

ABSTRACT

Sidik Nurjaman. 1135030243. *The Swear Words Used in PewDiePie's Vlog*. English Department, Faculty of Adab and Humanities. Islamic State University Bandung. Advisors 1: Hj. Ruminda, S.S. M.Hum. 2. Udayani Permanualudin, S.S., M.Pd.

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Sociolinguistics is the study of the relationship between language and society. It is concerned with identifying the social functions of language. The language is divided into two varieties. Those are formal and informal language. There are some differences of formal and informal languages. When we use more attention to choose the words, understand the context, it is the formal language (Yule, 2006). The example of informal language is swearwords. Swearwords is a rude word or offensive language. Those words are used to insult, to curse, to the offense, or to mock something when the speaker has strong emotions (Hughes, 2006:107). This phenomenon is depicted in the gaming vlog of PewDiePie who is popular as a gaming vlogger. Thereby, there are some questions in this research, they are: 1) What kinds of swearwords are used in PewDiePie's vlogs? 2) What are the reasons of using swearwords in PewDiePie's vlogs?

The researcher 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.

The method used in this research is qualitative method. This method used by identifying the classifications of swearword and describe the reasons for swearing. The data of this research are taken from PewDiePie's video subtitles transcript. The researcher then collected, analyzed, and discussed the data.

The results shows that 551 swearwords are found in PewDiePie's vlog and then classified into 7 classifications: 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.