

CHAPTER I

INTRODUCTION

In this chapter is consist of research background, research questions, research object, research significance, and the description of key terms of the research.

1.1 Research Background

This research is analyzed the language in social media such as the bad words. Like as you may know that the bad words are always indicated with a taboo. Which is mean as a cultural or religious custom that does not allow people to do, use or talk about a particular thing as people find it offensive or embarrassing (Oxford Advanced Learner's English Dictionary (sixth edition), 2004). Include the terms that is containing the bad words is swearing language or swearwords.

Swearing is a form of linguistics expression which is often referred to bad language because all the swearwords are taboo, although not all the taboo words are swearwords (Karjalaenin, 2002). Swearwords is being the part of the taboo language, because both are forbidden to say. That happened because probably some people would be offended when using taboo or swearwords in everyday conversation.

On the other hand, swearwords are usually used as the way people to show their expression or feelings, such as anger, happiness, sadness or even loneliness. Usually people will consciously or unconsciously use swearwords. The various types of swearwords that are used are various. The classification of swearwords as mentioned by Hughes (2006, p. 196) is categorized into 7 classifications of swearwords, they are; general swearwords, anatomical insult, animal term, genitalia, excretion, religion, and stupidity.

Swearwords are easily to find actually. Even not only easy to find, but also everyone could find it so much. Right now, swearword is often used as a daily language, especially in America. In America the use of taboo or swearwords even often appears on their songs and films. Therefore the possibility of swearwords is already being the usual language American uses probably true. No exception it can also be found on social media which is clearly used by many people as a social platform, especially in Instagram.

This phenomenon happened is because people feels like they are invisible behind the computer or those social media, so they could say whatever they want. The perception of this invisibility is removed the concern of detection, social disapproval, and punishment (Willard, 2005). Then when they say the swearwords or the other language which is also forbidden, they think that they will never get the effect of it. Also people think that saying the bad words have had being “normal” because everybody do it too. So it’s not strange if we could find so many swearwords in social media easily.

On the other hand, social media is mean as a new form of media that involves interactive participation and involve some sort of digital platform (Manning, 2014). Social media has various forms, including Facebook, Twitter, Youtube, Instagram, Tumblr, Blogger, Wikipedia, and the other social media. Every kind of the social media actually has the same function that to socialization. The difference is the communication is happening on the social network platform helped by the internet.

Social media is indeed a media for communication that is most often used by millennials. Even researchers in the Pew Research Center article included a study that proves that by 2018 about 51% of social media users are millennials (Aaron Smith, 2018). That is one proof of the role of social media in this era. The article published by the Pew Research Center also mention that millennials tend to use Instagram and Youtube more often. In this era social media with visual forms are really happening, especially Instagram.

Instagram is an online photo or video-sharing application and social network platform that was acquired by Facebook in 2012 (Rouse, 2017). Instagram's popularity keeps its users constantly increasing until now, even almost everyone now has an account on Instagram. Some people like artists, politicians, the president and the members of the Royal Kingdom even now have Instagram account. Therefore, now anyone could access the accounts of famous people and see what they post and also what they do through their Instagram posts as photos or videos.

This research is used one of the Instagram feature as a media to found the data analysis, which is the comments column in the Instagram post. As according to the Oxford Dictionary, the definition of comment itself is a verbal or written remark expression of opinion or reaction, as the Instagram feature the comments are formed as a column in every post. In the Instagram actually swearwords comment could found easily, but all the swearwords that found is mostly in Indonesian. After a long term of searching, finally the swearwords comments which are using English is found. One Instagram account have found as a source of data analysis in research. The account belongs to American Artist that controversial enough. The Instagram account of @farrah Abraham.

According to an online article, Farrah Abraham is a single parent of one daughter, also she is an American public figure. She appeared on TV because of her champagne about Teen Mom, and Farrah got famous for being a mom. In fact she is being controversial of being a mom, in a reality show she called her daughter 'stupid' because she makes mistake, so fans come down particularly harshly on Farrah when her actions are less than maternal (Durwood, 2017). Not only bad for being a mom, she also got many plastics surgery on some of parts in her face and body. In the @farrah Abraham account then also found a lot of hating comments that ridiculed her because she often used clothes that were too open. Then not long a time ago she ever make a sex tape, and it's going viral on internet. That issue makes people are more hate her and begin to force her by cursing on her Instagram account.

Thus one of her post which is controversial enough is choose and used that post comments to be this research data analysis.

These are several previous researches which used as the references to make this research, there are:

1. "English Swearing among Teenagers in Instagram" written by Diana Cholidah. The Cholidah's research is discussed about how the used of swearwords in Instagram could show the existence of the speaker. In that research Cholidah describe about how people use the swearwords to show the other about their social power in Instagram. The Cholidah's research and this research are had a similar object, therefore this research tried to find the Instagram theories which could be adopted to this research.
2. "The Use of Swearwords in Heat Movie" written by Renadiyati Pertiwi. The research by Pertiwi which is analyzed about the use of swearwords in a movie. Her research made this research decided to adopt the technique of her analysis to this research. Even the object of the analysis is different with this research object, the Pertiwi's research really give so many impact and inspired to this research.
3. "Emoticon and Illocutionary Force" written by Eli Dresner and Susan C. Herring. This journal is discussed about using emoticons on social media. Then the emoticons which Dresner and Herring are analyzed with the linguistic approach. The Dresner and Herring's research is used as a reference for previous research because in that research it is necessary to support explanation, then the way of analyzing and theories in the Dresner and Herring's research are inspired to this research. To prove that swearwords on Instagram is used to vent the emotions of users, a proof is needed and it can be analyzed from emoticons or emojis that use Instagram to use. However Dresner's research has given great ideas and impact on this research.

4. Pragmatics Functions of Emoji in Internet –based communication--- a corpus- based study” by Li Li and Yue Yang. Probably will lack a description of the explanation of emojis, so this study is also used as a reference. Research from Li and Yang also discussed the use of emojis in social media. This research adapted several references to the research of Li and Yang.

After seeing the previous research above, the final of this research discussion is about the classification and the reason of swearwords. The classification of swearwords is found in Pertiwi’s research, then it adapted to this research. Also regarding the reasons for using swearwords had undergone several changes. Initially this research will only mention the general reasons for using swearwords. But because it is feared it will be less reliable therefore research on it requires support, then it was decided to use emojis to support the explanation.

This research finally is discussing about how the swearwords on Instagram with the most commented post of @farrahbraham account. Then this research also discussed about the classifications of the swearwords and the reason why make them say it. This research also being titled as “*The Swearwords Classification in Instagram Comments Column of @farrahbraham Account*”.

1.2 Research Questions

In the social media like Instagram of course the users will always see and send any posts of photo and video in their timeline. Then those posts commonly get the comments on it from the other Instagram users. The comments in the Instagram also exactly there are two kinds; negative and positive. Appropriate with this research which is discussing about the negative comments as swearwords in the some Instagram account users. This research is included several topics which are became the material of this research in some statements below:

1. Which classification of swearwords are contained in @farrah Abraham Instagram comments?
2. What makes people say swearwords in @farrah Abraham Instagram comments for?

1.3 Research Objective

The objectives of this research are:

1. To categorize the classification of swearwords in @farrah Abraham Instagram comments.
2. To identify the reason of the swearwords used in @farrah Abraham Instagram comments.

1.4 Research Significance

The writer hopes that with this research it can be useful for people who study and read it.

1. Theoretically the writer hope that this research can be used as a reference to enrich knowledge about theories relating to swearwords.
2. Practically the writer hope this research can be used as a reference on swearwords in Instagram, because indeed the writer also feel it is often difficult to find research that discusses swearwords using the linguistics approach. So the writer really hope that the research that the writer make can be used as a reference for further research.

1.5 Description of Key Terms

This research is conducted under the area of the language such as the language style and the types of the cyberbullying in Instagram comments column.

1. Swearwords

A rude word or offensive language. Those words are used to insult, to curse, to offense, or to mock something when the speaker has strong emotion (Hughes, 2006, p. xvi)

2. Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone or PC (Moreau, 2018).

3. Comments Column

The feature of Instagram which include a column of the written remark expressions of opinion or reactions (Oxford Dictionary).

4. Emoji

English adaptation of Japanese, the *e* of emoji means “picture” and the *moji* stands for “letter, character.” Therefore, the definition of emoji is, simply, a “picture-word” (Danesi, 2017, p. 2).

5. Anatomical Insult

The parts of body as lexical items in swearing and in strong language is so entrenched that it is natural to assume that is has always been so (Hughes, 2006, p. 8).

6. Animal Terms

Kinds of animals which are used to mock or compare people with animal. In this term, animal that used as swearwords are animal that have certain characteristics (Hughes, 2006, p. 11).

7. Excretion

Words that have mean to separate and eliminate the solid waste matter from anus or urinating (Hughes, 2006, p. 489).

8. Genitalia

Term that relates to genital parts of human body or reproduction organ (Hughes, 2006, p. 197).

9. Religion

It is a term that relate to religious matters, such as the name of God, the afterlife, the sainthood, and other (Hughes, 2006, p. 388).

10. Stupidity

Stupidity is a personal insult and abuse. These derived from many verities of global English.