

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

In society, communication is the medium for communicating with the people. By socializing with the community, it makes us the part of its group and establishes the relation that we have already built within each other. Language plays significant roles in society, either written or spoken. Using language as the key communication device, we can communicate and interact with people and deliver our information to the others.

Additionally, there are many other explanations why people are using language. One of them is that we are able to communicate certain emotions that we feel; sad, happy or angry. Through language, these feelings can be conveyed. However, every time we show our emotions, it appears to be excessive and inappropriate, for example, when we are in a bad mood or in angry mode, people like to express it by carelessly adding bad words into the sentence and failing to evaluate the words that we utter. The words just stream down of our mouth as people express their frustration without us knowing it. Such poor words are referred to as swearing or cursing which is words that contain explicit and offensive meaning. Crystal (2018) expresses that swearing is a way to explode and relief certain emotional feeling.

Certainly, people cannot expect others to control and avoid what they say. People often hear swearing in daily life, directly or through media. Nowadays, with everything that can be accessed by anyone in everywhere, people are so easy to accept anything from media. One of them is YouTube. YouTube is becoming one of websites that some people always go in their leisure time. The platform YouTube is popular for mostly video-sharing. From books by Strangelove (2010) and Dean and Lastufka (2008), this video-sharing online was created in 2005 by former PayPal employees. In 2006, Google bought the platform and now was under Google's subsidiaries.

With video-sharing as the main purpose of YouTube, now, people share almost everything in their channel to gain popularity or to communicate with their fans. These people are the content creator of their YouTube channel or known as youtuber. They mostly share their daily life, their music, beauty talk or just basically doing a streaming live.

In this study, the writer chose a few of well-known Youtubers in the YouTube community; Bretman Rock, David Dobrik, Tana Mongeau and Emma Chamberlain. They are known for having more than 5 million subscribers. All of them have different contents for their channel, for instance, Bretman is known for his enthusiasm in make-up beauty. The leader of the vlog squad, which is a group of popular Youtubers and vine creator, David Dobrik is noted for making high-energy entertainment video such as pranks, surprises, and semi-scripted scene. Emma is famous for her relatable life about teens in America, hauls and so is the

contents that Tana uploads. Despite of the strict rules in YouTube including swearing, these influencers somehow manage to say profanities in their videos.

## **1.2 Research Problems**

There are several questions that has arisen concerning the topic chosen by the writer. The following questions are:

1. What types of swearing uttered by Youtubers in the compilation videos from their official YouTube Channel?
2. What are the motives of male and female Youtubers uttering swear words?
3. How the social factors of politeness influence the way people swear to the people they talk to seen in the YouTube videos?

## **1.3 Objectives of the Study**

In analysing the topic, the objectives of the research are:

1. to identify and analyze the types of swear words used in the compilation video of selected Youtubers.
2. to investigate the motives of male and female Youtubers uttering swear words.
3. to describe the social factors of politeness seen in the video of Youtubers cursing to the people they talk to despite their gender, their age, and their relation within each other.

#### 1.4 Previous Study

This study is not the first one discussing about swear words. There have been numerous studies that observed about taboo words or swearing whether with different objects or theories. In this section, the writer has gathered some previous studies to show the distinction between the mentioned studies and this research. The studies will be explained briefly and in chronological order, from the oldest to the newest ones.

The first study is “A Sociolinguistic Analysis of Swearing in *From Paris with Love* Movie” by Wulandari (2012, Universitas Negeri Yogyakarta). This study focuses on types of swear words, the reasons of swearing and the correlation between swearing and social class represented in the film titled *From Paris with Love*. Wulandari employs descriptive-qualitative method in her research. The result shows that the most used type of swearing is abusive swearing and the reasons of the actors swear is to express anger or frustration. The relation within social class in the movie is coming from the upper-class cursing to people who are in the category below of them such as middle class, low class, etc which shows that a group of people on upper class tend to use swear words seeing that they have authority controlling people who aren't included in their group.

The second study entitled *The Use of Swear Words in “Four Brothers” Movie* is an undergraduate thesis written by Aji from UIN Sunan Ampel in 2014. Applying the descriptive-qualitative method, this paper investigates types of the swear word and the reasons why the characters in the movie swear. Aji shows that there are seven kinds of swear words and six reasons of swearing in the data.

In *A Sociolinguistic Analysis of Swearing Uttered by The Main Character in The Film "The Wolf of Wall Street"* done by Susetyaningsih in 2014 from Universitas Negeri Yogyakarta, the writer aims to identify the types of swearing and the motives of the main lead of the film swears. Employing a descriptive qualitative method, the finding data show only there are four types of swearing the character uttered in the movie; expletive, abusive, humorous, and auxiliary swearing with expletive swearing as the types of swearing that the character most use in the film. There are also three reasons why the lead actor uses swear words; psychological, social and linguistic motives.

In a study by Esterika in 2016 from Universitas Sanata Dharma entitled *The Analysis of Swear Words that Are Used by White and Black Characters Movie*, there are three types of swear words discovered in the film which are epithet, profanity and obscenity with profanity as the most used one. Based on the study, the identity of white people swears more often than the black ones. On top of that, the reason of swearing both white and black characters utter is different. For white characters, they swear to discredit others. As for black characters, they curse to attract attention for the most part.

Another research that has been discovered is a study titled *The Use of Swear Words in Pewdiepie's YouTube Videos* authored by Timur (2017) from Universitas Negeri Islam Alauddin. The study endeavors to identify type of swear words used in five Pewdiepie's videos. Applying the descriptive-qualitative method and using note-taking in order to get the data, there are 14 data of dysphemistic, 34 data of idiomatically, 6 data of abusively, 23 data of emphatically and 27 data of

cathartically. There are two categories of meanings that reveal in the videos; SW1 (have referential meaning) and SW2 (non-referential meaning). The appearance of SW1 is 47 occurrences while SW2 gets more score with 57 times.

In *Swear Words Used by Male and Female Gamers in Selected Virtual Game-Review Video on YouTube* done by Indriyanti in 2017 from Universitas Islam Negeri Sunan Gunung Djati, the writer aims to identify the categories of swear words used and the reason of swearing by male and female gamers on YouTube. In collecting the data, Indriyanti applies qualitative method. The results show that there are 261 swearing utterances found in the selected videos in seven categories of swear words. There is religious theme, the scatological theme, the sex organ theme, the sexual activities, the mother (family) theme, the minor theme, euphemism. According to the result, the religious theme is the most dominant categories used by male and female gamers on YouTube.

The study done by Fasya in 2018 from Universitas Pendidikan Indonesia entitled *The Use of Swear Words by Male and Female YouTubers* investigates the types of swear words and the motives for uttering swear words by male and female youtuber. Applying a qualitative method, the result shows that there is different type of swear words used by male and female youtuber. For instance, male youtuber uses expletive the most while auxiliary is the most frequent type of swear word uttered by female youtuber. Differences can also be noticed in terms of utilizing swear words. Psychological motives are the most common motives for male youtuber. Meanwhile, the female youtuber's primary motive for using swear word in her video is linguistic motive.

Another study is done by Alifiani in 2018 from Universitas Diponegoro. “A Sociolinguistic Analysis of Swear Words in *The Heat* Movie” paper aims the types of taboo words based on the function and the factors used in the film by the female actresses. Using a descriptive qualitative research by observing with purposive-sampling technique, the findings show that there are two main categories which are stand-alone and slot filter. Stand-alone consists of three functions that are expletive interjection (22.5%), curse (8%), and unfriendly suggestion (0%). Slot filter varies with four types; adjective intensifier (0.5%), adjective of dislike (4.5%), emphasis (44.5%) and epithet (44%). The cause of the actresses cussing is mostly the characteristic of the actors and the environment both in work and in home.

The next study entitled *English Taboo Words Used by PUBG Gamers on Litomatoma YouTube Chanel* is written by Maelani from Universitas Islam Negeri Maulana Malik Ibrahim in 2020. This research aims to analyze the type and the function of English taboo words used by male and female PUBG Gamers on *Litomatoma* official YouTube channel. With 15 selected videos that contains the taboo words utterances, they used all the types of taboo words with Bastistella’s theory; epithet, profanity, obscenity and vulgarity with obscenity as the most significant number of occurrences while epithet is the least to appear in this research. Maelani also discovers that there are three functions used by PUBG gamers; to draw attention to oneself, to show contempt and to be provocative.

Lastly, Ariani (2021) from Universitas Negeri Islam Sumatera Utara conducted a study titled “An Analysis of Profanity Uttered by Male and Female Indonesian Youtubers”. The objectives of this study are to discover the types of

profanity uttered by male and female Indonesian Youtubers and the reasons for male and female Youtubers vocalize profanities in their YouTube videos. According to the data, there are four types of profanity uttered by male and female Indonesian Youtubers; expletive, abusive, humorous and auxiliary profanity. There are also five reasons for male and female Youtubers uttering profanity; to draw attention, to offend, to convey negative thought, to respond pain or misfortune and to make fun or jokes.

It can be seen that most of the previous researchers nearly have the same problems. However, they use different method and object to examine their analysis. Since there are barely people investigating Youtubers regarding the term of swearing and how they swear towards people, whether they know each other or not, the writer focuses on swear words utter by influential Youtubers who often curse in their platforms, one of them is their own official YouTube channel.

### **1.5 Scope of the Study**

This research discusses about the swear words that occurred in the compilation videos of Youtubers that has been selected by the writer. The videos consist of them in a conversation with people they know or strangers while uttering bad words. It can be seen from the video that the content creators carelessly speak foul language, regardless age, gender or relationship between the Youtubers and the person they are speaking to. Since this phenomenon are often seen and used in daily life, the writer particularly chose this issue to be analyzed.



## **1.6 Organization of the Writing**

This paper organizes into the following chapters:

### **CHAPTER I. INTRODUCTION**

This chapter consists of background of the study, research problems that will be investigated in the study, the purpose of the study, scope of the study, significance of the study, previous study that shows the novelty of this research, and organization of the writing.

### **CHAPTER II. THEORY AND METHOD**

This chapter deals with numerous subjects that will help to understand the research by giving the definitions of the related study. This chapter also contains type of research, data, population, sample, method of collecting data and method of analyzing data.

### **CHAPTER III. DISCUSSION**

This chapter shows the findings of the study which are swear words uttered by Youtubers in their videos and how they curse to people they talk to.

### **CHAPTER IV. CONCLUSION**

This chapter summarizes the final discussion and giving suggestion for further analysis concerning the topic of this study.