

CHAPTER I

INTRODUCTION

1.1 Research of Background

In human's life, language is not only known as a tool to communicate each other, instead, it also used to reflect a culture, national or region identity, and social atmosphere in society. Syaiful et al. (2025) stated that language is known as a tool to connect and recognize a culture and art. Language is used to create connection among people. According to Atmaja (2021), language has several important and crucial roles, such as: (1) to create interaction and conversation among other, (2) to address people, (3) to strengthen the relation among the society, and (4) to express a meaning.

Moreover, Trudgill (1974) argues that language commonly used by people to build and maintain relationship among people in daily environment. In Indonesia, many individuals are speak differently based on their region or province. It shows that Indonesia has many unique and different language in each region. For instance, in West Java province, there is a language known as *Sundanese*, which usually spoken by the local people. In accordance how frequent people are communicate, make some fun, and build a close connection with the others, people usually used swear words. Swear words indicate close and strong relationship between the speaker and hearer.

Based on Schieffelin (1981), swear words known as words that used by people to address or react as they do not want or expect. Similar with that, Tambunsaribu (2019) also argues that swear words are words that usually

implied by people to communicate towards their close friends or best friends. Swear words aim to build and recognize relationship between close friends, close people, or best friends. Additionally, swear words commonly used in informal and community environmental. Swear words used by many ages of people, such as children, adults, and elders (Wardaugh, (1986:230)).

Swear words can be used spontaneously and may carry both positive and negative intentions. For example, people often use swear words jokingly with others. In several cases, swear words are used to curse, joke, insult, harm, or simply create humor in interactions. Swear words can used spontaneously and have two points of view, such as positive and negative intention. For instance, people usually used swear words to joke the other people. In Indonesia, there are several common swear words, such as *anjing*, *bangsat*, *jancok*, etc. Furthermore, the use of swear words depend on several conditions, cultures, language, and context (Farihan et al. 2024). In several cases, swear words are used by people to curse, joke people, insult, harm, and make some funs with many people. However, generally, Indonesian people are argued that swear words mean rude, impolite, and disrespectful action towards the other humans. According to Dewi (2025), Indonesian people are avoided the use of swear words in their daily interaction and communication.

In today's digital era, the use of swear words can also be found in online platforms and social media. One example is YouTube, which is widely used by people to share and express ideas, thoughts, experiences, and entertainment content. Through this platform, users can easily express their language and perspectives. There is an example of implementation of swear words in

humans' daily communication, which it can be seen in many social media, such as YouTube, Instagram, TikTok, Facebook, and the others. YouTube is one of social platforms that usually used by people to share or express something, such as thoughts, ideas, experiences, tutorials, etc. Nowadays, YouTube used by many people to share videos, stories, watching something, and an entertainment tool. Through this online platform, people can easily express their languages and perspectives. One of common languages or expressions that usually used on YouTube is swear word. It is very common and appear in many languages. For instance, there is a youtuber from West Java which usually express his thoughts by using swear words. His known as Reza Auditore. He commonly expresses many swear words, such as '*belegusia?*', '*tolol maneh euy!*', etc.

In the middle of urbanization and cultural assimilation, Reza Auditore has an interesting sociolinguistic phenomenon, which is the use of swear words in Sundanese that are commonly used in everyday conversations among urban communities (Nuratikah & Nteli, 2025). This phenomenon is not just about dislike, dissatisfaction, or others, however it is about how identity, solidarity, and social resistance are expressed through words (Friyanto & Ashadi, 2020). Interestingly, Reza Auditore still can entertain many people and gain many subscribers, viewers, and likes in all his videos.

Based on the observation stage, the researcher found uniqueness in Reza Auditore' YouTube videos while addressing swear words. There are several unique Sundanese in using swear words, such as *Beungeut*, *Anjrit*, *Gelo*, etc. Moreover, many people also used those swear words to preserve the

Sundanese and show their identity as a Sundanese person. In several cases, several people also tend to use swear words to show that they are ‘millennials’ or ‘gen Z’, thus, they use those words to look modern and not be left behind by the times.

In case of several urgencies on this research’ topic, the researcher took several essential articles to assert how important this study to be conducted. The first research is conducted by Arvian (2024) entitled “Swear Words Used by Students in Daily Communication”. This research tries to analyze the swear words used by students in STBA JIA. This research used qualitative descriptive method, such as observation and questionnaire. The findings show that there are several swear words used by students in their daily interaction, especially with their close friends. It is found that the use of swear words are caused by the gender. On the other word, male and female have different types of swear words that implemented in their daily communication and interaction. Furthermore, the gap was found in the research methodology; which the previous research just used two kinds of methodologies. Additionally, it does not implement a documentation or recording while implementing the research.

According to the explanation above, it is very important to analyze the types, and function of swear words while implementing in several occasions, such as work, school, community environmental, home, etc. The researcher found that implement the swear words is not only looks at one point of view, instead, people must be careful and understand when giving or addressing some words or phrases in communication.

1.2 Identification of Problems

This research concerns the use of Sundanese swear words by the YouTuber Reza Auditore. Reza Auditore is one of the well-known content creators from West Java who often incorporates the Sundanese language in his videos. His YouTube channel has gained significant popularity among young audiences due to its humorous content, gaming commentary, and daily-life vlogs. In many of his videos, he frequently uses Sundanese swear words as part of his spontaneous speech, jokes, and expressions of emotion.

The use of swear words in his videos reflects not only personal communication style but also the sociolinguistic identity of Sundanese speakers in online platforms. While these swear words may be used to express humor, solidarity, or emotional intensity, they can also lead to misunderstanding and negative interpretation, especially when watched by younger audiences who may imitate such language use.

1.3 Limitation of Study

This study focuses on the use of swear words in Reza Auditore's YouTube videos. Which it limits to the types of swear words, functions of swear words, and the social factors that influence the use of swear words in his YouTube videos.

1.4 Research Questions

1. What are the types of swear words used by Reza Auditore in his YouTube videos?
2. What are the functions of swear words used by Reza Auditore in his YouTube videos?
3. What are the social factors that influence the use of swear words in Reza Auditore's YouTube videos?

1.5 Research Objectives

According to the research questions above, there are several research objectives, as follows:

1. To identify the swear words used by Reza Auditore in his YouTube videos.
2. To identify the functions of swear words used by Reza Auditore in his YouTube videos.
3. To describe the social factors that influence the use of swear words by Reza Auditore in his YouTube videos.

1.6 Research Significances

Broadly speaking, this research offers two anticipated research significances, namely Theoretical and Practical Significances. Each of which will be explained as follows:

1.6.1 Theoretical Significances

This research is anticipated to be able to give a significant contribution to the development of language knowledge, particularly in the linguistic field. This research might be evidence of linguistic phenomenon that is used by local people in certain places.

1.6.2 Practical Significances

a. For Teachers

This research can be used as additional reference, insights, and knowledge by the lecturer to enhance the ability of the students in the linguistic field. Moreover, it also could be a guide throughout the learning process, especially in sociolinguistics subject.

b. For Students

This research is anticipated to be able to give insights and knowledge according to the sociolinguistics subject, such as in some related topics, including language variation, pragmatics, taboo language, and discourse in social interaction. Through this study, students can have better understandings in how language is shaped by context, including informal communication, peer interaction, and digital communication environments where swear words frequently occur.

More specifically, this research allows students to explore the classification of swear words and their communicative functions. Students will also examine the social factors influencing their use, including age, gender, social distance, power relations, and cultural background. These topics are essential in

sociolinguistic studies as they demonstrate how language reflects and constructs social reality.

c. For Other Researchers

This research could be a reference and source to other researchers who are interested in conducting a similar study according to the use or implementation of the swear words in the next research.

1.7 Definitions of Key Terms

In order to avoid misunderstanding and misinformation in the use of swear words throughout daily communication, the researcher provides several definitions of key terms that can be used as a reference. Each of which will be explained as follows:

a. Reza Auditore's YouTube Videos

Reza Auditore's YouTube videos refer to the selected digital video content used as the data source in this study. The videos contain spontaneous interaction, informal speech, and Sundanese swear words that appear in entertainment-based online communication. In this study, the videos are treated as mediated spoken data because the utterances occur in a digital setting, are addressed to interlocutors and viewers, and reflect the influence of social relationship, audience engagement, and online media environment.

b. Swear words

Swear words are very familiar in daily communication. People usually use swear words to their friends, close-friends, family (siblings), etc (Friyanto

& Ashadi, 2020). It indicates a close relationship between the speaker and interlocutor (hearer) during the communication. Swear words mean a word or set of phrases that usually used by people to express their emotional and anger (Jdetawy, 2019). In addition, it also can be used to show their close or intimacy relationship to the interlocutor (hearer).

c. Sundanese Swear words

One of the examples of swear words usage is in Sundanese. Sundanese speaker is very common with swear words in their daily communication and interaction (Febriyatko et al., 2023). They usually use swear words to express their anger, emotions, and even showing their intimacy with the hearer. In Sundanese, swear words are not mean negative or abusive. However, it means a close relationship between the speaker and interlocutor (hearer).

