

CHAPTER I

INTRODUCTION

1.1 Background of The Research

The Internet is a network of computers that are connected internationally and spread all over the world. This network includes millions of computer planes connected to each other by utilizing the telephone network. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks (Rouse, 2014). This network of millions of computers allows various applications implemented between computers in the Internet network with the support of software and hardware required. To join this network, one party must have an application program as well as a data bank that provides information and data that can be accessed by others who are members of the internet.

The presence of the internet which is the development of communication and information technology, it is easier to access various information internationally. Internet is one source of learning for its users, because by using the internet people can access information quickly and easily (Regoniel, 2012). Even various sources of information from various media can be modified through the internet. The development of increasingly modern and sophisticated technology is not only give benefits to its users but also cause a negative impact for its users. Information or websites that can be accessed from the internet are useful for the

development of science but there is also that can damage the mental because so easy to access the internet for everyone. With the internet that can affect the good side and the ugly side of internet users.

In its development, there is one of the largest video sharing sites made by Google is Youtube. YouTube is a free video sharing website that makes it easy to watch online videos. People can even create and upload their own videos to share with others. According to Gcflearnfree (2017), “YouTube originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month”. YouTube has variant uploaded video such as music, movie trailers, short films, tutorial or even vlog. According to Laikanetwork (2017) there are 6 most popular types of YouTube videos such as product review videos, tutorial, vlogs, gaming videos, comedy/skit videos and haul videos.

Video-Blogging or vlogging is a form of blogging activity using video medium over the use of text or audio as the primary media source. According to Rouse (2006) “A vlog (or video blog) is a blog that contains video content. The small, but growing, segment of the blogosphere devoted to vlogs is sometimes referred to as the vlogosphere. Some bloggers have included video content for years. However, vlogging is becoming more common as equipment becomes cheaper and supporting software and hosting and aggregation sites become more prevalent.” Anyone with access to a video-capable camera and a relatively recent computer with a high-speed connection can create a vlog and publish and distribute it online.

A vlog (Video blog) can still be called as another form of internet television. Video blogging is usually also equipped with a description of text or picture images, as well as for some video blogging, including other metadata. Video blogging itself can be made in the form of recording a single image or recording is cut into several sections. With the software available, one can edit the videos they create and integrate them with audio, and combine multiple recordings into a single image, thus becoming a unified blogging video recording with their own unique characteristic especially the language varieties.

The language is divided into two varieties. Those are formal and informal language. There are some differences of formal and informal languages. The diversity of context occurred where the language is uttered by the speakers generally used on their social, age or gender. The words choices, context and grammar structure are the main differences of formal and informal language. When we use more attention to choose the words, understand the context, it is the formal language (Yule, 2006).

Language choice is a part from sociolinguistics. Sociolinguistics is the study of the relationship between language and society. It can be explained why we speak differently in different social context, and it is concerned with identifying the social functions of language. According to Holmes (2001: 8) there are situation of language choices that will reflect the influence that used in social factors. It could lead the language users to get a reference in communicating. The example of informal language is swearing. Swearwords is a rude word or offensive language. Swearwords are used to insult, to express the speaker's emotional state and

communicating that information to listeners (Jay and Janschewitz, 2008: 268). Swear word has a meaning in taboo words as well as a negative meaning. Taboo words are always associated with inappropriate language and it cannot be used in daily conversations. Therefore, taboo words are still managed as offensive and savage words in most languages, such as English (Allan and Burridge, 2006: 2). The purpose of swearing is to express the speaker's emotional state and communicating that information to listeners (Jay and Janschewitz, 2008: 268). Swearing can be uttered in any situation. For instance, in vlog people sometimes use certain kind of words that are considered as bad language which is actually inappropriate to use. Vloggers usually use different language styles or approach in each of their video submissions. One of the ways to express their feeling in their vlog is by producing swear words. People are usually swearing because that is the strongest way to express their feeling.

One of the examples of swearing is when people solve a game. The situation of solving a problem in a game makes the players express their emotions and feelings. The way of using swear words in it, actually get more attention and are usually more popular because they have a distinctive style and characteristic. There is a most popular YouTube gamer called PewDiePie whom has a distinctive style and the characteristic. His real name is Felix Arvid Ulf Kjellberg (born October 24, 1989 [age 28]), known by his YouTube username PewDiePie, is a Swedish gamer, vlogger, comedian, and YouTube celebrity who plays video games and records his commentary and reactions through audio and webcam. He is also the most subscribed YouTube channel with over 56 million subscribers. He has the most subscribed channel on YouTube and has the highest record of subscribers of any

Youtuber of all-time. PewDiePie has a somewhat common personality for YouTube. However, how well he executes his personality is what makes him so popular. PewDiePie acts confused, and crazy during his gameplay, and is very humor oriented. (YouTube Wikia, 2016). By doing his vlog, he also swears very commonly, and isn't afraid to outright state what he says, making fun of some of the games he plays. When angry or scared, Felix used to have a tendency to swear profusely and somewhat nonsensically in Swedish language.

Swearing is one of linguistic phenomena that occurs in the vlog. People have many ways of using language and one of them is by producing swear words to expressing the feeling. Swear word is a part of sociolinguistic studies. Swearing is a form of linguistic expression which is often referred to bad language. In society, people judge swear words as something bad and has negative meaning. That is the reason why they do not use swear words in their conversation (Karjalainen, 2002:18). The swearing activity is related to the degree of sensitivity and the mental state of a person who is expressed in a swear word, which is identical to containing negative or abusive words. This phenomenon is depicted in the gaming vlog of PewDiePie who is popular as a gaming vlogger with the language and very unique way of delivering. Therefore, this study aims to identify and analyze the swear words and their function of swear words in the PewDiePie's vlogs. In this research, the researcher will analyze the utterance using the research of sociolinguistics science.

In this research, the author took several previous studies that are relevant to what the author would be thorough. Previous study is an effort to reveal similar

studies conducted by previous researcher. In relation to the topic of research to be studied, the literature review can be an accountability effort of a study so that it can anticipate plagiarism. From the literature search results, researcher have found several works that discuss about Swear Words, including as follows.

Febby Isfaldiansyah with a thesis entitled *Swear Words in GTA San Andreas Games Conversation* publication UIN Sunan Gunung Djati Bandung 2012. In the research, the researcher focuses on two formulation of the problem that is the type of swear words and the meaning of swear words used in conversation in games GTA San Andreas. The study uses the theory of Huges and Trudgil to explain about the types of swear words commonly spoken along with their meanings and origins. This research uses descriptive-qualitative method to apply documentation analysis and answer research problem. Using documentation analysis, the collected data is then analyzed and interpreted. The researcher also found the reasons of swearing used in GTA SAN Andreas games conversation, they are: to get attention, to discredit, to provoke, to show identity, to insult and show familiarity in a community.

Nadia Fitri Sumirat with a thesis entitled *Swearwords in Ted Movie: Their Classification and Reasons* published by UIN Sunan Gunung Djati Bandung at 2013. This research used Hughes's theory about classification in supporting the findings relating to swearwords found in Ted Movie. The researcher used qualitative method. This method used by identifying the classification of swearwords and describe the reason of swearing the data of this research are taken from Ted movie written by Seth Macfarlane. The researcher then collected,

analyzed, and discussed the data. The result showed that 39 swearwords are found in Ted movie which are classified into 7 classifications. The researcher also found the reasons of swearing used by characters, they are: swearing for anger reason, swearing for shock reason, swearing for happy reason, swearing for doing something, and swearing for something or somebody.

Fika Nur Anggita with a thesis entitled *A Sociolinguistic Analysis of Taboo Words in Bad Teacher Movie*. Published by Yogyakarta State University at 2015. The researcher investigates taboo words using sociolinguistic approach. The objectives of this research are to identify the types and functions of taboo words uttered by the characters in the movie. This research employed descriptive qualitative as the method for describing the existing condition in the movie. In addition, this research also used quantitative method. The data were in the form of utterances, while the contexts of the data were the dialogues uttered by the characters in the movie. The sources of the data were the video of *Bad Teacher* movie and its transcript. The results of this research are stated as follows. Firstly, four types of taboo words occur in the characters' utterances in *Bad Teacher* movie. They are obscenity, profanity, vulgarity, and epithet. From 32 data found in the movie, obscenity has the biggest number of occurrence. Secondly, four functions of taboo words are found in the series namely to show contempt, to draw attention to oneself, to be provocative, and to mock authority. The most appeared function is to show contempt and the last is to mock authority.

Based on the previous studies above, there are some differences in the theory and object of the research used. In contrast with the previous research which take

movies and game, in this research the writer decided to use person utterance within vlog as the object of the research. By using a different object, the research can show different results as it takes a different context. This research provides more detail explanation by giving examples on the types of swear words and the reasons of using swear words from the utterances in the vlog. That will be different to discuss than previous research considering the movie and game has scripted conversation than the vlog.

1.2 Research Question

Based on the background of the problem above, in his vlogs, PewDiePie uses various types of swear words. Thus, the problem to be discussed in this research is as follows:

1. What kinds of swearwords are used in PewDiePie's vlogs?
2. What are the reasons of using swearwords in PewDiePie's vlogs?

1.3 Purpose and Significance of Research

1.3.1 Purpose of Research

The general purpose of this research is to know the types of swear words in the PewDiePie vlog. In addition, the results of this study are expected to enrich the way of applying sociolinguistics theory to the purpose of the use of swear words. As for general purpose can be assumed as follows:

1. To find out the kinds of swear words used in PewDiePie's vlogs.
2. To find out the reasons of swear words used in PewDiePie's vlogs.

1.3.2 Significance of Research

The researcher is a student who is linguistic disciplines and feels in accordance with the study because the researcher can apply the linguistic

theory that has been studied previously. There are several benefits that can be obtained from the results of this study. Theoretically, with this research researcher can gain experience to perform analysis of swear words.

Practically, the benefit of this research is to provide knowledge about the swear words used in the PewDiePie's vlog on his YouTube channel by classifying them into several types of swear words and its function find out the reason why he swearing.

1.4 Key Terms

a. Sociolinguistics:

Sociolinguistic is the study about language that related with society that the language related with the use of the languages spoken by society. (Holmes, 1992:1)

b. Swearwords:

A rude word or offensive language; those words are used to insult, to express the speaker's emotional state and communicating that information to listeners (Jay and Janschewitz, 2008: 268).

c. Vlog

A vlog (Video blog) can still be called as another form of internet television. Video blogging is usually also equipped with a description of text or picture images, as well as for some video blogging, include other metadata.

3. Vlogger

The term "vlogger" refers to video bloggers who use their vlog or videoblog to spread video content from video platforms. The essential

format in vlogging is video, which is mostly self-produced and then uploaded on the vlogger's own channel.

4. Gamer

A gamer is a hobbyist or individual that enjoys playing various types of digital or online games. Generally, a gamer refers to any kind of gaming enthusiast, but when used in IT, the term refers to those that utilize a full range of electronic or digital games.

5. YouTube

YouTube is one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month. YouTube has variant uploaded video such as music, movie trailers, short films, tutorial or even vlog.

