

CHAPTER I INTRODUCTION

This chapter presents the background of the research, statement of problems, research objectives, research significances, the definition of key terms, and organization of writing.

1.1 Background of Study

Nowadays, technological developments are extraordinary, especially in social media. Everyone, from children to adults, can use social media because access is increasingly easy. Of course, it has both positive and negative impacts. The existence of social media can make it easier for students to study or seek knowledge. However, in reality, many negative impacts still arise as a result of it. Some children easily accept and imitate what someone does on social media.

In this modern era, everything that exists today is very sophisticated, such as YouTube. Even now, social media YouTube remains highly favored by many people. This happens because social media, like YouTube, has more advantages than television. For example, if you want to watch some interesting movies on YouTube, you can watch them anytime and anywhere. It is different from television, in which we cannot watch movies any time.

YouTube can be accessed by anyone. On YouTube, we can see some activities like vlogs, news, debates, etc. Those activities done by humans also need language. This is why language becomes a tool for social interaction between people. Moreover, according to Wardhaugh (2006:1), language is a tool of communication used by members of a specific community. So, language and society cannot be separated, as language is an integral component of culture, which in turn is embedded within society.

Language has many functions. One of the functions of language is to share someone's expression, feelings, sadness, happiness, etc. However, some people express their feelings of anger sometimes by producing taboo words as swearing. Certain people believe that the utilization of taboo words for swearing is acceptable

to express strong emotion and attitude.

The decision to use or not taboo words for swearing depends on the speaker's conversational goals. Jay (2009:155) states that "swearing is like using a horn on your car, which can be used to signify several emotions (e.g., anger, frustration, joy, surprise)".

Taboo words are not taught in school or formal situations. Those words appear in society. Some people do not need to be taught how to use taboo words for swearing, they learn naturally from their daily life. In other words, we can see people taboo words anywhere, like in social media, music, and our social lives. So, now social media can be the place for someone to deliver taboo words and insult each other (Cholidah 2017:61). One YouTube video that shows a number of taboo words can be found on Kannel Joseph's YouTube Channel.

Kannel Joseph is an American YouTuber who has many video pranks on his YouTube channel. To date, it has 1.940.000 subscribers and 125 videos. Most of the videos contain content that tries to disturb people. That is why many people who got pranked are angry because of something that this American YouTuber did. Some people who got the prank used taboo words as swearing to release their emotions.

When someone produces taboo words, they lack politeness and are educated because in society is not good to be heard and it is impolite. So, the use of taboo words by speakers in his video is interesting to be analyzed. Moreover, Jay (2009:155) stated that the average adolescent used 80 to 90 swear words in a day and their conversational swearing, which can be observed in the classroom or even in the hallway.

This research is intended to analyze the use of taboo words among the speakers on that video YouTube and also to analyze the functions of taboo words they use. Therefore, the researcher chose Joseph Kannel's Channel YouTube because so many taboo words are found on this channel, and the researcher is trying to know the meaning and functions of taboo words of the speaker in the video according to the ethnic groups. This research focuses on the taboo utterances used by different ethnic groups in the United States; they are Black Americans and White

Americans.

In particular, some researchers have done some research about the use of taboo words. The differences between this research and previous research are as follows. The first research was conducted by Ririn Zevanya (2021) entitled "*An Analysis of Taboo Words in Deadpool*". In this research, the researcher concentrates on two main formulations, they are the types of taboo words and the motives of using taboo words. The result shows there are eight types of taboo words found between 82 taboo words used by the main characters and five motives of them. Obscenity is the type of taboo word that is dominant to be used, while descriptive-evaluative is the most functions used by the main character. The second research is the research by Nizal Suriawan (2021). The title of this research is "*Taboo Words Analysis in This is England Movie*". The researcher found that type of taboo words that frequently appear in this movie is obscenity, such as "*fuck*", "*fucking*" and "*fuck off*." This research also showed that there were some functions of taboo words that appear in this movie, which are to draw attention to oneself, to show contempt, and to be provocative. These functions show that the use of taboo words is influenced by males and females, kids and adults, etc. The third previous research is by Narti et al. 1 (2022). This research is entitled "*Taboo Words Analysis in Fast and Furious 8 Movie by F. Gary Gray*". The results showed that there are seven types of taboo words and four functions of taboo words. The word hell appears to be the second most taboo used, while the dominant kind of taboo is cursing. To draw attention is the dominant function used in this movie because it can represent the characters' intentions.

Based on the background above, there are some distinctions in the theories and research objects used. Considering the previous research, which takes data from movies, this present research uses a prank video from YouTube as the object. Moreover, this study focuses on the taboo words that are used by different ethnic groups in the United States. By selecting the different objects and focusing on the different ethnic groups in this study, the researcher can obtain varied results due to the altered context provided by this object. This research offers a more in-depth explanation by presenting examples of types of taboo words and exploring the

functions of taboo words that speakers used in the video.

1.2 Statement of Problem

The phenomenon of taboo words is becoming more common nowadays. We can hear people use taboo words in real life or on social media. Technology advances are one of the factors that make taboo words becoming common in society. Based on a sociolinguistic perspective, people who use taboo words have different intentions and functions, both for speakers and listeners. The kind of taboo words and those functions that are used by black and white Americans in the United States are interesting to analyze.

Based on the statement problems, the problem that will be discussed in this research based on two questions:

1. What types of taboo words used by Black and White Americans in Kannel Joseph's YouTube Channel?
2. What are the functions of taboo words used by Black and White Americans in Kannel Joseph's YouTube Channel?

1.3 Research Object

In this research, the researcher analyses words, phrases, or sentences containing taboo words used by Black Americans and White Americans in Kannel Joseph's YouTube Channel. The aim is to examine the types of taboo words and their functions. Any words or phrases that do not contain or relate to taboo words will not be explained further. The research will not only focus on specific categories of taboo words like racial slurs or vulgar language, but will comprehensively analyze all types of taboo language, including profanity, obscenity, vulgarity, and epithets. Based on the formulation described above, the researcher is intended:

1. To identify and classify the types of taboo words used by Black and White Americans in Kannel Joseph's YouTubeChannel.
2. To describe the functions of taboo words used by Black and White Americans in Kannel Joseph's YouTube Channel.

1.4 Research Significance

Practically, it is hoped that this research will provide insight and knowledge to researchers in examining in depth the forms of types of taboo words used by black and white people that are contained on Kannel Joseph's YouTube Channel. Moreover, this research is important for the field of sociolinguistics as it explores how different social groups use language, particularly taboo words, in various contexts.

Theoretically, this research is expected to provide information to readers about the function of taboo words used by black and white people on the Kannel Joseph YouTube Channel.

1.5 Definition of Key Terms

To prevent any confusion, the researcher clarifies some terms as follows:

- a. Taboo Words: Taboo words are kinds of words in a language that are deemed improper, offensive, and lack morality. These words should be avoided to protect the well-being of others in society (Mbaya 2002:224).
- b. Sociolinguistics: Sociolinguistics is the study of language which concentrates on its interaction with social and cultural aspects within a particular society (Yule 2010: 254).
- c. Racial or ethnic groups: The idea that humanity is separated into different groups based on inherited physical and behavioral differences. (Encyclopaedia Britannica 2014)
- d. Prank: Some activities that involve playing a trick on somebody as a joke. (Oxford Advanced Learner's Dictionary 2024)

1.6 Organization of Writing

The research is comprised of five chapters, and it will be described as follows:
Chapter I - The first chapter serves the introduction, including the research background of the research, statement of problems, research objectives, research significances, the definition of key terms, and organization of writing.

Chapter II - The second chapter is the theoretical foundation. This chapter consists of some explanations of sociolinguistics, the theory of taboo words, the types and functions of taboo words by linguists, and Kannel Joseph YouTube Channel.

Chapter III - The third chapter explains the research methodology. This chapter discussion of the research methodology, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV - The fourth chapter focuses on findings and discussions; It discuss the types and functions of taboo words based on Batistella's theory and Jay's theory.

Chapter V - The fifth chapter is conclusions and suggestions.

