

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Language serves as a tool for communication with others. Language as a communication tool is the most effective way to convey thoughts, aims and objectives to the people we communicate with. Communication is important process in daily life. In the term of communication, language is the one of essential element as well as the system of communication between individuals (Hickey, 2012). Communication is the way how people interact to each other by using the language to express feelings, desires, ideas and information that people want to convey to others either directly or indirectly. Language can be in many forms based on the place and the culture that can influence the way how people communicate using their own language.

According to Nordquist, (2020) swear words is a word or phrase that's generally considered blasphemous, obscene, vulgar, or otherwise offensive. They are also called bad words, obscenities, expletives, dirty words, and profanities. Examples and functions of swear words that are commonly used include: "Damn" to express frustration, annoyance, or anger. "Hell" to express emphasis or strong emotion, often used as an intensifier. "Shit" to express frustration, disappointment, or disbelief and "Fuck" to express anger, outrage, or emphasis. The act of using a swear words is known as swearing. According to Wang (2013) there are four functions of swear words, such as expressing emotion, emphasis, group identity or solidarity, and aggression. Meanwhile, Bolton & Hutton (1997) also stated that there are four functions of swear words namely: integrative, aggressive, regressive, and expletive.

Balinese is one of the regional languages which is still maintained by the Balinese people as speakers. The maintenance of Balinese by its speakers is carried out by using Balinese as a means of communication in daily interactions, both in formal and non-formal situations. According to Widi et al., (2021) In Bali, there are 4 basic levels in the Balinese language that are most often used by

Balinese people, namely; '*BasaAlus*', '*BasaMadia*', '*BasaAndap*', and '*BasaKasar*'. '*BasaAlus*' is the highest level of '*rasabasa bali*', '*BasaAlus*' is commonly used to honor people of higher social and commonly use in having conversation with the stranger. '*BasaAlus*' is used by lower social people in having conversation with higher social people. '*BasaMadia*' according to Suwija (2014) can be defined as Balinese language which sounds like '*basa alus*' yet its meaning and value is considered medium and often used in a daily conversation (*madia*). '*BasaMadia*' is most widely used in the Balinese community when communicating with people who are not known but are still in the same area.

'*BasaAndap*' according to Suarjana (2011) means low (*endep*) language, but '*BasaAndap*' is different from '*basa kasar*' because the value of '*rasabasa*' of '*BasaAndap*' is not coarse, not medium and not refined. '*BasaAndap*' is often used by people who have the same degree, also used by people of higher social status when talking to people of lower status. '*BasaKasar*' is the language that has the worst '*rasa basa*', disrespectful and rude. '*BasaKasar*' is usually used to express emotions; angry, upset, and when in a fight. In Balinese, as in many other languages, there is the use of harsh words or words that are considered inappropriate, which are often referred to as "swear words". The relationship between Balinese and harsh words can be seen in the context of their use in various daily situations by Balinese people.

Buleleng people are known for using swear words by Balinese speakers outside of Buleleng. Infact, the Buleleng people is that they are famous for their use of swear words among Balinese, even by Balinese speakers outside Buleleng. This reflects the perception that swear words in Buleleng has its own uniqueness and intensity that differentiates it from the use of swear words in other areas of Bali. This reflects how the use of swear words can be an interesting and unique aspect in the study of language and cultural variations in Bali. In Buleleng, the term "*pirate*" is often used by local residents. This is one of the many swear words understood and used there. Although considered impolite in everyday conversation, in Buleleng its use is not offensive due to familiarity with such language. In fact, the use of harsh words like "*cicing*". The word "*cicing*" is usually used to address someone to attract their interest. An example sentence

could be "*cicing e kar kije kone bint?*". The word "*cicing*" means dog. Even though this word is actually rude, people who are called that word generally don't mind it. However, the use of such words will not be accepted anywhere other than Buleleng. The meaning of swear words among the people of Buleleng does not always have a negative meaning Dewi et al., (2018). Therefore, the people of Buleleng even use swear words to express happiness or gratitude.

There have been some research conducted in swear words. Pratama (2021) in his study about swear words in Deddy Corbuzier YouTube Podcast Video, find that there are 9 types of swear words found in Deddy Corbuziers' video podcast including: animal terms (58), mental illness (35), religion (31), dirt (20), kinship (10), activity (8), bodily functions (7), personal background (3), and demons (2). The dominant type of swearing used in Deddy Corbuziers' video podcast. Dewi (2018) analyzed about the swear words used by adults in Cempaga Village. There are nine reference classifications for swear words, namely: religion, bodily functions, feces, animal terms, activities, personal background, mental illness, demons, and kinship. The functions of swear words were (a) to attract attention, (b) to provide catharsis, (c) to provoke, (d) to create interpersonal identity, (e) integrative, (f) aggressive, (g) regressive, and (h) emphasis. Moreover, Prayuda et al., (2019) conducting a study about swear words used by the character in Moonlight movie. Pointed out that there were some types of swear words, namely: excretion, sex, religious, mother-in-law, animal swear, death, and body function.

The use of social media in the current era is growing very quickly in society, including platforms like Twitter, YouTube, Instagram, TikTok, and others. Social media has become a major revolution in communication in this modern era. The extensive facilities for communication via the internet network make social media an open and free forum for conversation between followers or users, including children, teenagers, and even parents. According to Riska Novita Ria & Teguh Setiawan (2023) as cited by Mean Et Al (2018) and Arifianto (2019), through social media, a person can freely communicate with others, whether in comments, status updates, criticizing, saying harsh words, or even insulting other people. One notable example is the social media

platform YouTube, which stands out as widely utilized and immensely popular among Indonesian. YouTube is a popular online video-sharing platform where users can upload, view, and share videos. YouTube was established by Chan Hurley, Steve Chen, and Jawed Karim in February 2005, and in 2006 it was procured by Google Dale et al., (2007). YouTube allows users to discover a wide variety of content, including music videos, vlogs, tutorials, movie trailers, gaming videos, and much more.

An interesting focus in this study of swear words is the Balinese spoken community in Buleleng. Buleleng Regency is one of the districts in the province of Bali, Indonesia. Buleleng Regency has its capital in Singaraja and is located in the northern part of Bali Island. This is a region with a number of sub-districts and villages. In Buleleng, Balinese is the language that is generally used every day. However, there are also local variations in the Balinese language used in Buleleng, such as the Singaraja dialect. Apart from Balinese, Indonesian is also used in everyday communication, especially in formal environments or in commercial transactions.

Based on the explanation above, this research is focused on analyzing the types and dominant types of swear words in the Taksu North Bali YouTube Video using a sociolinguistic approach. The purpose are identify in more depth how swear words within the Balinese Language.

## **1.2 Problem Identification**

In this research, the problem that will be identified or studied in more depth is how swear words are used in Taksu North Bali YouTube videos by actors with Buleleng accents that contain swear words. Researchers saw something interesting from the conversations these actors had by using swear words in their daily conversations. Initial observation results show that the swear words used in the Taksu North Bali YouTube video use a Buleleng accent which contains swear words used by the actors. Based on the explanation above, the researcher aims to delve deeper into the utilization of swear words by these actors.



### **1.3 Research Scope**

Qualitative descriptive methods are the scope of this research. In order for researchers to be more effective, efficient, directed, and able to study more deeply, researchers need to limit problems. The problem studied is limited to studying the context of swear words, especially swear words in TaksuNorth Bali YouTube videos which use Balinese language spoken.

### **1.4 Research Question**

1. What are the types of swear words used in Taksu North Bali Video?
2. What are the dominant types of swear words in Taksu North Bali Video?

### **1.5 Research Objectives**

Revering to statement of the problem previously mentioned as follows:

1. To identify types of swear words used in Taksu North Bali Video
2. To analyze the dominant types of swear words in Taksu North Bali Video

### **1.6 Research Significance**

The significances of this study are divided into two types, namely theoretical significance and practical significance:

#### **1. Theoretical Significance**

From the results of this research, the research hopes to support, contribute and provide theoretical evidence in it. The main focus of this research is swear words which later researchers will reveal in depth the use of swear words in Balinese language spoken which are said in the Taksu North Bali Videos for further research.

#### **2. Practical Significance**

- a. For lecturers

Be used as additional information from sources about sociolinguistics to foster exploration of sociolinguistics, especially regarding the use of swear words.

- b. For English education

This research provides information and understanding about swear words as a branch of linguistics. Students in English education will gain more reference knowledge about the terms of swear words which will help them better understand linguistics.

c. For other researchers

This research can be a reference for other researchers who are interested in conducting similar research regarding the swear words spoken by actors in the Taksu North Bali YouTube video.

