

Euphemism and Dysphemism: Language Variation in Environmental News

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Abstract: This study aims to identify the forms and functions of euphemisms and dysphemisms in environmental reporting in the mass media. Euphemism is the use of other words or forms to replace harsh or impolite words. Dysphemism is the use of language expressions with harsh, unpleasant, or impolite meanings, with the aim of satirizing or criticizing a condition. The data sources for this article are several discourses found in the mass media Mongabay.id. Mongabay.id is one of the mass media in Indonesia that specifically highlights environmental issues and the sustainability of ecosystems. This study aims to examine the function of the use of euphemisms and dysphemisms that are relevant and do not obscure the semantic meaning of the reported environmental conditions, thus this research falls within the realm of critical ecolinguistics. The type of research used in this study is descriptive qualitative research. Data collection techniques used listening and note-taking techniques. After recording the data, the researcher conducted data analysis techniques using data reduction, data presentation, and drawing conclusions. The process of revealing the meaning of the obtained data was carried out using a lexical semantic approach. Based on the research results, there are forms of euphemism and dysphemism, namely in the form of words, phrases, and clauses. Dysphemisms found have a critical and satirical tone that serves to convey environmental problems as clearly as possible, while euphemisms are found in the form of polite expressions and seem to avoid lexicon with a harsh tone. Euphemism and dysphemism is intended to convey information with a certain expression. Euphemisms use polite words but tend to conceal the true nature of the situation, while dysphemisms use harsh words but are potentially offensive. The use of euphemisms and dysphemisms can obscure the intended meaning, especially if the reader doesn't have a thorough understanding of the word's definition and the context of the sentence.

Keyword: ecolinguistic; environment; euphemism; discourse; dysphemism.

Introduction

Critical discourse aims to influence readers in responding to and acting on an issue (Laili, 2016; Yuniawan et al., 2023). The mass media utilizes critical discourse with constructive political content. Constructive discourse is discourse created in the interest of shaping reality, whether in the form of ideas, ideologies, or the personal interests of the author or the general public (Hamad, 2007). Many journalists package this constructive critical discourse using dysphemistic expressions (Laili, 2019). Dysphemism is the use of language that is rude, unpleasant, or impolite, with the aim of satirizing (Burridge, 2006) or criticizing a condition (Jayanti et al., 2019). Some journalists also choose to use euphemisms, which are softer and seem like more beautiful expressions (Kurniawati, 2013). Of course, this is a form of language variation used by journalists to express opinions. Although the use of dysphemism is more common in critical discourse in the mass media (Jayanti et al., 2019; Wiharto & Dewi, 2022).

In reporting, journalists are required to use language that is straightforward, communicative, and not easily misinterpreted (E. Puspitasari, 2017). However, news reports in the mass media often employ a variety of language variations to achieve specific communication goals. One frequently used language variation is euphemism and dysphemism, which function to soften and coarsen meaning. The use of euphemisms, dysphemisms, or words with connotative meanings often leads to wasteful use of words and undermines the principle of straightforwardness in news (E. Puspitasari, 2017). This is evident in research conducted by Chovanec (2019), which examined the effects of euphemism use on taboo discourse. Based on this research, it was discovered that euphemism can be understood as a pragmatic strategy aimed at shielding the public from the emotional impact of depictions of sensitive issues such as military events in Iraq (Chovanec, 2019). However, the use of euphemisms results in semantic ambiguity and further distances the depiction of the reality of the war. Subsequent research by G. Grolleau et al. (2022) found that the use of euphemisms can undermine the goal of raising readers' climate change awareness in environmental discourse because they do not portray conditions honestly (Grolleau et al., 2022). In their research, Walker et al. (2021) found that readers tended to prefer dysphemisms over euphemisms. The use of dysphemisms caused discomfort in most correspondents (Walker et al., 2021). In fact, in principle, the mass media should portray conditions clearly and honestly, reflecting G. Grolleau's (2022) explanation. Other relevant research (Degaf et al., 2023b) has found that the use of euphemisms and dysphemisms from a linguistic perspective is not only limited to softening and degrading meaning but also to manipulating the audience. For example, the use of euphemisms in the phrase "eliminating the landscape" can soften the environmental destruction caused by the project. Meanwhile, the use of dysphemisms in the phrases "rejection of development" and "demonstration" can create a negative impression on the public because they are perceived as not supporting development progress.

Today, environmental issues are a concern for many parties. The environmental situation is at a worrying stage, marked by a drastic decline in environmental sustainability over the past two decades (Amirullah, 2015). Illegal mining, forest fires, land clearing that violates legal restrictions, and the misuse of HGU (Right to Cultivate) rights that oppress local communities (Lakburlawal, 2016) are frequently discussed in open discussions, even in critical discourse in the mass media (AMAN, 2022; Samho & Slamet Purwadi, 2023). Writers in the mass media utilize critical discourse to bring the public to see ecological realities. Journalists even do not hesitate to guide public opinion regarding ecological issues (Laili, 2019). Words are powerful instruments that influence thinking and behavior (Anwas, 2018) regarding climate change (Grolleau et al., 2022). Various parties need to play a role in raising awareness of environmental conservation, as demonstrated in Umartono's (2016) research, which examined the influence of critical discourse on public ecological awareness in Surabaya, leading to the city's success in receiving the Adipura award (Umartono & Imron, 2016). Halliday highlights the function of language as a tool for shaping reality, not merely a passive tool for reflecting it (Law & Matthiessen, 2023).

Referring to the above, it is important to examine the function of euphemisms and dysphemisms in critical discourse on ecological themes published by Indonesian mass media. This study aims to examine the relevant use of euphemisms and dysphemisms while not obscuring the semantic meaning of the reported environmental conditions. Therefore, this research falls within the realm of critical ecolinguistics. In ecolinguistic studies, the language used in environmental discourse is not only a tool for conveying information but also a way to influence readers' thoughts and actions toward the environment. Ecolinguistic analysis reveals that word choice, sentence structure, and presentation methods can strengthen or weaken environmental messages. From an ecolinguistic perspective, euphemisms, which soften meaning, can mask crucial environmental realities to appear neutral. Conversely, dysphemisms, which coarsen meaning, can be used as harsh criticism, highlighting the negative impact of human behavior on the environment. The lexicon of euphemisms and dysphemisms studied includes words, phrases, and clauses. Through analysis at the level of words, phrases, and sentences, we can see how the author uses language as a strategy to construct an image of environmental conditions. In this study, the authors highlight the concepts of euphemism and dysphemism found in the media, [Mongabay.id](https://www.mongabay.id). [Mongabay.id](https://www.mongabay.id) is an Indonesian media outlet that focuses on environmental issues and ecosystem sustainability. Furthermore, it has a national and international presence and is active in social media publications, thus reaching a wide readership.

Methods

This research is a qualitative study using descriptive methods. The data collection technique in this article uses the listening and note-taking technique in

accordance with Mahsun's concept (Mahsun, 2014). The listening method can be used not only for oral data but also for written data. The author will conduct listening activities on critical discourse material in the form of environmental news texts to obtain data. Next, data containing euphemisms and dysphemisms are collected along with the context of the sentences or the background of their use. Simultaneously with the listening process, the author will carry out the process of recording the data obtained. After that, the author conducts data analysis techniques using data reduction, data presentation, and drawing conclusions (Lisabella, 2013). The process of revealing the meaning or significance of the data obtained is carried out using a lexical semantic approach. The lexical semantic approach is an approach that looks at the meaning of words found in the dictionary (Wiharto & Dewi, 2022). The lexical semantic approach in this study is used to examine word choices that form euphemistic and dysphemistic functions by examining the lexical meaning of a word and the connotative meaning that arises when the word is used in a certain context. Words found in news discourse will be identified for their meaning using the KBBI (Big Indonesian Dictionary) and Thesaurus to reveal the potential for the word to experience weakening, strengthening, expanding, or narrowing of meaning. To ensure that the language context does not obscure the reported semantic meaning, the researcher rereads the entire news discourse to capture the contextual meaning of the discourse, thereby confirming that the word choices analyzed are euphemistic or dysphemistic strategies, not just ordinary syntactic or stylistic variations.

Results And Discussion

Based on the findings of data on euphemisms and dysphemisms in environmental discourse on Mongabay.id, we found adjectives, nouns, verbs, phrases, and clauses. The following presents the findings of the data on the functions of these euphemisms and dysphemisms, which will be discussed.

Table 1. Euphemism Data Findings

News Title	Publication Date	Citation	Unit Form
Why Do Small-Scale Fishermen Reject Vessel Monitoring Devices?	May 28, 2025	"Besides being expensive, VMS is also ineffective."	Adjective
The Difficulty for Dadap Coastal Communities in Obtaining Land Rights	April 6, 2025	"We want a certificate, not relocation."	Noun

The Difficulty for Dadap Coastal Communities in Obtaining Land Rights	April 6, 2025	"The fate of the Dadap community is in limbo."	Verb
Is there any bright spot regarding the ratification of the Indigenous Peoples Bill in the DPR?	June 3, 2025	"Is there any bright spot regarding the ratification of the Indigenous Peoples Bill in the DPR?"	Phrase
How is the Meratus Forest Plan to Become a National Park Progressing?	September 8, 2025	"The Advocacy and Legal Bureau of the Indigenous Peoples' Alliance of the Archipelago (AMAN) of South Kalimantan, stated that the existence of indigenous peoples in Meratus should not be underestimated."	Phrase
How is the Meratus Forest Plan to Become a National Park Progressing?	September 8, 2025	"Because, sweet promises often turn into a boomerang for society."	Clause
How is the Meratus Forest Plan to Become a National Park Progressing?	September 8, 2025	"Because the principles of the two policies are like water and oil."	Clause

Table 2. Dysphemism Data Findings

News Title	Publication Date	Citation	Unit Form
The Ups and Downs of Trying to Save Jambi's Peatlands	September 22, 2019	"Because the peat condition is critical."	Adjective
The Difficulty for Dadap Coastal Communities in	April 6, 2025	"However, this has become a disaster for the residents."	Adjective

Obtaining Land Rights				
Agricultural Land in Banten Contaminated by Chaotic Waste Management	September 6, 2025	"The irrigation water is black and smells bad."	Adjective	
The Difficulty for Dadap Coastal Communities in Obtaining Land Rights	April 6, 2025	"Riots between residents and security forces were unavoidable."	Noun	
WALHI Requests In-depth Study on Relocation of Residents on Komodo Island, Why?	August 8, 2019	"We certainly support Komodo conservation, but not a conservation model that sever the relationship between humans and nature."	Verb	
Agricultural Land in Banten Contaminated by Chaotic Waste Management	September 6, 2025	"Since the land was contaminated with waste, the rice harvest has decreased drastically."	Phrase	
Agricultural Land in Banten Contaminated by Chaotic Waste Management	September 6, 2025	"He flatly refused."	Phrase	
Agricultural Land in Banten Contaminated by Chaotic Waste Management	September 6, 2025	"The problems experienced by Cilowong residents are just a small snapshot of the chaotic problems that befall thousands, perhaps even millions of farmers around waste disposal sites in Indonesia."	Clause	
The Difficulty for Dadap Coastal Communities in Obtaining Land Rights	April 6, 2025	"The community is working hard to work together to build civilization in this coastal area which was previously bushy."	Clause	

The Difficulty for Dadap Coastal Communities in Obtaining Land Rights	April 6, 2025	"The people are the owners of this country, they (the government) are just tools, tools to serve the people."	Clause
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The forms of euphemism and dysphemism expressions sought in this study are in the form of words, phrases, and clauses (Laili, 2016; Ramadhani, 2020). The data for words, phrases, and clauses are divided into adjectives, nouns, and verbs.

Euphemistic Expression Units

A euphemism is a polite and pleasant substitute word used to disguise harsh meanings when conveying arguments or opinions (Meilasari et al., 2016; F. Puspitasari et al., 2019). The use of euphemisms is to soften language and avoid expressions that are considered taboo in society (Deviyanti & Fatah Yasin, 2023). Euphemistic units are divided into words, phrases, clauses, and sentences (Laili, 2016). Euphemistic expressions in word form are divided into adjectives, nouns, and verbs (Wiharto & Dewi, 2022). Euphemistic units of expression in word form are divided into adjectives, nouns, and verbs. The explanation is as follows.

(Data 1) "Besides being expensive, VMS is also ineffective."

In the Indonesian Dictionary (KBBI), the word "*effective*" is classified as an adjective, meaning "*having an effect,*" "*efficacious,*" and "*producible.*" In the context of a sentence, the word "*effective*" conveys a more refined and polite impression than "*useful,*" "*appropriate,*" "*efficacious,*" or "*worthy.*" This aligns with the intended use of euphemisms as an attempt to soften meaning (E. Puspitasari, 2017), thereby avoiding conflict or misunderstandings in communication (Taufik & Syamsudduha, 2021). However, using the word "*effective*" as a softening measure can obscure the delivery of urgent information. Using the word "*ineffective*" can benefit certain parties, particularly those involved in policymaking, because it doesn't emphasize the VMS system's shortcomings. On the other hand, authors can gain a safer position by using a more neutral term, as it reduces the potential for conflict arising from their writing. There is concern that the use of euphemisms tends to shield crucial situations, rather than using honest language, and can be offensive (Jay, 1992). Research conducted by Mironina & Porchesku (2023) found that euphemisms are often used as a strategy to avoid the truth. In line with other research (Grolleau et al., 2021), which found that euphemisms are often used to serve certain interests. The findings suggest that language use is often influenced by specific interests, particularly economic and political ones. Therefore, it is important for readers to fully understand critical discourse to avoid misinformation.

(Data 2) "We want a certificate, not relocation."

In the KBBI, the word "*relocation*" is a noun meaning "*moving from one place to another.*" The word "*relocation*" is often used in the context of moving something from one location to another. The word "*relocation*" has a more polite and peaceful connotation compared to "*eviction*" or "*shifting.*" While the word "*relocation*" may seem polite, not all readers understand its meaning; its use can obscure or even cover up (Burridge, 2006) the plight of the community threatened with eviction.

(Data 3) "The fate of the Dadap community is also in limbo."

The phrase "*in limbo*" is a verb, which according to the Indonesian Dictionary (KBBI) means "*floating*" or "*being carried here and there without a definite direction.*" The use of "*in limbo*" seems more polite than "*tossed about*" or "*be uncertain.*" The use of "*in limbo*" has a similar effect to the use of the word above (Data 2), a refined

word that does not clearly describe the actual situation. This is also in line with Chovanec (2019), who criticized the use of euphemisms as a form of showing concern but obscuring the true picture of the situation (Chovanec, 2019). However, this aligns with the intention of using euphemisms as a form of euphemism, demonstrating concern, and avoiding the use of certain words that are considered taboo in society (Sunarso, 1998; Taufik & Syamsudduha, 2021). The Dadap community suffers the most. Rather than reflecting the crucial realities of uncertainty, such as loss of housing and the lack of legal certainty, the use of euphemisms instead frames the situation as merely unstable. As a result, the urgency of the problem is obscured. Furthermore, it can weaken demands and pressure on relevant parties to provide concrete solutions and compensation. Based on this, we are shown that the strategy of refining meaning can influence the way social reality is represented in news discourse.

Based on the data obtained through the data collection process, the use of euphemisms in the form of phrases was also discovered.

(Data 4) "Is There Any Bright Spot Regarding the Ratification of the Indigenous Peoples Bill in the DPR?"

The phrase "*spot of light*" is an adjectival phrase. An adjective or characteristic used to describe a noun or object is called an adjectival phrase (Terweline Tapilatu, 2021). The use of the phrase "*spot of light*" in this sentence aligns with one of the purposes of using euphemisms, namely to insinuate or achieve a certain persuasive goal (Sariah, 2018b). This phrase plays a role in shaping the reader's perception to be more positive and optimistic in the midst of a legislative process that is actually full of obstacles and uncertainty. Through positive and hopeful lexical choices, the discourse calms public perception while smoothing over the reality of the political process's stalling. The reader's focus is directed toward the possibility of the Indigenous Peoples Bill being passed, rather than the structural stagnation hindering its passage. In relevant research (Petryanina & Revina, 2023), it was found that euphemism creates positive emotions in readers with the aim of hiding unpleasant realities, softening the meaning, or distorting the facts being explained.

(Data 5) "The Advocacy and Legal Bureau of the Indigenous Peoples Alliance of the Archipelago (AMAN) of South Kalimantan stated that the existence of indigenous peoples in Meratus should not be a one-eyed view."

The phrases "*spot of light*" and "*one-eyed view*" are *idioms*, a type of phrase consisting of several words combined to form a new meaning (Rijal, 2018). The use of idiomatic phrases conveys a more polite and courteous impression, even though they are intended to be sarcastic or critical (Sumiyati & Emha, 2022). In a sentence context, the phrase one-eyed view, conveys a more refined connotation than "*lack of attention*" or "*discriminatory treatment*." This positive impression is not strong enough to convey the public's interest in the ratification of the crucial Indigenous Peoples Bill. Similarly, the phrase "one-eyed view" describes the treatment of certain parties towards the existence of indigenous peoples in Meratus. Although the phrases "*spot*

of light" and *"one-eyed view"* are intended to satirize and criticize environmental issues contained in the discourse, these phrases will not convey their true meaning without the reader's understanding and full context of the discourse (Grolleau et al., 2022). Rather than using more explicit expressions, these idioms frame issues more politely and rhetorically. This weakens criticism of those who neglect or unfairly treat indigenous communities. Euphemisms can be detrimental to indigenous communities, who should be advocated for in environmental and civil rights issues.

The use of euphemisms in the form of clauses is as follows:

(Data 6) "*Because, sweet promises often backfire on society.*"

In the clause above, sweet promises are interpreted as pleasant and seemingly beautiful promises, but they often turn out to be lies that manipulate society. These lies (promises) become a scourge that plagues society, symbolized in this case as a boomerang. The use of euphemistic language like the one above conveys concern and politeness toward the victims.

(Data 7) "*Because the principles of the two policies are like water and oil.*"

Semantically, the sentence above has a sarcastic connotation. Water and oil refer to two things that cannot be combined. The two policies discussed in the clause above have different principles and therefore cannot be combined or equated. This sentence is intended to satirize the establishment of two policies that are mutually irrelevant. On the other hand, the use of the euphemism *"water and fire"* as a form of euphemism actually obscures the conflicting conditions of the two existing principles. This clause, however, is used in information related to policies that will impact the Meratus forest, which will be designated as a national park. The function of establishing national parks is still a hot topic of debate, particularly regarding the impact on the preservation of natural habitats. This euphemism can reduce pressure on authorities to provide a more decisive solution and dampen public perception of policy inconsistencies. Euphemism can obscure policy conflicts related to the preservation of forests and the living spaces of indigenous peoples, local communities, and the Meratus environment itself. This has the potential to reduce the opportunity for public criticism of policies that favor conservation.

Dysphemism Expression Units

Dysphemism is the use of harsh expressions intended to express dislike or disagreement with something (Fadely, 2018). Dysphemisms can be divided into words, phrases, clauses, and sentences. Dysphemisms in verbal form are divided into adjectives, nouns, and verbs.

(Data 8) "*Because the peatland condition is critical.*"

In the Indonesian Dictionary (KBBI), the word *"critical"* is included in the adjective class, meaning a state of crisis, emergency, or precariousness. The word *"critical"* is often used in the context of dangerous conditions and concerns about

safety. In a sentence, the word "*critical*" seems somewhat exaggerated compared to the words "*damaged*," "*serious*," or "*dangerous*."

(Data 9) "*However, this has become a disaster for the residents.*"

According to the KBBI, the word "*disaster*" is included in the adjective class, meaning disaster or accident. A comparison using a Thesaurus reveals that the word "*disaster*" has a harsher connotation than the words "*danger*" or "*suffering*".

(Data 10) "*The irrigation water was black and smelled of rot.*"

The use of the word "*rot*" has a harsher connotation than the words "*unpleasant*" "*distasteful*" or "*bad*"

The use of euphemistic expressions such as "*critical*," "*disaster*," and "*rot*" attempts to describe the state of nature and society experiencing injustice. However, the use of these words can cause discomfort to readers because they seem harsh and taboo (Stapleton & Beers Fägersten, 2024; Walker et al., 2021). However, the choice of these words aligns with the purpose of using dysphemism, which is an attempt to coarsen the meaning to criticize and comment on the actions of the opposing party (Handayani, 2020).

(Data 11) "*Riots between residents and security forces were unavoidable.*"

The word "*riot*" in the KBBI (Indonesian Dictionary) is classified as a noun and is defined as unsafe, chaotic, uproar, and unrest. The word "*riot*" has a strengthening effect (Noepri, 2020), thus influencing readers' opinions regarding acts of violence that disrupt security. The word "*riot*" has a harsher connotation than "*commotion*," "*dispute*," "*argument*," or "*riot*." However, the use of dysphemistic expressions can cause panic and insecurity in readers (Burridge, 2006; Walker et al., 2021).

(Data 12) "*We certainly support Komodo conservation, but not a conservation model that sever the relationship between humans and nature.*"

In the Indonesian Dictionary (KBBI), the word "*decide*" means to cut off or terminate a connection. The word "*decide*" has a more assertive and harsh connotation than the words "*end*," "*finish*," or "*stop*." Lexically, the word "*decide*" means to unilaterally terminate even though a connection or relationship is still ongoing. Choosing the right pragmatics will further frame the narrative into a more relevant reflection of the information being conveyed or manipulated (Jalilifar et al., 2014).

The use of the words "*critical*," "*disaster*," "*rotten*," "*riot*," and "*decided*" constitutes a form of dysphemism that explicitly highlights ecological injustice and the social impacts experienced by local communities. This certainly benefits groups marginalized in environmental conflicts or defended within the context of discourse. Dysphemism chooses harsh and intense language, thus reinforcing criticism of those deemed responsible for environmental damage. Dysphemism emphasizes the choice of words such as "*critical*" peat, "*disaster*," or "*rotten*" irrigation water, thus building pressure on public opinion to pay more attention to ecological losses and community suffering (Harun et al., 2023). On the other hand, relevant research (Degaf et al.,

2023a) has found that the use of dysphemism can create a negative impression of citizens seeking to protect their environment. For example, the use of phrases like "*rejection of development*" and "*demonstration*" can give the impression of anarchy and disapproval of the country's progress, which is actually a project of natural exploitation. Instead, people's actions towards the environment are portrayed as bad behavior.

Other impacts found: dysphemism has the potential to cause conflict between the mass media and those criticized, as it presents accusations against these parties as the cause of ecological chaos. For readers, harsh or taboo language can create discomfort and fear about the conditions depicted in the discourse. Thus, the dysphemism strategy has two impacts, namely strengthening advocacy and social criticism, but it can also create conflict, tension, and panic regarding the environmental issues being reported.

Based on the data obtained through the data collection process, dysphemisms in the form of phrases were also discovered.

(Data 13) "*Since the land was contaminated with waste, the rice harvest has decreased drastically.*"

The phrase "*decreased drastically*" is included in the adjectival phrase class. The phrase "*decreased drastically*" has a harsher connotation than "*reduce*" or the phrases "*become little*" "*decrease very much*" or "*decrease rapidly*".

(Data 14) "*He flatly refused.*"

The phrase "*flatly refused*" is included in the adverbial phrase class, consisting of the verb "*reject*" (verb) and "*flatly refused*" (adverbial or adverbial). Lexically, the phrase "*flatly refused*" means to reject completely without processing information or considering the circumstances. The phrase "*flatly refused*" has a harsher connotation than the phrases "*refuse without negotiation*" or "*refuse without consideration*".

The use of dysphemisms in the form of clauses is found in the discourse data below.

(Data 15) "*The problems experienced by the Cilowong residents are just a small snapshot of the chaotic problems affecting thousands, perhaps even millions, of farmers around landfills in Indonesia.*"

The above clause is a dysphemism, meaning an event that exemplifies the chaotic, messy, and chaotic problems experienced by countless farmers.

(Data 16) "*The community worked hard to build civilization in the coastal area, which was previously overgrown.*"

The meaning of "*working hard to build civilization*" is to work hard together to develop the coastal area so that it becomes a place with civilization, or a place suitable for habitation. This is further emphasized by the use of the phrase "*bush*" which means a dense area, very difficult to access, and even dangerous to live in. The sentence (data 16) implies that the area is habitable due to the role and contribution of the coastal community, not from any other party.

(Data 17) "The people own this country; they (the government) are merely tools, instruments to serve the people."

In the above clause, the news writer repeatedly refers to the government as a tool. Instead of referring to the government as a subject or group of individuals, the writer refers to the government as an object, literally inanimate and exploited for certain interests, in this context (Data 17), as a tool to serve the public. The writing of this sentence (Data 17) constitutes a firm form of criticism. This aligns with one of the purposes of using dysphemisms, which is to criticize or express dislike (Sariah, 2018a).

The above clauses are written using exaggerated figures of speech or metaphors to strengthen the sentence's meaning (Wiharja, 2019). Furthermore, the delivery of news content using figures of speech and metaphors must be accompanied by understanding from the news reader so that the reader can reason through logical evaluation of the language used. Essentially, the use of dysphemisms is intended to satirize, criticize, and express emotions regarding social realities that are considered deviant. Of course, the use of dysphemisms is accompanied by positive and negative impacts. Journalists can influence readers' opinions and even attitudes (Laili, 2019) but can also create a harsh impression (Walker et al., 2021) which can offend certain parties.

Conclusion

Euphemisms and dysphemisms are strategies used in language use. Euphemisms use more polite and courteous words and phrases. Euphemisms found in the mass media, as reported by Mongabay.id, are found in the form of words, phrases, and sentences, consisting of polite or refined lexicon choices and the appearance of avoiding harsh language. Meanwhile, dysphemisms use words, phrases, and sentences that are impolite, harsh, assertive, and taboo. The dysphemisms found have a critical and sarcastic tone that serves to convey environmental issues as clearly as possible. The use of these two language variations is intended to convey information with specific expressions. However, the use of euphemisms and dysphemisms can obscure the intended meaning, especially if the reader does not have a broad understanding of the word's definition and the context of the sentence.

Based on this research, we can see that language choices have significant ideological consequences in shaping public perceptions of environmental damage. Environmental discourse in the mass media in Indonesia should always be a source of information and play a role in influencing public opinion and behavior towards the surrounding environment. Journalists can utilize discourse strategies that are transparent and responsible. Avoid writing that favors certain parties, especially those responsible for ecological damage. This also includes avoiding language that could trigger unnecessary social conflict. Environmental activists can utilize the results of

critical discourse analysis to develop advocacy argument strategies and dismantle framing that obscures ecological issues.

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