Sudaryanto, 2015). The pragmatic identity method was used to identify language units according to netizens' reactions when the language units were spoken. Meanwhile, the referential identity method was used to determine.

FINDINGS

Commentaries on President Joko Widodo's Facebook account include metaphorical euphemisms. This euphemism was created based on the similarity or resemblance between two referents. The structure of the metaphorical euphemism consists of President Joko Widodo's topic. The second image, or topic, is likened to the point of resemblance, which includes physical characteristics of the idea, object, or image intended by the respondents. In this context,

metaphorical euphemisms can be seen in some examples below.

Post-1:

Pak Jokowi memang belahan hati rakyat
[Pak Jokowi is indeed the beloved of the people's heart]

As illustrated in Post-1, "*belahan hati*" (the beloved of the people's heart) refers to emotional nature and unity. It has a solid positive connotation. In this sentence context, the phrase conveys that President Joko Widodo is greatly loved and respected by the Indonesian people, who see him as part of themselves. The use of metaphorical euphemism in the sentence aims to express feelings subtly and politely. That phrase is used as a metaphor to describe how close Mr. Jokowi is to Indonesian people and how he is seen as an integral part of that unity. Thus, using abstract to concrete metaphorical euphemisms provides a more vital depiction of how the Indonesian people feel close to and love Mr. Jokowi.

Post-2:

Pak panjenengan memang Arjuna bagi Indonesia. Semoga bapak diberikan kelancaran dalam menjalankan Amanah. Amin. [Your Excellency is indeed Arjuna for Indonesia. Hopefully, you will be given smoothness in carrying out the trust. Amin]

In Post-2, the metaphorical euphemism in the word "*Arjuna*" refers to the character or personality of a figure. The context of the sentence above is to describe someone's courage in contributing to the nation and country. The purpose of using metaphorical euphemism is to provide a more subtle and polite depiction and to give a strong and convincing impression of the role and contribution to Indonesia. Using metaphor in this sentence functions as an educational tool that can enhance understanding of the nature and characteristics of the Arjuna figure and motivate the general public to exhibit similar courage and abilities in their contributions to the nation and country.

Post-3:

Pak Jokowi memang payung teduh untuk rakyat. [Mr. Jokowi is indeed a shelter for the people]

In Post-3, netizen uses metaphorical euphemism through the phrase "payung teduh" (a shelter), which refers to the characteristic of an object. The context of the sentence shows that "a shelter" is used to describe President Joko Widodo as a figure who can provide protection and comfort for the people of Indonesia. The use of euphemism to state that President Joko Widodo is "*payung teduh*" (a shelter) not only provides a more subtle and polite description but also gives a strong and convincing impression about the role and duty of President Joko Widodo in protecting the people.

Post-4:

Pak Jokowi pancen gatotkaca. Semangat kerja y pak. [Pak Jokowi is like Gatotkaca. Keep up the spirit of work, sir.]

Post-4 describes President Joko Widodo's strength in facing challenges using the character "*gatotkaca*." The use of metaphorical euphemism aims to provide a more subtle and polite portrayal and to give a solid and convincing impression of someone's ability and performance in carrying out their duties. The use of euphemism to indicate that President Joko Widodo has the same character as Gatotkaca not only provides a more subtle and polite portrayal but also gives a solid and convincing impression of his ability and work ethic in leading and advocating for the interests of the people. Through the use of metaphor, the sentence serves as praise and honor to President Joko Widodo for his performance in leading the country.

Post-5:

Satrio piningit, berjuang terus demi rakyat dari Sabang sampai meraoke, jangan pandang buku, sehat terus... [Satrio piningit, keep fighting for the people from Sabang to meraoke, don't look at books, stay healthy...]

In Post-5, metaphorical euphemism, as exemplified by the phrase "*Satrio piningit*," alludes to the character attributes of a figure in

Javanese folklore. The contextual milieu of the sentence elucidates that "*Satrio pininggit*" has been employed to portray President Joko Widodo as an individual predestined to lead Indonesia, notwithstanding the presence of obstacles or challenges that may be encountered. The usage of euphemisms to depict President Joko Widodo as "*Satrio pininggit*" endows a more courteous and sophisticated portrayal, which in turn imbues President Joko Widodo with sagacity and leadership acumen when confronted with a diversity of challenges and predicaments. The post functions as an emotional plea and lofty aspiration for the prosperity and success of President Jokowi in carrying out his responsibilities as the esteemed leader of Indonesia.

Post-6:

Bpk magnet di hati rakyat. GBU, Pak Jokowi [You are a magnet in the people's hearts. God bless you, Mr. Jokowi.]

In Post-6, the netizen uses metaphorical euphemism by utilizing the phrase "*magnet*," which alludes to President Joko Widodo as a fashionable figure adored by the Indonesian people, analogous to the attractive force of a magnet that attracts objects towards it. The use of metaphorical euphemism not only provides a subtler and more courteous portrayal but also conveys a robust and convincing impression of President Joko Widodo's popularity in the eyes of the populace. Through the use of metaphor, this sentence expresses admiration and positive supplication for President Joko Widodo.

Post-7:

Bpk Jokowi nakhoda yang hebat semoga kita semua dapat dibawa ketujuan [Mr. Jokowi is a great captain, may he lead us all to our goals.]

In Post-7, the metaphorical euphemism denoted as the "*nakhoda*" (captain) pertains to the attribute of an entity in depicting President Joko Widodo. The context of the sentence signifies that "*nakhoda*" (captain) is employed to expound President Joko Widodo's capability in spearheading the nation of Indonesia. The utilization of euphemism to declare that President Joko Widodo is a "*nakhoda*"

(captain)" begets a constructive and dignified impression of President Joko Widodo's leadership eminence. This sentence conveys admiration and optimistic prospects for President Joko Widodo through metaphor.

Post-8:

Semoga blusukan Pak Presiden dapat meberi dorongan "angin segar" usaha sector rill khususnya sector mikro/retail. [Hopefully the President's impromptu visits can provide a "fresh breeze" for the real sector, particularly the micro/retail sector.]

In Post-8, a metaphorical euphemism utilizing the phrase "*angin segar*" (fresh breeze) denotes a natural characteristic. The context indicates that "*angin segar*" (fresh breeze) is used to depict President Joko Widodo's visits to various locations as an activity that provides a new spirit or encouragement needed for the real sector, especially micro/retail sectors in Indonesia. The use of euphemism not only provides a milder and more polite portrayal but also creates a solid and convincing impression of the benefits of these visits. Using a metaphorical euphemism can positively impact the communication goal of encouraging the real sector, especially the micro/retail sectors in Indonesia, through President Joko Widodo's visits.

Post-9:

Bapak memang padi yang kian berisi kian runduk mao kaya ato tidak kaya tetap saja bersahaja... [Father is indeed like a rice plant, the more it fills with rice, the more it bows. Whether rich or not, he remains humble.]

Post-9 uses metaphorical euphemism with the phrase "*padi yang kian berisi kian runduk*" (a rice plant, the more it fills with rice, the more it bows), which refers to the characteristic of a rice plant. The context of the sentence shows that the phrase is used to depict President Joko Widodo as a triumphant yet humble figure. The use of metaphorical euphemism provides a subtle and polite way of praising or appreciating President Jokowi. Through the use of metaphor, this sentence serves as a tribute and recognition of President

Joko Widodo's personality trait of never leaving behind his simplicity and self-sufficiency despite being a highly influential figure in Indonesia.

Post-10:

Patih Gajah Mada Era. Yang mempersatukan Nusantara. [Modern Era Patih Gajah Mada. Uniting the archipelago]

Post-10 uses "Patih Gajah Mada Era Modern [Modern Era Patih Gajah Mada]" to refer to the leadership qualities of President Joko Widodo. The context of the sentence indicates that "*Patih Gajah Mada Era Modern* [Modern Era Patih Gajah Mada]" is used to depict President Joko Widodo as someone who can unite various regions and ethnic groups in Indonesia, similar to what Patih Gajah Mada did in the past. The utilization of euphemistic expression in characterizing President Joko Widodo as "*Patih Gajah Mada Era Modern* [Modern Era Patih Gajah Mada]" not only presents a more courteous depiction but also conveys a robust and convincing impression of the responsibilities and obligations of President Joko Widodo in consolidating Indonesia as a heterogeneous nation. The sentence is an homage and acknowledgment of President Joko Widodo's governance in bringing together Indonesia.

Post-11:

Saya yakin dan sangat yakin bahwa bapak adalah titisan dari sang proklamator Indonesia Soekarno. [I am convinced and very confident that you are a descendant of the Indonesian proclaimer Soekarno.]

Post-11, a metaphorical euphemism is used through the phrase "*sang proklamator*" [proclaimer Soekarno], which alludes to President Joko Widodo. The sentence conveys that President Joko Widodo is regarded as a figure possessing similar abilities and policies as Bung Karno, the founder and proclaimer of Indonesia. The deployment of euphemism in the sentence presents a more courteous and refined portrayal of President Joko Widodo as a leader of Indonesia while acknowledging his success in governing the country. The sentence also employs metaphor as a tribute and

acknowledgment of the contributions of Bung Karno in leading Indonesia in the past.

Post-12:

Terima kasih bapak, engkau adalah bapak kepala yang tak akan pernah tergantikan. Kami bangga punya bapak negara seperti bapak Jokowi. [Thank you, Sir, you are an irreplaceable father of the nation. We are proud to have a father of the nation like you, Mr. Jokowi.]

In the post-12, the use of euphemistic metaphor in the term "*bapak negara*" (father of the nation) serves to allude to the exceptional leadership qualities of President Joko Widodo. The contextual framework of the sentence portrays President Joko Widodo as an individual whose significant contributions and guidance are indispensable for Indonesia. Using euphemisms to depict President Joko Widodo as "*bapak negara*" (father of the nation) not only presents a more refined and courteous representation but also imparts a forceful and convincing impression of his role and responsibilities in leading Indonesia. Through the use of metaphor, this sentence serves as a tribute and recognition to the exceptional leadership of President Joko Widodo, who is deemed an indispensable and irreplaceable figure for Indonesia.

Post-13:

Memang hebat presiden Jokowi, Presiden Pembangunan dari Sabang sampai Merauke. [Indeed, President Jokowi is great, the Development President from Sabang to Merauke.]

In Post-13, the use of metaphorical euphemisms within the phrase "*presiden pembangunan*" (the Development President) is utilized to allude to the exceptional leadership qualities of President Joko Widodo. The contextual meaning portrays President Joko Widodo as an individual proactively constructing infrastructure and propelling Indonesia forward from Sabang to Merauke. The use of euphemism to describe President Joko Widodo not only presents a more courteous and sophisticated portrayal but also generates a potent and compelling impression

of President Joko Widodo's role and responsibilities in leading Indonesia towards becoming a developed country. Through the use of metaphorical language, this sentence serves as a tribute and recognition to the exceptional leadership of President Joko Widodo in the development of Indonesia.

DISCUSSION

This study highlights the use of metaphorical euphemisms by netizens in President Joko Widodo's Facebook comments. The results found that using metaphorical euphemism forms in the comments is abstract to concrete. The use of metaphorical euphemisms with abstract to concrete forms refers to abstract things, such as the properties of people or objects, which are then expressed more concretely and related to something the reader understands more easily. In this case, netizens equate President Joko Widodo with other figures such as "*belahan hati*" (the beloved of the people's heart), "*Arjuna*," "*payung teduh*" (a shelter), "*Gatotkaca*," "*Satrio Piningit*," "*magnet*," "*nahkoda*" (captain), "*angin segar*" (fresh breeze), "*padi yang kian berisi kian runduk*" (a rice plant, the more it fills with rice, the more it bows), "*Patih Gajah Mada Era Modern*" [Modern Era Patih Gajah Mada], "*sang proklamator*" [proclaimer Soekarno], "*bapak negara*" (father of the nation), and "*presiden pembangunan*" (the Development President).

Netizens deliberately expressed some of the metaphors used by netizens to create a new atmosphere that supports and honors President Jokowi. The use of euphemisms is in line with the findings of Nastiti (2015), who found that the use of metaphors by article writers in the opinion rubric raises many metaphors that lead to the delivery of opinions, ideas, criticism, and emotions toward a phenomenon that is happening. Existing metaphors contribute to the creation of new meanings. For example, "*belahan hati*" (the beloved of the people's heart) contains figurative meaning that describes feelings of love and emotional closeness to President Joko Widodo. Although the word "*hati*" (heart) refers to a body organ, in this context, the word is considered to have an emotional and loving meaning.

The use of euphemism is also used to describe and compare President Joko Widodo with puppet characters such as "*Arjuna*," "*Satrio piningit*," and "*Gatotkaca*." These puppet characters were chosen because they have similar traits of wisdom and knowledge to President Joko Widodo. In applying these euphemisms, netizens also express pride in the performance of the head of state by comparing him to fictional characters who are considered to have the same qualities. Although the use of fictional characters as metaphorical euphemisms shows selectivity in choosing objects to represent pride in the performance of the head of state, there are still significant conceptual differences between the real head of state and the fictional characters. From the results of this study, netizens understand this metaphorical representation only as a figurative comparison and not an accurate comparison. It aligns with Haula & Nur's (2019) support for using metaphorical euphemisms to conceptualize thoughts, experiences, and other abstract processes into physical or identifiable objects.

The use of metaphors in this study effectively conveyed messages subtly and expressed complex ideas creatively. Metaphors allow netizens to convey messages indirectly but still politely, taking into account the feelings of others. In this case, netizens use alternative terms to express something rather than stating it directly, which is included as a form of language politeness that takes into account the feelings of others (Halawa et al., 2019). For example, the everyday use of metaphors on platforms such as Facebook is when netizens refer to President Joko Widodo with the phrases "*payung teduh*" (a shelter) and "*angin segar*" (fresh breeze). These metaphors reflect netizens' feelings towards President Jokowi as the represented object. The metaphor of "*payung teduh*" (a shelter) indicates that President Jokowi is considered a protective figure, similar to the actual function of an umbrella used during hot or rainy weather. In this case, netizens expressed their positive views towards President Jokowi.

On the other hand, "*angin segar*" (fresh breeze) metaphor indicates that President Jokowi is perceived as a figure who brings coolness and freshness. The use of this metaphor also reflects the positive views of netizens toward the president. Thus, using

metaphors in the language of netizens on social media provides an opportunity to convey the president's views. Thus, the use of metaphors in the language of netizens on social media provides an opportunity to express their views creatively and subtly. These metaphors also help to create a positive or negative impression depending on the object chosen and how the metaphor is used.

The existing metaphor requires the thought process of netizens to produce expressions that contain particular meanings that are not the same as the real meaning. This process leads to a cognitive process that occurs when netizens comment. In this cognitive process, netizens compare characteristics, properties, and categories between two different things (Masthuroh, 2020). Netizens use metaphors to express their admiration, pride, and emotion toward President Jokowi. It is in line with the findings of Marsin et al. (2019), who found that metaphorical use expresses the main character's love for someone to express sadness, happiness, longing, and hope. By using metaphors, netizens can convey their feelings more creatively and subtly so that the message becomes more meaningful and can be understood by readers more deeply.

Using metaphorical euphemisms can also create a positive image for the object being discussed, in this case, President Joko Widodo. In the current era of disruption, metaphors are increasingly becoming an effective way to convey ideas and views with higher appeal. In the context of social media, netizens also use metaphors to convey creative messages about President Joko Widodo by using the properties of real and fictional objects. It reflects their efforts to give other speakers a positive image of the traits they believe President Joko Widodo possesses, such as the wisdom of the chosen fictional characters. Thus, the metaphorical euphemisms in this study reflect netizens' views of President Joko Widodo and function as a strategy of politeness and creativity in communicating on social media.

The functions of metaphorical euphemisms include educational tools, the disguise of meaning, and the expression of

courtesy. In this case, the use of metaphorical euphemisms indirectly invites readers of Facebook comments to learn about the nature and character of these characters, such as "Satrio piningit," "Arjuna," "Gatotkaca," and others. Thus, netizens use metaphorical euphemisms based on their thoughts, experiences, and socio-cultural knowledge. In addition, metaphorical euphemisms are also found to disguise meaning and express polite expressions, but the frequency tends to be less. Both functions imply more politeness in communication. Soraya (2021) also agrees that euphemisms are very useful for getting used to speaking politely, avoiding words that are too harsh or inappropriate, disguising the meaning of something inappropriate to hear directly, reducing embarrassment, and carrying out religious orders.

CONCLUSION

Netizens widely use metaphorical euphemisms from abstract to concrete forms. These euphemisms refer to emotional and unity traits, characteristics of characters, traits of objects, character traits of individuals, natural traits, rice plant traits, and leadership traits. This study's findings indicate that netizens use metaphorical euphemisms based on their thoughts, experiences, and socio-cultural perceptions of politics. These findings of this study imply that using metaphorical euphemisms in President Jokowi's Facebook comments section can influence the public's view of the figures and issues discussed. Depending on the context and meaning conveyed, these euphemisms can strengthen or weaken the public's view of the figures and issues discussed. However, the limitation of this research is that it only focuses on the use of metaphorical euphemisms and does not include other forms of euphemisms, such as periphrasis or pronouns. In addition, the research sample is limited to comments from netizens on President Jokowi's Facebook page and does not include other social media platforms or types of posts. Therefore, future research could explore the dynamics of Indonesian netizens' interactions with political leaders across different social media platforms.

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