An Analysis Types and Function of Swear Words Used in PewDiePie's Video

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Abstract
Language is very important for every people, by using language people can communicate with each other in daily life. There are a lot of studies that discuss language and one of them is swear words. Swear words is a word or phrase that's generally considered blasphemous, vulgar, or otherwise offensive. These are also called bad words, obscenities, expletives, dirty words, profanities. The act of using a swear word is known as swearing. It can be divided into six types; Excretion, Death, Body Function Term, Religious Matter, Mother in Law and Sex Term. The article entitled "Analysis of the Types and Functions of Swear Words Used in the PewDiePie video, aims to identify the types of swearing in the PewDiePie video entitled" This is Bad. To analyze the data, the main theory used in this article is the theory of swear words proposed by Wardhaugh. This research used a descriptive qualitative method to present the data descriptively and qualitatively to support the data found in PewDiePie video. The results of the research on cursing found four types of curses, namely the term excretion, the term gender, the term body function, and the term death. In addition, the swear word function used in PewDiePie videos is primarily to express resentment, anger, and contempt for an object or subject while playing a game.

Keywords: *linguistics, sociolinguistics, types and function swear words*.

Abstrak
Bahasa merupakan hal yang sangat penting bagi setiap orang, dengan menggunakan bahasa orang dapat saling berkomunikasi dalam kehidupan sehari-hari. Banyak sekali penelitian yang membahas tentang bahasa dan salah satunya adalah kata umpatan. Kata-kata umpatan adalah kata atau frasa yang umumnya dianggap menghujat, vulgar, atau menyinggung. Ini juga disebut kata-kata kotor, kata-kata kotor, umpatan, kata-kata kotor, sumpah serapah. Tindakan menggunakan kata umpatan dikenal sebagai umpatan. Ini dapat dibagi menjadi enam jenis; Ekskresi, Kematian, Istilah Fungsi Tubuh, Agama, Ibu Mertua dan Istilah Seks. Artikel berjudul "Analisis Jenis dan Fungsi Kata-kata umpatan yang Digunakan dalam video PewDiePie, bertujuan untuk mengidentifikasi jenis-jenis umpatan dalam video PewDiePie yang berjudul" Ini Jelek. Untuk menganalisis data, teori utama yang digunakan dalam artikel ini adalah teori kata umpatan yang dikemukakan oleh Wardhaugh. Penelitian ini menggunakan metode deskriptif kualitatif untuk menyajikan data secara deskriptif dan kualitatif untuk mendukung data yang terdapat dalam video PewDiePie. Hasil penelitian tentang kata umpatan menemukan empat jenis umpatan, yaitu istilah ekskresi, istilah jenis kelamin, istilah fungsi tubuh, dan istilah kematian. Selain itu, fungsi kata umpatan yang digunakan dalam video PewDiePie terutama untuk mengekspresikan kebencian, kemarahan, dan penghinaan terhadap suatu objek atau subjek saat bermain game.

Kata kunci: *linguistik, sosiolinguistik, jenis dan fungsi kata umpatan*.

Introduction

When people communicate, they may have different opinions to each other. By communicating, people can freely tell what is on its mind, what does it feel, and to know what other people think about. Sometimes, it causes dislike, dissatisfaction, or anger between the speaker and the hearer. In this condition, they tend to speak swear words. People swear words because they want to express feel angry, confused, sad, stressed, they use swear words to express their felling. In case that swearing, it is commonly found and used in the daily life and daily communication. Journal of a sociopragmatic the use of swear Vol 25, No 2 (2019), Saadah.

Language is the main tool in establishing interactions between humans. Language has a very important role because language can make people understand each other. Fromkin (2009) states that the source of life and human strength is language. So, language makes conveying information easier across people. Language can be studied scientifically. Our knowledge of language is called linguistic knowledge. Puschmann (2008) explains that linguistics to seeks establish explicit knowledge of language, by sending it to systematic and objective studies. Linguistics also has theoretical methods which can be classified as scientific methods. (Fromkin, Rodman, & Hyams, 2014). Furthermore, Sugahara (2010).

Swear words do not only came out when people got mad or upset of something or someone. There is a lot of way to express our feelings to other. We can use positive words when we want to tell our gratitude or appreciate toward them, or maybe there is another way to express our rage or just a silly side of us, which is when we using swear words in the conversation. But, swearing can either be planned or completely spontaneous, so it can be having a bad intention but also can be have a good intention (Finn, 2017). For example, when people consciously joking with swear word to make other laugh, but in contrast, people also swearing when injured themselves in spontaneous. Andersen in Sarnika (2018) cited that swearing forms part of everyday language use for people of all ages and cultures throughout the entire world. Sometimes, the use of swear words in the worlds has different literal meaning due to the background culture of that locality and history. But even it is formed from the culture and local community, this doesn't make people familiar with swear words because it still has the power to provoke others. That is why, our parents always teach us that swear words is a bad word.

People does not learn swear word from school or home. Mostly they learn it from society, television, YouTube, or any other media platform in this world. Moreover, in this era, the advancement of technology makes us could have many accesses to watch daily life of a lot of people around the world. This case is happened because nowadays people love to share their daily life in Instagram or even in YouTube as a daily vlog. Thus, besides we can see their daily activity, we can also listen their usual conversation which is sometimes, it has a lot of swear words. It is because, Jay (2009) estimated that the average adolescent used roughly 80 to 90 swear words a day and this conversational swearing can be observed in the hallway or in the classroom. So it's proved that swear words are commonly used by the adolescents and

even teenager, it depends of how their personality are and depends of the place that they are in or depends in how their feelings are at that moment.

Swearing is used to vent one's emotions such as anger, frustrations or even excitements, because there is no other language as efficient or effective at conveying emotional information as swearing itself (Jay, 2009). Furthermore, Hughes (2006) stated that swearing draws upon such powerful and incongruous resonators as religion, sex, madness, excretion, and nationality, encompassing an extraordinary variety of attitudes, including the violent, the amusing, the shocking, the absurd, the casual and the impossible. Andersson and Trudgill (1990) categorized swear words into expletive, abusive, humorous, and auxiliary swearing. Because there are many types of swearing shish are usually used in people's communication. Each type of swearing has its own distinctive characteristics that make it different from others.

PewDiePie is a YouTube channel with 109M subscriber which is a huge number and the number one YouTuber in the world with the largest subscribers. PewDiePie is a Youtuber who have game content and reaction of some viral cases in the world. Back to the topic of swear words, YouTube is one of platforms that can be a bridge to us, people, learn about swear words. PewDiePie sometimes using swear words in his content. And there is related literature shows that researches on swearing were mostly conducted among teenagers, and to learn about the swear words, a lot of teenagers using reality TV shows (daily vlogs are the same thing), TV shows, Movie, etc. (Nicolau, 2016). Based explanation above, the writers is interested to analyse types and function swear words in PewDiePie video the title "This Bad".

Method

This method is done by observing the conversation on PewDiePie's Video. In this study, several techniques were used to obtain data. The data collection procedure is as follows, first watch and try to understand the meaning of the rant of the video contained in PewDiePie's Video. The second is to identify the rant used by the characters in PewDiePie's Video. And the last one is PewDiePie's Video rant. Data were analyzed using descriptive qualitative methods. In analyzing the types of swear words contained in PewDiePie's Video, this study uses the theory proposed by Jay (2009), and the results of this study are presented using formal and informal methods. For the formal method, this research data is supported by using tables to make the data clearly presented, while the informal method is used for the data using a narrative form in explaining the types of swear words.

Result and Discussion

This section presents the results of an analysis of the types of swear words found on *PewDiePie's* Video. Wardhaugh's theory (2010) states that there are 6 types of swear words, namely Excretion, Death, Body Function Term, Religious Matter, Mother in Law and Sex Term. In this research, it describes the data contained in the PewDiePie video. Researchers only focus on analyzing the types of swear words. However, the appearance of each type is different. Based on table 1 it can be seen that there are a total of 61 swear word data found in the pewdiepie video. The most widely

presented sex term types of swear words occurred with 26 data. This is related to the fact that pewdiepie is the person who plays the minecraf which means a lot of emotional scenes against his opponent. In percentage data is also presented to tell readers which ones are most commonly found in PewDiePie video. For the swear words in the pewdiepie video there are Excretion term 17 data, Sex term 26 data, Body function term 12 data, and Death term 6. Among the 4 types of swear words.

Table 1. Types of swear words in pewdiepie video

Types of Swearwords	Total data
Excretion Term	17
Sex Term	26
Body Function Term	12
Death Term	6
Total	61

The data of this research is presented by displaying a screenshot of the video and its subtitle to display the swear words analyzed for the types of swear words. The discussion relates to the analysis of data taken from video.

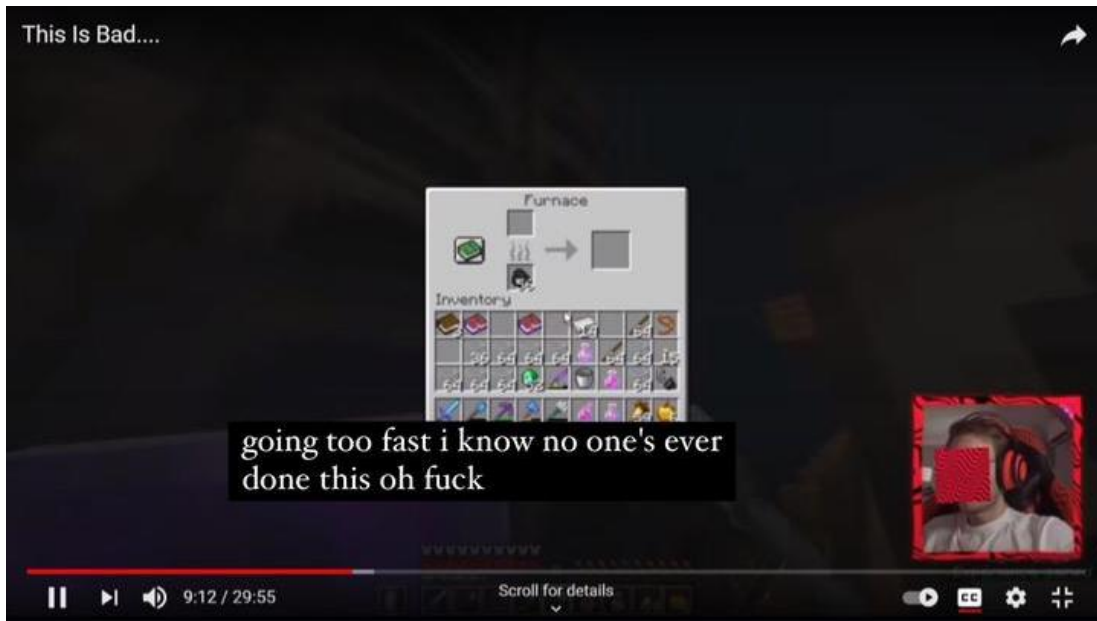**Data 1: Excretion Term word**

Swear Words: shit

According to Wardhaugh (2010) the swear words that created by the original word of human's or exreation system and usually considered as dirty and impolite, is called Excretion Type. In the example above, its shows how PewDiePie used '**shit**' which is dirty word in his expression of annoyance by something. So it can be concluded that

the type of swear word on that reaction in PewDiePie's video is excretion term and it came out because of his annoyance toward something.

Data 2: Sex Term word

Swear Words: fuck

This type of swear word is Sexual Term, it's a type of swear word that originally related with sexual activity. In the example above, its shows how PewDiePie used '*fuck*' which is related to sexual activity. This swear words are used by PewDiePie in intention to insult or offense other, the subject in this condition is the enemy in the Minecraft Game that he played. So it can be concluded that the type of swear word on that reaction in PewDiePie's video is sexual term and it came out because of his intention to insult other so he'll gain the mental power by doing that.
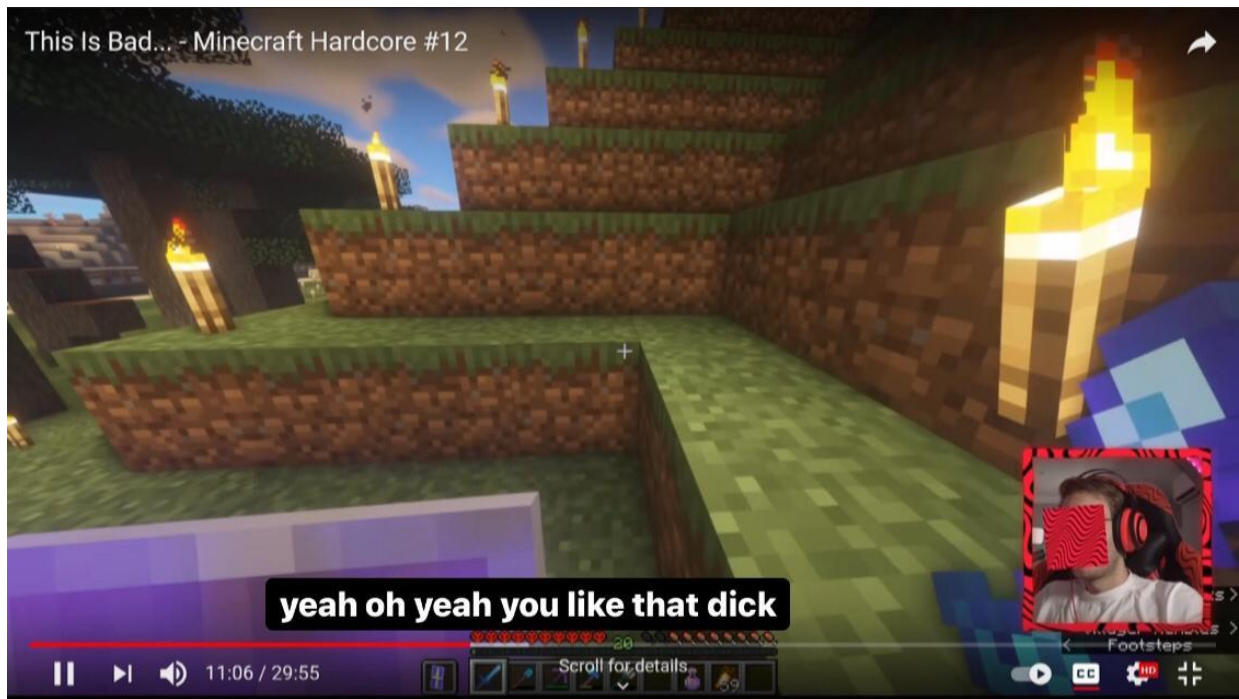
Data 3 Body Function word

Swear Words: ass

This type of swear word is body function term, it's a type of swear word that originally related with body structure or part of body. In the example above, its shows how PewDiePie used '***ass***' which is related with part of body, *ass*. This swear word was used by PewDiePie in intention to provoke his enemy in the game, so he will gain the motivation to defeat that enemy and be the winner. So it can be concluded that the type of swear word on that reaction in PewDiePie's video is body function term and it came out because of his intention to provoke other.

Data 4

Swear Words: dick

Dick is in Indonesian which means penis, namely penis or male genitalia (KBBI: 1151). This swear word is the harshest swear word when spoken. Lots of outsiders use this male genitalia. Because of this negative meaning, the word dick is emotional. This swear word is used by PewDiePie with the intention of provoking his enemy in the game, so that he will get the motivation to defeat the enemy and become the winner. So it can be concluded that the type of swear word in the reaction in the PewDiePie video is a term of body function and arises because of the intention to provoke other people. The type of swear word referred to is the term body function, which is a type of swear word originally related to body structure or body parts. The example above shows how PewDiePie uses the word 'dick' in relation to the body part, dick.

Data 5: Death Term word

Swear Words: damned

Death term in swearing, its swear word type that originally related to places related to death. In the example above, its shows how PewDiePie used'***Goddamned***' which is related to death. This term was used when PewDiePie facing a confusion enemy or when the enemy in that game disturb his progress when building home (in Minecraft Game) or when he farming. So it can be concluded that the type of swear word on that reaction in PewDiePie's video is death term and it came out because of his angry expression toward something.

Data 6

Swear Words: die

The word **die** has the meaning in Indonesian, namely that his life has been lost; not living anymore. This word usually used by people who express their condolences to a bereaved family or relative. This form of swearing in English is used by speakers who are playing the game (game minecraft) on the pewdiepie video on youtube entitled "this is bad" pewdiepie. This term is used when PewDiePie faces a confused enemy or when the enemy in the game interferes with his progress while building. House (in the Minecraft Game) or while farming. So it can be concluded that the type of swear word in the reaction in the PewDiePie video is a term of death and arises because of his angry expression towards something.

Conclusions

Based on the data analyzed in the pewdiepie video, using the theory put forward by Wardhaugh (2010), for this problem all types of swear words put forward by Wardhaugh (2010) were found in 4 categories, namely excretional terms, sex terms, body functions. Term, Term Death. Excretion, a type of swear word that comes from humans or the expression system and is usually considered dirty and impolite. Example: shit, piss, Sex Term, a type of swear word originally related to sexual activity. For example: fuck, cunt, Body Function Term, the type of swear word that comes from the human body or is related to sexual activity. For example: ass, dick, and Death, a type of swear word originally related to places related to death. For example: hell, damned. All kinds of swear words found in the video include: Excretion

term 17, Sex term 26, Body function term 12, and Death term 6. Among the 4 types of swear words, the term sex is the most common in the video, because it plays a minecraf. With scenes showing emotion. There are no curses for Food Preparation and feeding and animal types because there is no eating scene and no animal sounds in the data. The result of this study will not only useful to help the students of English Department but also will be useful to help all common people in order to know more about English language especially swear words. Therefore, this study will give the explanation not only about the real meaning but also tell about what swear words is and how we should we do to get the real meaning of that word.

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