

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Swearwords are a part of the language variety that exists in society. Language variety exists because of social interaction in different communities. Every interaction always needs language to support their interaction with others. The language that used to interact with others triggers the existence of language variety. In every interaction, someone can produce tens or even hundreds of words, which one is the category of language variety. The words that have the same or similar characteristics collected into one category of language variety. For example, swearwords are one category of language variety. The words called swearwords are categorized based on the characteristics of swearwords such as rude, offensive, etc. Then the categories of language variety often used in daily life.

Swearwords are one of language varieties used time to time by society. Moore (2012) states swearwords are words that do not change quickly from time to time. Swearwords are an informal word that often used by someone to produce an utterance. The use of swearwords in conversation is not intended to everyone but it is intended to a person who is closed with the speaker. This is because swearwords can have different meanings based on the situation at that time. Because of that, swearwords are not intended for everyone because they have the potential to cause misunderstanding. This misunderstanding will occur when the

speaker and the listener have a different meaning of swearwords in that situation. Now, the use of swearwords is increasingly widespread. It can be seen from the phenomena where people are easy to use swearwords in their utterances even they know that swearwords are assumed as a dirty word. Someone even uses swearwords in his utterance when he talks to people that he does not know.

Swearwords are famous for the negative image such as rude. Harry (2017) said people assume swearwords as a dirty word that represent bad language. They also assume that swearwords are offensive and aggressive. According to parents in the past, swearwords considered as inappropriate words because they are too harsh and capable of offending others. Although they are considered inappropriate words and capable of offending others, now we often encounter the use of swearwords. In the past, swearwords mostly used by adult male but now the use of swearwords does not recognize gender and age.

We often find swearwords used by people, both children, adolescents, and adults in male or female. Adolescence is a crucial stage of development. Wild and Swartz (2012) state adolescence are both of challenging and exciting time because they will discover new things. Robards and Bennett (2013) state adolescence are a period of life that has significant changes, which this changes mostly influenced by social life, economic, and cultural contexts. These aspects have a big impact in adolescence. Someone who has a good circle of social life and a good economic situation will get positive vibes from his environment. For example, someone has a good circle of social life where he lives in a good environment. His environment assumed as a religious environment where in this environment people never use

rude words in their utterances. Along with time, this environment gives a positive effect to someone because he used to this environment so he also used to speak in a good way without any rude words.

Even though environment can affect the way of someone speaks, but the innate of every gender also give an effect to someone's speaking. The innate character of male and female become a basic thing in someone's speaking. Male and female have different innate characters. Male known as strong humans and dominant person while female known as soft humans. These innate characters bring the effect to male and female speaking. Male have a tendency to produce an utterance using bad words because they have an innate character as a strong human and dominant person. So that, male tends to produce swearwords in their utterance than female.

Although swearwords are not intended for everyone because they can lead to misunderstanding but nowadays the use of swearwords is widespread. Currently, swearwords are not only used in direct interaction with certain people but also in virtual or online interaction where we encounter many people such as social media. In social media, we can encounter many people from the person that we have already known or even those we have not to know before. We have an easy access to visit other people's social media. We also can give a comment to other people's upload.

Social media has a big role in society. Most people certainly have one account of several social media that have been existed. Social media is a platform for using language variety including swearwords because interacting with others

in this era does not always use direct way such as face to face but rather use social media. Social media also provide efficiency to interact with others in long distance. Therefore, it is not surprising if we find a language variety, especially swearwords used by male and female users in social media such as Twitter.

Twitter is one of the social media platforms that famous around 2015. Prihadi in Nugraheni & Yuni (2017) states the number of Twitter users in 2015 reach 50 million. After that, Twitter has decreased because of losing competitiveness with other platforms. Based on Databok's statistics, the total of Twitter users in 2016 is 24.3 million. In 2019, Twitter is increasing by the return of Twitter users that called "*Warga Twitter*". The Country Industry Head Twitter Indonesia, Dwi Adriansah in Maulita (2020) states the number of Twitter users increase 34%. Twitter is categorized into favorite social media people because the data shows many people use this platform.

On Twitter, it is easy to find out swearwords in replies to someone's tweet. Especially when we open a base account, where Twitter users who have been followed back by that base can send their tweet. Then, the tweet will be uploaded by base that is called as "menfess". The Base account is an account handled by someone as an admin who uploads a tweet from followers. A Menfess is a tweet from followers uploaded by the base account. The followers can send their tweets to the base account if they have followed back by the base account. On that base, we can find hundreds of tweets with a different number and way of replies. There are tweets that receive a small and big number of replies. There is also tweet that received good replies such as giving support and bad replies such as swearing.

Swearing is often used as research because it is related to our life. We often find out people use swearwords in their utterances both of in real life or on social media platforms. People cannot be separated from swearwords, even they do not use swearwords in their utterance but they must have heard swearwords in others utterance. Some researchers conducted a study about swearwords that are often used to swearing. Tobias and Ardi (2018) conducted a study about swearwords in *Bad Boys II*: a semantic analysis. The *Bad Boys II* movie have 53 different swearwords in its dialogue and nine semantic referents of swearwords. Trimadona (2016) also researched an analysis of swearwords used in Pondok Tinggi dialect of Kerinci language. There are six types of swearwords used in Pondok Tinggi dialect of Kerinci language. Wulandari (2017) researched an analysis of swearwords on Pewdiepie's Youtube Channel. There are five types of swearwords used in Pewdiepie's videos, those are Dysphemistics, Idiomatically, Abusively, Emphatically, Carthartically. Christie et al., (2019) researched swearwords by Andersson's theory in the movie *Whiplash*. There are 107 swearwords, four types of swearwords and three motives of the use of swearwords used in the *Whiplash* movie. Nyoman & Dewa (2017) researched swearwords used by John Benett in the *TED 2* movie script. They found six types of swearwords and four reasons for the use of swearwords.

From the statement above, the writer is interested in researching swearwords used by male and female users in social media especially Twitter. The writer interested in doing this research because social media is a basic need for people in this era. Social media also has a big influence on human life. In social media often

encounter swearwords used by male and female users in giving a comment or reply on someone's upload.

1.2 Statement of Research Problem

From the background of the study that has been explained above, the writer formulates the research question as follows:

1. What kind of swearwords are often used on Twitter?
2. What is the context of the use of swearwords?
3. Who uses swearwords more often, male or female users?

1.3 Objective of the Study

From the research questions above, the objectives of the study are as follows:

1. To find out swearwords which often used on Twitter
2. To explain the context of using swearwords.
3. To find out Twitter users who more often use swearwords.

1.4 Scope and Limitation

The scope of this study is Sociolinguistics study that focuses on language variety. In this study, the writer focuses on swearwords used by male and female Twitter users. The writer explains especially kind of swearwords, the context of the use of swearwords, and Twitter users who more often use swearwords. In this study, the writer focuses on @sbyfess account. The writer also takes all replies to four tweets that have been selected.

1.5 Significance of the Study

The results of this study are expected to be beneficial theoretically and practically. Theoretically, the results of this study can be used as a reference for the readers in understanding swearwords.

Practically, it is hoped that this research can help the next researcher who is interested with the topic of this research so that there are many research that related to this topic and as a reference to understand swearwords.