ABSTRACT

NIHAM AYUB. (1155030179). **The Positive Swear Words in AjayII's Music Reaction Vlog.** An Undergraduate Thesis. English Department. Faculty of Adab and Humanities. Islamic States University of Sunan Gunung Djati Bandung. Advisor: 1. Dr. Hj. Ruminda, S.S., M.Hum.; Ice Sariyati S.S., M.Pd.

Keyword: AjayII, Music Reaction, Pragmatics, Swear Word, Vlog.

Swear word is a rude word or offensive language that do not appropriate to be spoken. Swear words have a specialty, not only used to insult people but also used to express the speaker's emotional state. Therefore, swear word has a negative meaning and a positive meaning. This phenomenon is represented in the music reaction vlog by AjayII. Therefore, there are some questions in this research: 1) What are the expression categories of swear words uttered by AjayII in her vlog? 2) What are the categories of propositional and non-propositional meaning in each swear word? Is each as a negative or positive swear word? The researcher uses Swan's theory (2005) about the expression category of swear word and Jay's theory (2008) about the category of propositional and non-propositional meaning. The method used in this research is qualitative method. Based on data analysis, the findings show that the most dominant expression category uttered by AjayII in her vlog is insult (noun) category (49 data) and the categories of expression of unconcern and violent refusal are not found in her vlog. Meanwhile, the most dominant category of propositional and non-propositional meaning in each swear word is insult (noun) (49 data) as positive swear word. From the finding of the data analysis, it can be concluded that positive swear word can be used to express excitement and unspeakable expression based on the situation and condition in the context of the vlog. The positive swear word uttered by AjayII in her vlog is used as a tool to represent her feeling and emotion. The positive swear words are uttered based on her usability in each moment that she experienced in her vlog. Lastly, the positive swear word can be uttered within the utterances spontaneously as well as intentionally depends on how the situation and condition occur.

> Universitas Islam Negeri Sunan Gunung Djati Bandung