

CHAPTER 1

INTRODUCTION

This chapter consists of six sub-chapters namely background of the study, statement of the research problems, objectives of the study, significances of the study, and scope and limitation of the study. They are very important to explain because they describe this study generally.

1.1. Background of the Study

In social life, people are not able to live alone. They need other people to interact and communicate to convey what they need or what they feel. They usually communicate by using sign, written, or oral language. However, most people use oral language to communicate one to another. This communication is called verbal communication.

In verbal communication, language is the only media which is used to communicate. It is used to communicate to express what they feel such as happiness, sadness, anger. Using language, people express their feelings easier to others.

Language as a means of communication has various functions in the society. One of language's functions is to express what people feel. It is undeniable that people utter various expressions to express their feelings. Some of them are quite unique, one of the unique words that express feeling is a swear word. According to Karjaleinin (Yunita Roso 2015:21), swear word usually is used when the

speaker gets angry or disappointed. In addition, swear word sometimes make many people upset, annoyed, insulted, or even angry.

A swear word commonly occurs if there are many people in public place such as stadium, bus station, concert hall, and market. The public places named market has a characteristic of a crowded place like an interaction occurs between one people and the other people such as buyer, seller and visitor. The writer chooses the market especially in Blega traditional market because there are so many people interact and communicate each other. Most of the swear words occur in traditional market of Blega because its place is very noisy which makes people easily get temper.

The writer is familiar with swear word, the writer ever hears conversation between sellers and buyers that use swear words. Therefore, this study is interested to analyze types of swear word and motives of swear word which are applied by people in Blega traditional market. See the example of data below.

For example:

Buyer 1	: <i>dua' sèkèt è bhâki yâh</i>
Seller	: <i>telloratos sèkèt mun khi' ânde', pon ki' satiah</i>
Buyer 1	: <i>sâbitâ' lèma' ândâ' yâ ka'</i>
Seller	: <i>kakèh dhè' iyèh bellung polo mun èndè'.</i> <i>bhâr tabhârrâh kakèh jiah ènga' taèh</i>
English	
Buyer 1	: This is two hundred fifty thousand rupiah, would you give it?
Seller	: This three hundred fifty thousand rupiah if you want to buy right now.
Buyer 1	: It's sixty-five, do you want it?
Seller	: You are, it's eighty if you want Your bargaining is like feces

The conversation above occurred between a buyer and a seller. When the buyer bargained banana, the seller did not allow the buyer buys it with the buyer's offer. The buyer tried to bargain it more and more but its price was still expensive. Then, the buyer left the seller to look for another seller of banana. In few minutes later, the buyer came back to the previous seller to ask the suitable price of banana. Then, the seller tried to give its price cheaper than the previous price, but the buyer did not agree with that price, she bargained it again to get a cheaper price. Finally, the buyer left the seller again and she did not return anymore, although the seller gave a discount. So, the seller said *your bargaining is like feces* to the buyer.

Referring to the utterance *kakèh dhè' iyèh bellung polo mun èndè'. bhâr tabhârrâh kakèh jiah ènga' taèh*, the word **taèh** (faces) is a swearing word. The meaning of **taèh** is *faces*. The word **taèh** belongs to abusive swearing because the seller angry and the seller insult the buyer with **taèh** that means dirty word.

The data above shows swear word in conversation. The writer tries to investigate deeper about find swear words used by people in Blega traditional market in Bangkalan. She also intends to analyze the use of swear word in the Blega traditional market.

Some studies have been found related to swear words. The previous studies have been found like that was done by Marta Dynel (2012) which was about Swearing Methodologically: The Impoliteness of Expletives In Anonymous Commentaries on YouTube., Mcload, Lauren (2011) which was about Swearing in 'Trade' Environment as a Tool for Solidarity, Dewaele (2004) which was

about The Emotional Force of Swear Words and Taboo Words in the Speech of Multilingual, Andrew, Kingston (2009) which was about Swearing as a Response to Pain, Muris, Pater (2004) which was about Why Do Women Swear? An Exploration of Reasons for and Perceived Efficacy of Swearing in Dutch Female Students, Stefan, Stieger (2011) which was about May I Curse a Referee? Swear Words and Consequences, Mattsson (2007) which was about Linguistic Variation in Subtitling The subtitling of Swear Words and Discourse Marker on Public Television, Commercial Television and DVD, Near, Chris (2009), which was about Swearing in The Cinema An analysis of Profanity in US Teen-Oriented Movies, 1990-2006, Dutton (2007) which was about Bog Off Dog Breath! You're Talking Pants! Swearing as Witness Evangelism in Student Evangelical Group, and Wagner (2009) which was about If Mathematics Is a Language, How Do You Swear in It? Those studies discussed swear words in different source of data. Therefore, to cover the vacant space of the previous research, the writer of this study is interested in analyzing all types and motives of swearing words in Blega Traditional Market Place in Bangkalan Madura.

1.2. Statement of the Problems

Based on the background above, the problem can be formulated into two research questions, those are:

1. What are the types of swearing words uttered by people in Blega traditional market?

2. What are the motives of using swearing words of the people who uttered them in Blega traditional market?

1.3. Objectives of the Study

From the research questions above, it can be seen that the writer intends to:

1. To explain the type of swearing words uttered by people in Blega traditional market
2. To explain the motives of using swearing words in Blega traditional market

1.4. Significance of the Study

This study is expected to provide not only theoretical significance but also practical significance. Theoretically, it is intended to make people understand about swearing words used by people in Blega traditional market, to have a deeper understand about swear words and to be able to use this study as references. Practically, the writer hopes that this research gives more information about swearing word for social life, especially swear word in Blega traditional market because not all swear word in Blega traditional market has negative meaning to the hearer and not all swear word in that place hurt someone's feeling. The writer expects this study gives more contribution to other researchers who want to conduct a research which is related to the types and motives of swear words.

1.5. Scope and Limitation

The writer bases this study on sociolinguistics. The writer analyze the types and motive of swear word through their communications in Blega traditional market. The scope of this study is on the usage of swearing words which are used by people in Blega traditional market. This analysis is based on the theory of swearing words by Steven Pinker (2007) and the theory of motives by Yunita, Ruso, (2015). The writer tries to find out the relation of motives and types of swearing words.

The writer limits the data only the swear word using by people in Blega traditional market, Bangkalan regency, Madura Island, East Java. Indonesia.