

# 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 and definition of key terms.

### 1.1 Research Background

In this modern era, people from different parts of the world interact with each other. One way people interact with themselves is by using languages that will later be used to communicate with people who belong to the same group or different groups. Language is a way for people to communicate with each other in everyday life. The use of language to carry out certain communicative functions in written and unwritten discourse (Tseng, 2018). Effective communication requires a good understanding of the context, audience, and message to be conveyed. Therefore, language skills not only include mastery of vocabulary, but also the ability to read situations, respond appropriately, and understand the nuances of non-verbal communication. However, in this world, conflict is very easy to occur. Factors such as cultural differences, religion, and social and economic inequality are the main triggers (Galtung, 1990).

Conflicts due to language can indeed occur due to the use of inappropriate words, thus creating a misunderstanding. Swear words are those that may contain vulgar, obscene, or socially unacceptable language with strong emotional content

((Dewaele, 2004; Fägersten, 2007). According to Az'Zahrah et al. (2018), swear words are identified as having contextual flexibility, being used as greetings, jokes, and as a tool to build social intimacy between the speaker and the interlocutor. The recognition that swear words can have contextually positive effects, such as humor, challenges the notion that swear words are solely negative expressions.

Bali is known as a tourism paradise, the large number of tourists from other countries who come to Bali makes Bali seem like the center of the world because people from various countries are in Bali. According to Jauhari (2023), Bali in 2023 have been visited by at least 5.2 million foreign tourists. This is truly a fantastic number after several years of Covid-19 lockdown. So many foreigners have different languages and interpretations from Balinese which can cause misunderstandings. The Philippines contributes a lot of tourists to Bali. Based on data from the Balinese branch of Central Statistics Agency, as many as 85,866 Filipino tourists have come to Bali in 2023 or about 1.41%. It may seem like a small percentage, but when compared to the number of foreigners coming to Bali, it's a big number. So, Filipino tourists also need to be taken into account to avoid conflicts between local Balinese residents and foreign tourists from the Philippines. One key area where misunderstandings can potentially lead to conflicts is the use of language, particularly swear words.

There are several studies that have been conducted on swear words. There is research conducted by Saniada et al. (2023), in the form of an analysis of the use of swear words, where it was found that swear words are used to express various social functions such as creating identification, providing catharsis, emphasizing points, provoking reactions, attracting attention, and fostering social bonds.

Likewise, research conducted by Dewi et al. (2017) who had similar results which are swear words in the Philippine language, namely abusive *putang ina*" which means whore mother, animal name *babo* which means pig, social deviation "*bobo*" which means stupid, genitalia insult "*ahas*" which means penis that is like a snake. There is also research according to Alamo et al., (2023), regarding the use of swear words in Filipino which have communicative functions such as expressing frustration, competitiveness and catharsis.

Based on the classification, languages can be found to be similar or have the same classification. If Balinese use the Balinese language, which turns out to have similar sounds or pronunciations with Filipino swear words, it will cause misunderstandings and lead to conflict. When individuals interact from different cultural backgrounds, they bring with them their different linguistic and cultural norms (Hinner, 2017).

Based on research by Alamo et al. (2023), it is known that new Filipino swear words are only limited in their use in the context of playing "mobile legend" video games and have not been classified for daily use and classification based on form and reference. Because the research to analyse Filipino swear words by their forms, functions, and references is still rarely investigated, it becomes a gap in research; therefore, to address the gap in research on Filipino swear words, this study investigates their forms, functions, and references. It is not only important but also crucial and must be done immediately in order to prevent divisions and conflicts from differences and misunderstandings between Balinese and Filipinos due to language differences.

## **1.2 Problem Identification**

This research was conducted because of a phenomenon where language is used in people's daily lives. Bali, which in fact is a place for tourists to visit, makes conversations between Balinese and foreign tourists inevitable. In this case, conversations between Balinese people use harsh words and also conversations between Balinese and Filipinos because the Philippines is one of the countries that has many foreign tourists who come to Bali. Harsh words themselves are something that is considered taboo because they can create unwanted conflict.

In this case, the analyze in Filipino swear words require an in-depth analysis in order to avoid conflict. This research analyze the swear words of Filipino, which will reduce the feeling of misunderstanding and miscommunication between the two parties in the future.

## **1.3 Limitation of the Study**

The scope of this research is a descriptive qualitative approach. Besides, That problem is also defined for increased effectiveness, efficiency, focus, and depth of study. Because of that, it is important to identify problems and limit research. This study will investigate the context usage of swear words in Filipino, focusing on tourists that come to the Singaraja region. The researcher conducted interviews and note taking using criteria for choosing informants and documents in the form of books, movies, articles, and other online sources in order to gather data for this study.

## **1.4 Research Questions**

Based on the background described, the research question of this study is as follows:

1. What swear words are used by Filipino?
2. What forms of swear words are used by Filipino?
3. What are the functions of swear words in Filipino?
4. What references are used in Filipino swear words?

### **1.5 Objectives of the Study**

Based on the research questions, the objective of the study is as follows:

1. To identify the swear words used in Filipino
2. To analyze the form of swear words found in Filipino
3. To analyze the functions of swear words in Filipino
4. To analyze the references used in the swear words in Filipino

### **1.6 Significance of the Study**

There are two significant aspects to the study: theoretical and practical. The explanations are as follows:

#### **1) Theoretical Significance**

This research can be used to enrich the theory of sociolinguistics through a study on the use of swear words to deepen understanding of how language is used.

#### **2) Practical Significance**

##### **a) For Researcher**

This research can be used as a reference for those who want to do research on swear words, especially analyzing swear words from one language by conducting the same research with different methods.

b) For Readers

The research findings are intended to inform readers about Filipino swear words. They emphasize how, while conversing with Filipinos, Balinese people are typically more reserved and able to regulate their vocabulary, which helps to avoid misunderstandings by avoiding the use of swear words.

### 1.7 Definition of Key Terms

a. Definition of Swear Words

Swear words, often culturally taboo and not meant, express intense emotions, provoke insult, and elevate. However, it could also build social intimacy through flexible usage in various contexts, including greetings and jokes, and as a tool for bonding (Anderson and Trugil, 1992; Az'Zahrah et al., 2018). In this research, the swear words that will be discussed come from swear words from Filipinos.

b. Forms of Swear Words

"Word," according to the Collins Dictionary (2019), is the smallest meaningful part of a language, which can function independently. "Phrases" are groups of words that form meaningful units in clauses, while clauses are groups of words that usually contain verbs (finite ) and sometimes the verb's argument. (Maillart & Parisses, 2019). Therefore, this research will look for swear words based on the form "word," "phrase," and "clause." In this research, the swear words from Filipino Tagalog are classified into words, phrases, and clauses.

c. Functions of Swear Words

There are five functions of swear words, including: Expressing Emotions, Attracting Attention or Emphasis, Social and Group Identity, Aggression and Provocation, and Regressive (Rothwell, 1973; Wang et al.,2014; Bolton & Hutton, 1997). In this research, the swear words from Filipino Tagalog will be classified into 5: whether it's to express emotions, attract attention or emphasis, or use social and group identity.

d. References of Swear Words

Reference is generally understood as how language refers to the world-out-there-real or imagined and relates to other elements in a text (Sultonov & Numonova, 2021). There are six references to swear words, including religion, sex, excrement, animal names, mental illness, and personal background. In this research, the swear words from Filipino Tagalog will be classified into 6, whether it's from religion, sex, excrement, animal names, mental illness, or personal background (Sultonov & Numonova, 2021; Hughes, 2015; Wijana & Rohmadi, 2007).

