CHAPTER I

INTRODUCTION

This chapter presents the research background, problem statements, purposes of the research, limitation of the research, scope of the research and definition of key terms.

1.1 Research Background

In today's extensive and fast-expanding tourism industry, people are challenged by the intensity of communication among the people around them, particularly those from different nations. Language have spread all over the world as a human communication and interaction tool. Each nation has a different language to communicate with people, which is influenced by the culture of each country in the world. Language is closely related to all human acts (Chaika, 2002). It is certainly challenging to communicate with people from various origins and cultures. In this case, it is not only necessary to have good communication skills, but it is also important to be aware and more careful when communicating with people from different cultures and dialects. People use language to communicate and connect with each other. Nevertheless, the act of communicating may create linguistic and social barriers that can disrupt communication (Windle & Warren, 2013). Based on this, the intensity of communication from different cultures and dialects causes language conflicts, which are often referred to as misunderstandings.

Contact between different languages inevitably results in conflict between speakers of those languages, and it leads misunderstanding. Miscommunication between nations causes further significant problems. For example, miscommunication can lead to murder, trial, and other illegal activities. Currently, every language in the world has swear words, some of which have similar meanings to other taboo languages. Swear words are words used as a reaction to something unexpected and unwanted (Bednarek, 2019; Dewaele, 2004; Goddard, 2015). For instance, using swear words cause conflict between nations if they are misunderstood. People swear to convey their emotions, such as anger, confusion, delight, sadness, or anxiety. Swearing is popular in everyday life and communication. Journal of a sociopragmatic study on swearing (Saadah, 2019). Positive emotional expressions will create polite and culturally appropriate language. However, negative emotional expressions become conflict. Sometimes swear words are known as powerful communication tools to help people express their feelings and support their jokes; however, swear words can also cause conflict between nations if they are misunderstood.

People recognize Bali as the world's paradise island. Bali Island has received several awards for being the best island and the most popular tourism destination in the world. Bali is regarded as the "Best Exotic Destination and the Island of the Gods" is a famous tourism destination for both national and international tourists (Astuti et al., 2019; Wiweka, 2014). It hosts a large number of international tourists every single day. According to data reported by Bali's Central Bureau of Statistics on June 3, 2024, Bali hosted 503,194 foreign tourists in

April 2024. Taiwanese tourists have been among the most frequent visitors to Bali for several years. According to data (Bali Province Statistics, 2024), the number of Taiwanese tourists visiting Bali has reached 83.942 million. Based on this data, Bali must also be examined in order to minimize conflicts between local Balinese people and tourists from Taiwan. Misunderstandings can raise the potential to cause conflict, notably swear words.

Several studies covering swear words have been, Intan (2017) carried out descriptive qualitative research. The researcher discovered that the swear words used by Balinese people fulfill various functions, including attracting attention, providing catharsis, provoking, creating interpersonal identity, being integrative, aggressive, regressive, and emphasizing. Similarly, Yani (2018) found the same results. Taiwanese people use swear words to express their feelings, such as madness and frustration, to provoke, and to create interpersonal identity in their daily conversations, as shown in movies and social media. Swear words are used in the Taiwanese language, namely, rude " *Bèndàn"* which means idiot, social deviation *"chī tǔ"* which means poor, vulgar curse *"niú bī"* which means cow vagina refers to used to comment on a person's behavior when they did something sensational or shocking. Paul et al. (2012) also investigated the impact of gender differences on the usage of taboo language in Taiwan.

Based on the classification, every nation has a unique and similar meaning or classification of language. When Bali residents are not aware of the common Taiwanese words, it can cause misunderstandings and conflicts. Miscommunication often happens in interaction in which involve participants with different culture (Halliday, 1978). Some people do not know that studying a

language is studying culture. Studying a foreign language means studying a foreign culture.

Among the first studies conducted on this topic, it seems that there are a limited number of studies analyzing Taiwanese swear words based on their form, function, and references, leading to long-term miscommunication between the two parties. Therefore, references should exist to overcome existing problems. According to the study by Paul et al. (2012), the examination of taboo language in Taiwan primarily emphasizes gender differences, with limited research categorizing swear words by their form, function, and reference.

Based on this gap, this study conducted an academic study on the swear words used by Taiwanese. The researcher's goal in doing this study is to investigate swear words in Taiwanese in terms of form, function, and reference. Based on the overview above, this research is not only crucial, but it must be executed immediately to avoid misunderstandings between Balinese and Taiwanese because the language used is different.

1.2 Problem Identification

Based on the background explanation, Bali known as one of best excotic destination create big number of foreign traveler come to Bali, especially Taiwanese. The use of swear words is common in rural places around the world. To avoid the misunderstanding and misconception of language use between Bali and Taiwanese, this study was conducted to analyze the languages in Taiwan. In order to prevent conflict in the future, the analysis of Taiwanese swear words must be more extensive and thorough. This study examines Taiwanese swear

words with the goal to avoid misunderstandings and miscommunications between the two parties in the future.

1.3 Limitation of The Study

This study is a qualitative study with case study method focuses on Taiwanese. This study will investigate the context usage of swear words in Taiwanese, focusing on tourists that come to the Singaraja region.To collect data for this study by conducting interviews. Interviews were conducted by selecting informants. Furthermore, to obtain further information, use sources such as books, articles, and movies.

1.4 Research Questions

1. What swear words are there in Taiwanese ?

2. What are the forms of swear words used in Taiwanese ?

3. What are the functions of swear words in Taiwanese ?

4. What are the references that are used in the swear words in Taiwanese ?

1.5 Objectives of the Study

1. To Identify the swear words in Taiwanese.

2. To Identify the form swear words used in Taiwanese.

3. To analyze the functions of the swear words in Taiwanese.

4. To describe the references that are used in the Swear Words used in Taiwanese.

1.6 Significance of the Study

The study has two significances: theoretical and practical. The

explanation is as follows:

1) Theoretical Significance

This research has the potential to contribute to the advancement of sociolinguistics in Taipei by means of an investigation into the usage of harsh language concepts, with the objective of increasing the understanding of the ways in which language functions.

2) Empirical Significance

a. For Futher Researcher

The results of the research could be useful as a resource for people who are interested in conducting research on swear words in different nations and methods.

b. For Readers

The results of the research are intended to educate readers, specifically on how Taiwanese utilize swearwords. The goal of this study for readers is to help them organize their vocabulary and be more aware of the usage of useful language when dealing with Taiwanese people in order to prevent misunderstandings through avoiding the use of swear words.

1.7   Definition of Key Terms

a. Definition of Swear Word

Swear words are one type of linguistic expression that is commonly referred to as profane words. According to Ljung (2011), swear words are employed to express something prohibited. Taboo refers to words that are considered vulgar or embarrassing, such as dialect words for excrement. In this research, the swear

words that will be discussed come from swear words from Taiwan, the Taipei regional dialect.

b. Forms of Swear Words

Richard and Schmidt (2013) define a word as an insignificant linguistic element that can exist in its own speech or writing. A phrase is a group of words that do not have a subject or a verb yet function as a single unit of speech. Clauses are sets of words that contain a subject and a predicate while remaining part of a sentence (Delahunty & Garvey, 2004). Thus, this study will explore swear words in the forms "word," "phrase," and "clause." In this research, the swear words from Taiwanese are classified into words, phrases, and clauses.

c. Functions of Swear Words

There are 5 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 Taiwanese 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

Hughes (2006) categorizes references of swear words into seven categories, including religion, sex, excrement, animal names, personal background, mental illness, and sexual activity. In this research the swear words from Taiwanese will be clasiffied into 5 types of references swear words, include: animals, sex, excrement, mental illness, and personal background.