# CHAPTER I

# INTRODUCTION

This chapter describes the background of research, statement of problems, research objectives, research significant, and definition of key terms.

## 1.1 Background of Research

Every human at least has one activity they like to do to express their feeling, such as sing a song, scream to the lyric, write some poems, write some stories, write on their diary, watch a movie or even make a video to express their feeling. And what people do in their leisure is often designed to elicit emotions. The enjoyment of works of art is no exception (Johnson-Laird & Oatley, 2006). Some media like a song, a poem, or a video are made by someone's expression and it contains individual opinion and also every each of them has their own purpose. Some of them like their expression keep for them-self, and some of them like to share their expression with other people. By sharing their expression, it can help them to feel much better and the other people can feel the same expression with them and give sympathy. It is like they all communicate with each other. Whether they communicate with their music, their poem or even their video.

Internet is a media for human to communicate. Human can communicate easily with anyone on the entire world, whether as a friend or a complete stranger, because internet is a network of computers that are connected internationally and spread all over the world and can be accessed by anyone who connected to the internet. Nowadays, 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). Even various sources of information from various media can be modified through the internet. Internet is like any other things in this world it has a positive and a negative side. The positive thing about

internet is any information from around the world can be accessed from the internet that it makes the internet very useful for anyone who needs the information for themselves. But in the other side, internet can lead a mental damage because the access to internet is so easy to access, and they can get addictive to internet and they also can get any bad information from internet. The performance of internet always increased every day. At the beginning, the communication using internet as same as communication in the physic world which is mailing, in the internet as known as email (electronic mail). But today, not only mailing that internet use to communicate but also communicate with picture or even with video. There are many sites in the internet provide the video as the main media, and the biggest website video in the internet nowadays is Youtube.

Youtube is the biggest site in the internet for people to share their own music or video with all the people on this entire world. 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". The reason why YouTube is so popular: It's all about user-generated content. Instead of videos from major Television networks and movie studios, we can find amazing and creative videos made by people who related to each other. In Youtube there are numerous kinds of video, such as music video, movie, tutorial, explanation about something, news, and one of them is vlog.

Vlog is one of many ways to express someone's feeling and communicate with other people about anything and anywhere in the internet especially in Youtube. Based on definition of vlog it-self which is video-blogging, vlog uses video as the media for communication. 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 can make a video blog or vlog, with any contents depend on what they want. With vlogging

anyone can share their expression, share their opinion, share their experience, and so on to Youtube without paying anything and then become a Youtuber (someone who makes vlog and upload it into Youtube).

However, vlog is included into the one-way communication, there is no conversation in the vlog between the vlogger/s (someone who makes the video) and the audience in front of their computer or cell-phone. Vlog in another word can be called as internet television. As similar as television, in Youtube the category of something is divided into channel. There are numerous channels in Youtube that have many contents so audience can watch depend on what they want to watch. The content of vlog in Youtube such as tutorial, movie decode, and music reaction of a vlogger can be easily watched. Nowadays, the kind of reaction to something is viral in Youtube, especially reaction to music. Because the growth of music industry is increased significantly. There are a lot of people want to express their feeling about the new music that just emerge in this world. Music reaction video is a video made by vlogger for expressing their feeling about the music or/and the music video and give their own opinion about the music or/and the music video, and share it to the internet so anyone can see the expression and the opinion of the vlogger about the music or the music video. A lot of people make a music reaction with their own characteristic and their own language. Because the vlog contains individual opinion, the usage of language in the vlog is not bound by rules. Some people choose to use the formal language and some of them choose to use the informal language, even they use swear word to express their strongest feeling. It is all depend on the function of the language it-self.

People use language for particular purposes, specific structure and vocabulary of formal and informal with each language function. According to Savignon (1983), "the use to which language is put, the purpose of an utterance rather than the particular grammatical form an utterance takes". The examples of language function are informative, interrogative, performative, directive, emotive, expressive, phatic, and recreational. Expressive function is the use of language to reveal something about the feeling and attitudes of the speaker. For example, the

speakers express their emotional through exclamation or saying swear word (swearing). Swear words is a rude word or offensive language. Swear words are used to insult, to express the speaker's emotional state and communicating that information to listeners (Jay & Janschewitz., 2008). 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 and cannot be uttered in any situations.

Over time, people often use swear word to express their biggest emotional (in the good way) not just to harm other people like swear word used to be (Jay & Janschewitz, 2008) Judgments of rudeness are not only determined by the propositional content of swear words but by a sense of what is appropriate in particular situation. "Speakers learn that politeness is not always the norm, as in situations where rudeness is warranted" says Jay and Janschewitz (2008: 269). It means that swearing may be appropriate in a given situation and not regarded as merely polite or impolite.

Reasons for using or not using swear words depend on the conversational goals of the speaker. Jay (2008) stated that "swearing is like using a horn on your car, which can be used to signify a number of emotions (e.g., anger, frustration, joy, surprise)". Swearing occurs when the people experience a strong emotion or when they want to accomplish certain goals through swearing. So, it can be said that the speakers can express their strongest feeling and emotions not only the bad things but also the good things through swearing or using swear word. In the other word there are two kinds of swear word, the original swear word (use to harm or insult other people) called negative and the new meaning swear word (use to express feeling and emotion) called positive swear word.

Swearing is a linguistic phenomenon that usually occurs in the vlog. People often use swear word to insult other people or to say something bad about. It has been generalized that swear word has a negative meaning and included in the bad language to utter. This kind of word is forbidden to utter in particular area or places. However, this kind of general statement that said swear word has a negative

meaning has changed and now has a positive meaning. For instance, most of the vloggers make their vlog in the informal situation. They use their own characteristics and their own style of language and sometimes they use swearword as an expressive act, the best way to express their strongest feeling, and the swear word it-self has no negative meaning at all, it becomes a positive utterance. For instance, the word *Christ!* has a different meaning when it uttered in different situations. The word *Christ!* has a negative meaning when someone get angry at something. However, the word *Christ!* has a positive meaning when someone get surprise by something good and it has no negative meaning at all.

The way of swearing usually emerge is when people get shock by something new, or something that they never seen, or heard before such as new music. The situation of hearing new music makes the listeners want to express their opinion and feelings. The way people using swear words in their vlog, actually to get more attention and usually become more popular because they have a distinctive style and characteristic.

There are a lot of vloggers who make music reaction for their video content and the most popular Youtube music reaction is a vlogger named AjayII whom has a distinctive style and the unique characteristic. She is an Afro-American woman known as an emotional, intelligent, honest and cheerful vlogger for music reaction. She joined Youtube on March 25th, 2017 and her first music video reaction is published on March 30, 2017 titled "Clean Bandit – Symphony feat. Zara Larsson |REACTION|" and become viral with her clear and honest opinion and expression. Today, AjayII has 352,436 Subscribers for her Youtube Channel and she keeps publishing her reaction until now. With her emotional, intelligent, honest and cheerful expression in her video reaction, these make AjayII have a lot of viewer. However, by doing her vlog, she also swears very commonly, and isn't afraid to outright state what she says, she has to say what she wanted to say, even it is a swear word.

This phenomenon is represented in the music reaction vlog by AjayII who is popular with reaction vlogger with her language and very unique way to deliver

opinion of hers in her video. Therefore, this study aims to categorize the swear word into the expression categories of swear word based on the expression swearing grammatical pattern and then categorize the swear word into positive and negative swear word based on the propositional or non-propositional meaning category for each swear word in AjayII's vlogs based on their meaning. In this research, the researcher analyzes the utterance using pragmatic approach since the analysis focus on the meaning and the swear word occurrence in AjayII's music reaction vlog.

In this research, the researcher also reviews some previous studies from other researchers who have already done some similar studies. In relation to the topic of research to be studied, the literature review can be accountability effort of this research so that it can be anticipate any plagiarism. From the literature search result, researcher has found several researches that discuss about Swear Word, including as follows.

The first research is written by Febby Isfaldiansyah (2013) with a thesis entitled *"Swear Words in GTA San Andreas Games Conversation"*. In the research, the researcher focuses on two problems that are the type of swear words and the meaning of swear words used in conversation in games GTA San Andreas. The research uses sociolinguistic theory by Hudges and Trudgil for the explanation. The theory that is used in this research is by Hughes and Trudgil to explain about the types of swear words that commonly uttered along with their meanings and origins. The research uses descriptive-qualitative method to apply documentation analysis and answer research problem. Documentation analysis is used to collect the data and then analyzed and interpreted it. The research also found the reasons of the 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.

Second research is written by Fika Nur Anggita (2015) with a thesis entitled *"A Sociolinguistic Analysis of Taboo Words in Bad Teacher Movie"*. 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 uses descriptive qualitative method to describe the existing condition in the movie. In addition, this research also used quantitative method. The data is the form of some 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. First, four types of taboo words occur in the characters' utterances in *Bad Teacher* movie. They are obscenity, profanity, vulgarity, and epithet. From 32 data that found in the movie, obscenity has the biggest number of occurrences. Second, 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.

The last research is written by Sidik Nurjaman (2018) with a thesis entitled *"The Swear Words Used in Pewdiepie's Vlog"*. The research uses Hughes's theory about classifications of supporting the findings relating to swearwords finds in PewDiePie's vlog. Besides that, to support the findings about reasons for swearing, the researcher used Hughes's and Jay's theories focusing on reasoning. This research uses qualitative method to identify the classification of swear word and describe the reasons for the swearing. The data of this research are taken from PewDiePie's video subtitles transcript. The result of this research shows that 551 swear words are found in PewDiePie's vlog and then classified into 7 classification: religion (131 words), stupidity (9 words), anatomical insults (8 words), animal term (10 words), excretion (58 words), general swearword (320 words), genitalia (15 words). The researcher also finds seven reasons why PewDiePie utter swearwords in his vlog, there are: swearing as happy expression, swearing as angry expression, swearing as annoyed expression, swearing as scared expression, swearing as surprised expression, swearing as panic expression, swearing for doing something.

Based on the previous researches above, the difference between this research and those previous researches, is the use of the theory. Those previous researches use sociolinguistic study for the main theory. However, this research

uses pragmatic study for the main theory. The previous researches explain that the use of swear word is related to the language choice of language function or reason based on sociolinguistic theory, but in this research the use of swear word is related to the context based on the pragmatics meaning theory. By using the different theory, the research also shows the different explanation and different result. This research provides more detail information about the identification of swear word by giving examples and giving explanation of the meaning for each swear word that uttered in the vlog.

**1.2 Statement of Problems**

This research is intended to categorize the swear word into the expression categories of swear word based on the grammatical pattern and then categorize the swear word into positive and negative swear word based on the propositional or non-propositional meaning category for each swear word in AjayII's vlogs based on their meaning.

Based on the statement above, it can be formulated into two research questions as follow:

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?

**1.3 Research Objective**

Dealing with the statement of problems, this research has two research objectives gained by the researchers as follows:

1. To find the expression categories of swear word uttered by AjayII in her vlog.

2. To categorize the swear word into propositional and non-propositional meaning based on each meaning and to decide it is negative or positive swear word.

## 1.4 Research Significance

Theoretically, the researcher hopes this research can be useful for himself to add insight and knowledge and for English department student as well. In additional, the benefit from this research is to get to know, identify and determine the positive swear word and to increase knowledge about the swear word by knowing the category of each swear word and also know the category of swear word based on their meaning that uttered from AjayII's music reaction vlog on her Youtube channel.

Practically, the benefit of this research is to provide knowledge about the swear word, especially the positive swear word that used in AjayII's music reaction vlog by categorizing them into several types of positive swear word and knowing the meaning how the swear word can be considered as positive swear word.

## 1.5 Key Terms

a. Pragmatics

Pragmatics is concerned with the study of meaning as communicated by the speaker (or researcher) and interpreted by the listener (or reader). Yule also says that "Pragmatic is the study of contextual meaning" (Yule, 1996)

b. Swearwords

A rude word or offensive language that related with society that the language related with the use of the language spoken by society.

c. Vlog

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

d.  Vlogger

The term "vlogger" refers to video bloggers who use their vlog or video blog 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.

e.  Music Reaction

Music reaction video is a video made by vlogger for expressing their feeling about the music or/and the music video and give their own opinion about the music or/and the music video, and share it to the internet so anyone can see the expression and the opinion of the vlogger about the music or the music video.

f.  YouTube

YouTube is one of the most popular sited 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.