CHAPTER I

INTRODUCTION

1.1   Background of the Study

Swear word is a linguistics form of how people show their emotions, such anger, surprised, frustration, etc (Jay, 2000). It has been identified as a bad language by society, since it has such negative effect for both speaker and hearer. According to McEnery (2006) the word such as *shit* and all other words may be labeled as bad language. Moreover, he stated that most speakers of British English have agreed that the word such as *shit* is a word to be used with caution which means that this word cause the prevailing attitudes amongst speakers of the English language. Besides that, when the speaker uses this word, it may affect the hearer to make a number of adjustments towards the speaker, for instance; the speaker's emotional state, the social class or even the religious beliefs. The potential effect of using bad language is changed through the ages. Furthermore, in the development of swear words, McEnery stated that taboo language begin to gain its power through a process of stigmatization.

Swear words are thought to have unpleasant characteristic and effect, therefore they are expected to be avoided in conversation. The term of swear words close to taboo words term. According to Dewaele (2004) and Wardaugh (2002), both of swear words and taboo words are talking about bad language. Dewaele stated that swear word is used when there are emotions involved, while Wardaugh stated that swear word represents the cultural background of the speaker.

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Unconsciously, we are as part of societies and communities in the world did not realize that swear words exist in the society (De Klerk, 1992). The phenomena of the use of swear words then become interesting since there is contradictive point of views. Swear words are primarily and formerly used to show someone's emotions which appear in epithet to insult others (Jay, 2009). The form of epithet usually appear in the form of offensive words which contains phrase or single wordthat is used to show speaker's frustration, anger or surprised, such as *jancok, asu , matamu.* Even it is also said that some people admitted that swearing had positive effect which is the speaker's will be feeling relieve after swearing (Jay, 2009)

Due to the value exist in the society, swearing is forbidden in any way. However, it seems that the value has already changed, swearing is accepted and become a part of a culture. Some people think that swearing is not really bad anymore. It is strengthened by De Klerk (1992) who affirms that swearing can be accepted as a tool for the speaker to gain identity, to show who they are and where they are coming from, for example, Surabaya city is well known with the swear word, *jancok.* This term creates the stereotype of Surabaya city and Surabaya's people which make them can easily recognized by other people through their swear word, *jancok.*

Nowadays, swear word becomes a common word that is used by people, especially in social media such as *Facebook. Facebook* is a social utility that connects people with friends and others who work, study and live around them (www.*Facebook*.com). This social media lets people to share and post what they feel

and what they want to say. In the other word, by using this social media, people are free to use, share, and post a swear word as they like and want to. When people used this media, they do not harm their friends and their friends do not feel to be bothered too. The writer chose *Facebook* as the object due to some factors; the first is *Facebook* has become the most popular social media compared to the others. It is strengthened by one of social networking websites, ebizmba.com showed that *Facebook* is mostly visited by 900,000,000 users in a month. Then it has fan page feature that allow the creator or the administrator make some kinds of group that always discussed something in common and always up to date. Moreover, fan page in *Facebook* is featured with the secret and open options that allow the non-member users to look at the content in the group. Thus, after looking at the content in the fan page, the user can decide whether to '*like*' the fan page or not.

From those phenomena, the writer is interested to conduct a study about the use of swear words in social media, *Facebook*. The writer uses a fan page on *Facebook* namely *Jancok Kata Kata Kota Kita* or JK4 is a fan page on *Facebook* that provide the members about post that can be in the form of short story or just ordinary post. Mostly, the posts are about jokes using Javanese language and the Javanese swear words included. This fan page has already well known in the *Facebook* because it has approximately more than 227,477 members. Some of the jokes are in Javanese and contain some swearing words such as *Jancok*, or *Asu*. The administrator of this fan page usually writes a new post on its homepage and the members are

giving comments to that post. In this study, the writer would like to investigate about how swear words are used and being accepted within the society in the social media.

There are some similar studies which have been conducted by some researchers. One is done by Putri (2001) about the functions of swear words used in some English rock song lyrics. She found that there are two functions of swearing: emotional and social. Next is done by Jemmy (2005) about the swear words used in *Bad Boys II movie.* The result showed that people use swear words in expressing their emotion according in their psychological state, such as angry, happy, excited or surprised. The last were conducted by Putri (2012) about the functions of the swear words used in Bonek Community in Surabaya. She found that out of ten types of the swear words proposed by Timothy Jay, seven types occured and all of it did not related to religion.

However this study is different from the studies that are mentioned before. As it is stated that the first one is using the English rock lyrics song, and tried to see what are the functions. Then the next three studies were about movies, the second tried to see about, what caused the speaker to utter swear words. The last was about the functions of swear words that produced by a community of soccer's fans. The writer is going to use the social media in the internet. In addition, the writer is going to analyze the functions of the swear words and its meaning, hence it can be said that it is different from the previous. Due to the lack of the credible references in doing this research, the writer used the Javanese common knowledge. It is also supported by the

origin of the writer that is Javanese, therefore it will help the writer in conducting this research.

This study aims to investigate about what are the swear words used in JK4 fan page on *Facebook* and what are the functions of the swear words which they use on this fan page. This study is important because this study investigates the functions of the swear words, hopefully people will have better understanding about the context of the swear words that may be heard from someone within society.
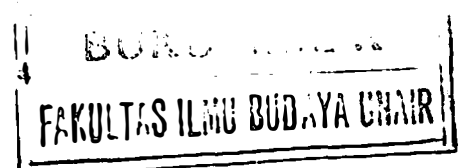
1.2 Research Problems

According to the background of the study above, the writer has formulated some the statement of the problems in order to analyze the swear words that appear in the *Jancok Kata Kata Kota Kita* on *Facebook*. The statements of the problems are:

1. What are the swear words that used in *Facebook* fan page *Jancok Kata Kata Kota Kita*?

2. What are the functions of the swear words that expressed by the member of *Jancok Kata Kata Kota Kita* on their fan page?

1.3 Objectives of The Study

Following the questions above, the writer wants to describe what swear words are used by the members of JK4. Secondly, it is to find the functions of the swear words which are expressed by the members of JK4 fan page on their comments based on the post that wrote by the administrator.

1.4   Significance of the Study

This research on the swear words used by the Jancok Kata Kata Kota Kita on *Facebook* serves two contributions, theoretical and practical. Theoretically, the writer hopes this study can give contribution to the sociolinguistics studies, especially related to swear words. In addition, it is expected to help the next researchers who want to discuss the similar studies about swear words. Practically, this research will help common people to have a better understanding about the functions of the swear words which has made the shifting and become commonly used in society. In addition, it is not only purposed on harming other people and show the speaker's negative emotions but it can also occur in any form of conversations.

1.5   Definition of Key Terms

1. *Facebook*   : A social media that provides people to get connected each other by using internet access. (Facebook.com)

2. Fan page   : A page that is made by one of *Facebook* user which provides posts in its homepage and allow the fans give comments on it. (facebook.com)

3. Jancok Kata Kata Kota : A fan page that is made by one of

Kita (JK4) *Facebook* user which provides posts all about swear words.

4. Like : Button that shows the responses from the *Facebook* users that indicate the post is liked by them.

5. Post : A message or information posted by *Facebook* user in their home page.

6. Swear words : Linguistic form of how people show their emotions, such anger, surprised, frustration, etc (Jay, 2000).

CHAPTER II
LITERATURE REVIEW