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## Language Sustainability: Reality, Challenges and Directions in the Digital Technology Era



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9 7 8 9 6 7 2 2 9 8 6 9 4

## Table of Contents

	Page
1. <b>A Comparison of Euphemism between Bidayuh Bukar-Sadong and Bidayuh Biatah languages</b> <b>Angelia Marjorie FABIAN &amp; Yvonne Michelle CAMPBELL</b>	1
2. <b>A Contrastive Study between Australian and Malaysian Women’s Online Advice-Seeking Strategies on IVF</b> <b>Wun Chiew PUNG &amp; Ai Ping HO</b>	7
3. <b>A Feminist Stylistic Analysis of Female Representation in Malay Beauty Product Advertisement on Instagram</b> <b>Aina Nadhirah MOHD ZAIDI &amp; Humaira RASLIE</b>	13
4. <b>Chinese Students' Evaluative Reactions to Hong Kong English</b> <b>Shengnan LI, Su-Hie TING &amp; Limin QIN</b>	19
5. <b>Communicating Perceived Barriers to Adopting Nasopharyngeal Cancer Preventive Behaviour</b> <b>Jia-Yiing HO, Su-Hie TING &amp; Yuwana PODIN</b>	25
6. <b>Conceptualising CSR Communication: Exploring the Mediating Role of Opinion Leaders on the Local Communities</b> <b>Ammar Redza AHMAD RIZAL, Dayang Aizza Maisha ABANG AHMAD &amp; Humaira RASLIE</b>	31
7. <b>Examining Bidayuh Proverbs and Sayings with Animal and Plant Elements: An Inquisitive Semantics Approach</b> <b>Florence G. KAYAD &amp; Mary SAMAN</b>	37
8. <b>Fostering Social Competence in an Online ESL Class through Peer Writing Task</b> <b>Keezrawati Mujan YUSUF &amp; Abd Razak ZAKARIA</b>	43
9. <b>Integrating Technology and Aesthetics for New Era of Exploration</b> <b>Amira HASAN AHMED ABDULLAH SAAD &amp; Monaliza SARBINI</b>	49
10. <b>Interactional Metadiscourse Markers in High and Low Impact Political Science Articles</b> <b>Noor Afifah NAWAWI &amp; Su-Hie TING</b>	55

11. **Is it Possible for English in Thailand to be a First Language or a Second Language?** 61  
**Pairote BENNUI**
12. **Language Use of The Iban People in Iban-Dominant and Non-Iban Dominant Areas in Sarawak** 67  
**Lilly METOM, Su-Hie TING & Hsin Nie LING**
13. **Learning Academic Vocabulary through a Sociomaterial Approach: Ecological Perspectives of the Postgraduate Experience** 73  
**Daron Benjamin LOO**
14. **Mendingka Radio Iban: Evaluating the Quality of Iban Radio Program and Language used by the Broadcasters at WaiFM Iban** 79  
**Malia TAIBI, Neilson Ilan MERSAT & Remmy GEDAT**
15. **Millennials' Perceptions of Gendered Language Features of Facebook Communication** 85  
**Kirstie Tet Mei FUNG, Su-Hie TING & Kee Man CHUAH**
16. **Nurture Risk Factors for Speech Delay and Disorders in Malaysian Children: Parents' Education Levels, Attitudes, and Infant-Care Practices** 91  
**Siew Fang CHEE & Jayapragas GNANIAH**
17. **Oral Communication Apprehension in English and Self - Perceived Communication Competence among Marketing Students in Universiti Malaysia Sarawak** 97  
**Andi Aisya MAKMUR & Siti Haslina HUSSIN**
18. **Social Media Users' Reasons for Using Non-Standard Words in Twitter** 103  
**Nur Nashatul Nasuha NAZMAN, Su-Hie TING & Kee-Man CHUAH**
19. **Social Network and Language Ability of the Kejaman Community from Belaga, Sarawak, Malaysia** 109  
**Amee JOAN & Su-Hie TING**
20. **The Nature of Motivation in Saudi EFL Context: An Overview** 115  
**Farhad ULLAH, Rokiah PAEE & Joseph RAMANAIR**

21. **The Use of Voiceover Challenges on Tiktok as ESL Speaking Activities** 121  
**Kee-Man CHUAH & Looi-Chin CH'NG**
22. **Tolerance towards LGBT individuals among Malaysians** 127  
**Hsin-Nie LING & Su-Hie TING**
23. **Using the Motivational Technology Acceptance Model (MTAM) to explore Malaysian undergraduates' motivation to learn English through the Learning Management System (LMS)** 133  
**Christine Shane ONG & Florence KAYAD**
24. **“Aduhai Malangnya Pak Kaduk, Ayamnya Menang Kampung Tergadai” Sebagai Manifestasi Kritikan Dalam Kancan Politik Tempatan: Analisis Pragmatik** 139  
**Muhammad Zaid DAUD, Mary Fatimah SUBET & Awang Azman AWANG PAWI**
25. **Aplikasi Rangka Rujuk Silang Dan Semantik Inkuisitif Dalam Pengajaran-Pembelajaran Seni Bahasa** 145  
**George Romiko BUJANG & Mary Fatimah SUBET**
26. **Asas Fonem Konsonan Bahasa Kedayan Varian Sibuti** 151  
**Nabilah Syazwani NORASMAN & Remmy GEDAT**
27. **Asimilasi Kata Pinjaman Bahasa Inggeris dalam Dialek Melayu Sarawak** 157  
**Rosnah MUSTAFA, Wan Robiah MEOR OSMAN, Siti Marina KAMIL & Hamidah ABDUL WAHAB**
28. **Eufemisme dan Cerminan Budaya Masyarakat Melayu Sarawak** 163  
**Siti Marina KAMIL, Hamidah Abdul WAHAB & Remmy GEDAT**
29. **Faktor Motivasi Pelajar Antarabangsa Dalam Mempelajari Bahasa Melayu Sebagai Bahasa Asing** 169  
**Zuraini SERUJI, Minah MOHAMMED SALLEH, Nur Shazwanie WAKIMIN, Dayang Nurlisa ABANG ZAINAL ABIDIN & Mohd. Hairee ABDULLAH**
30. **Fonologi Bahasa Punan: Analisis Linguistik Deskriptif** 175  
**Zeckqualine MELAI & Norazuna NORAHIM**

31. **Kajian Tahap Penggunaan Bahasa Kebangsaan di Tempat Awam di Kuching, Sarawak** 181  
**Wan Robiah MEOR OSMAN, Hamidah ABDUL WAHAB, Remmy GEDAT, Rosnah MUSTAFA, Siti Marina KAMIL & Rusmadi BAHARUDIN**
32. **Kamus Thomas Bowrey & Aspek Sosio-Budaya Melayu Abad Ke-17** 187  
**Nor Azizah OTHMAN**
33. **Kata Arkaik Dialek Melayu Saratok: Tinjauan Penggunaannya Dalam Kalangan Generasi Z** 193  
**Salbia HASSAN, Fatimah SUBET, Dayang Sariah ABANG SUHAI & Norlina KIFLIE**
34. **Kebimbangan Pelajar Sekolah Rendah Luar Bandar di Sarawak Terhadap Pembelajaran Matematik: Penglibatan Ibu Bapa dan Medium Pengajaran** 199  
**Wan Sofiah MEOR OSMAN, Wan Robiah MEOR OSMAN, Nur Fatimah MAT YUSOFF & Farida ABDUL HALIM**
35. **Konsep 'Perjalanan' Dalam Bahasa Kiasan Kaum Iban** 205  
**Hamidah ABDUL WAHAB, Siti Marina KAMIL, Remmy GEDAT & Clinton RINGIT**
36. **Manifestasi Budaya Sosial Dalam Lagu Dangdut Di Malaysia Dan Indonesia: Analisis Tema Dan Aspek Muzikal** 211  
**Mohammad Haris ABD AZIS & Hishamudin ISAM**
37. **Metafora Konseptual Dalam Bahasa Halus Masyarakat Iban Sebuyau, Sarawak** 217  
**Clinton RINGIT, Hamidah ABDUL WAHAB & Remmy GEDAT**
38. **Pandemik Covid-19 Memperkaya Akronim Bahasa Melayu** 223  
**Mary Fatimah SUBET, Roslan ALI, Salbia HASSAN, Dayang Sariah ABANG SUHAI, Muhammad Zaid DAUD & Shahira JOHAN**
39. **Pantang Larang Masyarakat Kedayan di Limbang, Sarawak** 229  
**Nuraziyah AMAT & Jayapragas GNANIAH**

40. **Perwatakan dan Nilai dalam Novel “Di Sebalik Dinara”:  
Analisis Teori Relevans** 235  
**Srikandi Saemah SAMAON & Mary Fatimah SUBET**
41. **Penterjemahan Homonim Arab-Melayu dalam Domain  
Ketakutan: Satu Analisis Teori Relevan** 241  
**Roslan ALI, Fatimah SUBET & Maheram AHMAD**
42. **Pola pemilihan bahasa komuniti Salako di Lundu, Sarawak** 247  
**Anne INTOH & Norazuna NORAHIM**
43. **Sikap Bahasa dan Pemertahanan Identiti Komuniti** 253  
**Sempadan Di Kampung Telok Melano, Malaysia Dan Desa  
Temajuk, Indonesia: Satu Tinjauan Awal**  
**Dilah TUAH & Shin CHONG**

# EUFEMISME DAN CERMINAN BUDAYA MASYARAKAT MELAYU SARAWAK

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## ABSTRAK

Eufemisme atau bahasa halus umumnya digunakan dengan tujuan untuk mengurangkan kekasaran dalam berbahasa di samping menjaga keharmonian hubungan antara penutur. Penggunaan eufemisme wujud merentas budaya dan bahasa, dan kajian berkenaan eufemisme yang lahir dari kajian kesantunan dan strategi berbahasa banyak dijalankan oleh Keith Allan dan Kate Burridge. Kajian berkenaan kesantunan turut banyak dijalankan di Malaysia namun terdapat kelompangan dalam kajian eufemisme yang memfokus kepada kaum di Borneo. Masyarakat Borneo meliputi Sabah dan Sarawak dan antara kaum yang menitikberatkan hal kesantunan dalam berbahasa termasuklah kaum Melayu. Makalah ini akan meneliti perihal eufemisme dalam kalangan masyarakat Melayu Sarawak dengan mengaitkan penggunaan eufemisme tersebut vis-à-vis budaya pemilikinya. Kajian lapangan dengan kaedah soal selidik dijalankan di daerah Kuching melibatkan 50 orang penutur jati Melayu Sarawak dan memanfaatkan item yang dirangka berpandukan pangkategorian eufemisme Allan & Burridge (1991). Dapatan kajian mengupas amalan dan senario penggunaan eufemisme dalam kalangan masyarakat Melayu Sarawak turut merumuskan keakraban amalan kebahasaan dengan kepercayaan yang dipegang erat oleh penuturnya.

**Kata Kunci:** Eufemisme; bahasa halus; budaya; Melayu Sarawak; amalan bahasa

## ***EUPHEMISM AND THE REFLECTION OF THE SARAWAK MALAY CULTURE***

### ABSTRACT

Euphemism in general is used with the intent of reducing harshness in speeches, apart from being a tool to maintain good relationship among speakers. It exists across language and culture. Studies concerning euphemisms, which spurs from researches on politeness and linguistics strategies, that are widely known are done by Keith Allan and Kate Burridge. As similar studies have been performed in Malaysia, little has been done focusing on the uses of euphemisms among the people of Borneo. Hence this study aims to add to the gap of knowledge on euphemism used by the aforementioned people of Borneo, the cultural group that are as concerned about politeness in language, the Sarawak Malays. This study will explore the topic of euphemism among the Sarawak Malays by associating the uses of euphemism vis-à-vis the culture of its users. Data was