

## **CHAPTER IV**

### **CONCLUSION**

The aim of this study is to analyze the swear word uttered by both female and male Youtubers and how social factors of politeness are seen in the compilation videos. Applying Hughes theory, seven out of eight types of swearing found in the compilation video of male and female youtubers; related to Sex (S), related to Excrement (E), related to Name of Animal (NoA), related to Sexual Activity (SA), related to Personal Background (PB), related to Religion (R) and related to Mental Illness (MI).

Based on the findings of this research, both male and female Youtubers swear related to Sexual Activity (SA) the most with the total 79 times. Nevertheless, they have particular swear word that they use often. Male creators are seen using swear words related to Name of Animal (NoA) the most with 40 times. On the other hand, female youtubers swear related to Sexual Activity (SA) with a total 45 times.

The results of the data show that there are three motives are seen in the compilation videos; psychological motives (PM), social motives (SM) and linguistic motives (LM). It can be seen that psychological motives (PM) have the biggest frequency of appearances by both male and female youtubers swearing on the videos with the total 39 times.

This study is not only focused on swear words between male and female youtubers, but also define the social factors of politeness and how they are seen in the video. Social factors of politeness are divided into three categories; the social distance, the relative power of the speaker and the hearer, and the ranking of imposition. According to the research, both female and male youtubers show no great social distance around people they are comfortable with. On the other hand, some of the videos reveal that there is some power playing between the Youtubers and people they are working with.

In conclusion, the majority of swear words that both male and female Youtubers use are related to Sexual Activity (SA) and employ Psychological Motives (PM) on uttering bad words. It also appears that there are social factors of politeness occur in the compilation video.

Lastly, this study is expected to be beneficial for researches who are interested in analyzing and conducting swear words and social factors of politeness theory.