

# CHAPTER I

## INTRODUCTION

This chapter presents the background of this study, problem identification, limitation of the study, research question, purpose of the study, significances of the study.

### 1.1 Research Background

Bali is a tourism icon in Indonesia that is well known abroad, that makes many foreign tourists often come to Bali. In communicating with tourists from abroad, of course we use language in it, language is one of the very important components needed by all humans on this earth, not only to communicate with foreign tourists but also to communicate with the local community. Language is a tool for communication, which is used to express opinions and arguments to others. Therefore, language plays a very important social role in facilitating interaction within the wider community (Adolf Hualai, 2017; Gorys Keraf, 1994). As mentioned by Chaer 2003;(in Yani, 2022) language is a verbal tool which is used for communication. And according to Schippers (2013), language is an important part of group identification and solidarity, and also can be an effective sign of difference, including or excluding people from a particular group. One of the common problems caused by language is the miscommunication of what someone is trying to say, particularly when it comes to the meaning of swear words. The difference in the meaning of swear words has always been a problem of course we must overcome because if it will not cause a lot of losses, conflicts that occur in

their conversations due to not understanding swear words will cause the bad name of the island of Bali for outside tourists. Even the problem can be more complicated if this misunderstanding reaches the realm of law which will later affect the length of stay of foreign tourists in Bali.

According to a report from Kumparan.com (Ajeng, 2023), a tragic case in Bali escalated from a simple miscommunication to a serious problem that eventually led to murder. The incident involved a foreign tourist, the perpetrator, and a local, the victim, who were playing cards at the victim's house. The conflict arose when both parties started insulting and abusing each other. This provoked the tourist, leading to a fatal outcome. If the perpetrator and victim had communicated politely and refrained from using offensive language, the misunderstanding and violence that ensued may have been avoided. This case highlights the importance of understanding and managing the use of swear words to prevent disputes and ensure smoother interactions in the future.

The existence of swear words in the current generation is very high. Just like language, swear words are also widely used to express feelings that usually arise when we are angry or frustrated. Many people also use swear words in various situations and conditions for a purpose. Swearing is part of everyday language usage for people of all ages and cultures around the world as mentioned by Andersen (in Sarnika, 2018). Schippers (2013) states that swearing is usually associated with very informal language or lower class speakers, and also that swear words are used to achieve different outcomes such as expressing anger, provoking or making people laugh, insulting somebody, or strengthening or exaggerating a statement.

The study done by Hagen, Sverre (2013) shows that swear words are durable words. Because they are so flexible, they have an exceptional ability to express a multitude of feelings. For example, when someone is consciously joking by using swear words to make others laugh, sometimes someone also curses when accidentally hurting themselves. The use of swear words has become very widespread today. Swear words not only exist in Indonesian but also in Korean. The socio-cultural characteristics of Indonesian and Korean societies influence how swear words are used in humorous context, reflecting the cultural conditions of each group. Wijana and Rohmadi explain that, in the humor of multilingual communities, differences in language structure often highlight differences in cultural attitudes. Several examples of swear words that are often used in Bali and Korean, the examples of the use of swear words in Bali such as “*naskeleng*” the male genital, “*lengoh*” is crazy, “*leak*” refers to devils, “*pirate*” refers to ancestors, are use very often in Bali, while in South Korean the researchers can find words such as “*doracci*” is crazy, “*gaejasiga*” refers to puppies, “*byönthae saekki*” the pervert, “*babo*” meaning fools, which is often used (Yani et al, 2017 and Az Zahrah, 2019).

The widespread use of swear words on this day can threaten the existence of the language itself, as a result of which a good and polite language can become extinct and if it continues it will cause misunderstandings both between the local community and foreign tourists who come to Bali. Various problems other than misunderstandings will also continue to come if the understanding of this swear word is not studied further.

Therefore, this research is not only important but must be carried out immediately. That is why this research was given the title “Swear words used by South Korean” with the hope that this research can enrich readers knowledge about swear words which can later help minimize misunderstandings that occur due to swear words, and still maintain a good and polite existence for future generations.

## **1.2 Problem Identification**

This research was conducted because it sees many misunderstandings that occurred caused by swear words from each region, especially local residents with foreign residents. Many cases of misunderstanding that end up in the legal realm due to differences in meaning captured from these swear words. This frequent misunderstanding will be very detrimental to many parties, especially Bali which incidentally is a tourism area and most of the population's livelihood is in the field of tourism. In addition, this research is also very important because the widespread use of swear words has made the current generation even use them as everyday language, so that swear words that were originally considered taboo and impolite are now considered colloquial language whose use is both positive and negative. In positive terms, for example, as a joke with the aim of entertaining. While in negative terms it can be seen when someone uses swear words to insult someone or to provoke, resulting in offense and division. Language as a living entity continues to change over time, and if this phenomenon is left unchecked, it will lead to the fading and even extinction of good languages in the next few years, both in Bali and in Korean.

Researchers conducted this study to elaborate on the issues previously described and aimed to identify the swear words used by South Koreans. This research further explore the formation, function, and references of these swear words. The researchers anticipate that the study will be successful and hope that it will expand readers' knowledge about the use of swear words in South Korea.

### **1.3 Research Limitation**

This study focuses on the use of swear words by South Korean, specifically among South Korean tourists on holiday in Bali. While it aims to enrich knowledge and understanding of swear words in South Korean, it is limited by several factors. First, the data was collected from a small sample of only three native Korean speakers, which may not fully represent the diverse ways in which swear words are used across different regions, social classes, and contexts in South Korea. Additionally, since the study focuses on tourists in Bali, the findings may not reflect how swear words are used in other settings, such as formal environments or digital communication. Furthermore, as this research is qualitative in nature, the findings are descriptive and cannot be generalized statistically.

### **1.4 Statement of Research Problem**

From the problem identified, it could be proposed the research questions as follows:

1. What swear words are used by South Korean people?
2. What forms of swear words are found in South Korean?
3. What are the function of swear words found in South Korean?

4. What are the references of swear words found in South Korean?

### **1.5 Research Objective**

Based on the research questions above, the objectives of the study could be obtained as below.

1. To identify the swear words used by South Korean people.
2. To analyze forms of swear words used in South Korean.
3. To analyze the function of swear words in South Korean.
4. To investigate the references of swear words in South Korean.

### **1.6 Research Significances**

This research is expected to make a positive contribution theoretically and practically from the swear words used by South Korean. This research also intends to enrich knowledge about swear words used by South Korean and their formation based on references, terms, and other factors that influence people who use them to communicate.

#### **1.6.1 Theoretical Significance**

This study contributes to linguistic research, particularly in the field of sociolinguistics and pragmatics, by exploring the use of swear words in the South Korean language. It provides valuable insights into how swear words function in communication and their social implications. First, this study deepens the understanding of how swear words are structured, used, and perceived in the South Korean language. Unlike general vocabulary, swear words often carry strong emotional, cultural, and social connotations. This research examines their linguistic characteristics, including their formation, function, and references, which can help

future studies analyze similar patterns in other languages. Second, this research contributes to the study of language and social hierarchy. The South Korean language is highly structured based on social status and relationships. The use of swear words by South Korean reflects power dynamics, intimacy levels, and informal speech patterns, making it an essential topic in sociolinguistics. By identifying the various swear words and their appropriate or inappropriate contexts, this study helps linguists understand how language usage changes based on societal norms.

Furthermore, this study supports pragmatic and cross-cultural communication research. Understanding swear words is crucial for effective intercultural communication, especially for foreigners interacting with native South Korean speakers. Misinterpretation of swear words can lead to confusion, conflicts, or unintended offense. By categorizing swear words based on their usage, this research helps bridge cultural gaps and promotes awareness of linguistic sensitivity in international interactions. Lastly, this research serves as a reference for future studies in sociolinguistics, pragmatics, and comparative linguistics. It provides a foundation for further exploration of swear words in different languages and how they evolve over time. The findings of this study can also be applied to areas such as language teaching, translation, and media studies, where understanding informal and colloquial speech is necessary.

### **1.6.2 Practical Significance**

The result of this study for theoretical significance, the researcher expects that readers would find value in the research's practical applications.

#### **a. For Government**

The results of this study are expected to provide valuable information in the form of physical documents about the existence and classification of swear words used by South Koreans, from a linguistic perspective.

**b. For Ganesha University of Education**

The findings of this study can be a valuable source of information for students and lecturers, especially in linguistics and cross-cultural communication, to better understand the phenomenon of using swear words in the Korean language.

**c. For English Learners Student Universitas Pendidikan Ganesha**

Students participating in exchange programs abroad, especially in South Korea, will interact directly with native Korean speakers. Understanding swear words can help them avoid misunderstandings in daily communication and adapt to the social norms in South Korea.

**d. For the Tourism Sector**

The tourism industry in Bali frequently deals with South Korean tourists. Understanding swear words in Korean can help tourism sector workers, such as tour guides, hotel staff, and restaurant employees, comprehend the intent behind the expressions used by tourists. This can help prevent misunderstandings that may affect tourist experiences and service reputation

**e. For Korean Language Learners and Teacher**

Teachers and students learning the Korean language can use this research to understand the pragmatic aspects of Korean, especially how swear words are used in different situations. This is important for



learners to not only grasp grammar and vocabulary but also the social context of language use.

**f. For Professionals Working in Multicultural Environments**

Individuals working in environments that involve communication with native Korean speakers, such as diplomats, interpreters, or employees in multinational companies, can use this study to gain deeper insights into communication dynamics, especially in handling emotionally charged or verbal conflict situations.

**g. For other Researcher**

The results of this study are expected to be a step for other researchers to understand more about the field of linguistics. Other researchers can understand more deeply related to linguistic science, especially about the term swear words used in South Korean society which are also part of the linguistic field. This research can also be another source of results to strengthen sociolinguistic studies, especially for students of Ganessa Education university.

