

CHAPTER 1

INTRODUCTION

A. Background of Study

Human are social beings. Every individual needs other to complete their life. Every individual or people have ability to talk with each other which could be considered as performing communication. According to Fiske (1990: 1), communication is one of those human activities that everyone recognizes but few can define satisfactorily. Communication is talking to one another, it is television, it is spreading information, it is our hair style, it is literary criticism: the list is endless. Fiske told that there are two main schools of communication, the first sees communication as the transmission of messages. It is concerned with how senders and receivers encode and decode, with how transmitters use the channels and media of communication. Meanwhile the second school sees communication as the production and exchange of meanings. It is concerned with how messages, or texts, interact with people in order to produce meanings; that is, it is concerned with the role of texts in our culture.

As internet grows rapidly in these years, so the area of communication becomes larger. Nowadays people not only communicate face to face but also can use internet as tool to make communication easier. People can communicate with other people all around the world with different language and culture. Most of people use social media to communicate in internet but there are also some websites that provide a section to make their users communicate.

This research began from the phenomenon about internet. How people can access internet almost anytime and anywhere because internet is believed can be source of knowledge, entertainment, and even communicating to other. Since communicating in internet is easy and people free to express their idea, emotion and etc. Some of them express their feeling by using swear word. According to Fägersten (2012: 3), swear words have many alias: bad words, curse words, cuss words, dirty words, four-letter word, expletives, epithets, obscenities, profanity, blasphemy, bawdy language, foul language, rude language, vulgar language, or taboo language. Therefore in general, swear words are viewed as bad language and it is taboo to say them in some society. Since swear words become more familiar nowadays, people often used the swear words in communication, although swear word itself is a bad or impolite word and it is not allowed to be conversation or talk in everyday, but there are many people who use them as a part of their lifestyle. Dynel (2012: 42) stated that, swearing may serve abuse, aggression, and power hierarchy building among anonymous internet users. Consequently, they are not fear of serious result.

The researcher is one of the people who faces this phenomenon and sometimes the researcher opens several websites, one of them is 9gag.com. By this website, people can be entertainment and also communicating to other user in 9gag. Therefore the researcher realises that there are many swear words emerge in 9gag both in the post and comments section. People use swear word like it is not taboo word anymore. According to Alexa.com by December 2015 it had 164 million visitors and Indonesia is the 9th rank in the number of users. It was

surprised the researcher and also anxious at once. Indonesia is a country that consider English as foreign language makes the researcher anxious because the Indonesian users do not really understand about swear word in 9gag. The researcher sees most of the swear words emerge in the comment sections. The users often use swear word to express their feeling about the post. It can be surprised, angry, offensive and etc. Since the users are free to comment in a post of 9gag.com, it is worried that Indonesian people read the other users comment with swear word and then follow them to use it eventhough they do not understand what they really mean by using swear words. After knowing the fact, the researcher intends to analyse this problem by semantic way to understand the meaning of the swear words. Yule (2010: 112) stated that semantic is the study of the meaning of words, phrases and sentences. In semantic analysis, there is always an attempt to focus on what the words conventionally mean, rather than on what an individual speaker might want them to mean on a particular occasion.

Eventhough we can not see the country of the users, but it is really worried about the fact that Indonesian users are the 9th rank of users . Because our country adopts eastern culture it is still taboo to use swear word and if we only underlined ‘swear word’, it likes all the swear word means negative eventhough there are also the positive meaning from swear word. When the Indonesian users open 9gag and see swear word everyday, it might be unconsciously influenced them to use it too and even use it in real life. Jay (1999: 82) stated that, the use of these words tells who the speakers are and how they fit in the world. Therefore be carefull to use swear words because they are part of the speakers’ identities.

Then the researcher also intends to analyse the swear word in 9gag in order to people can communicate well and understand what they produce to communicate as stated in the holy Qur'an, Ar-Rum verse 22:

وَمِنْ آيَاتِهِ ۖ خَلَقَ السَّمَوَاتِ وَالْأَرْضِ وَأَخْتَلَفُ السِّنَتِكُمْ وَاللُّوَانِكُمْ ۚ إِنَّ

فِي ذَلِكَ لَآيَاتٍ لِّلْعَلَمِينَ ﴿٢٢﴾

By that verse, Allah has created different language, it is sign for us to study more to understand the diversity and in order to do not misunderstanding with other language. There were some previous researches which also discussed about semantic analysis and swear word. A research about semantic analysis was done by Srudji (2014) entitled *A Semantic Analysis on Avril Lavigne Song Thesis* . The researcher focused on finding lexical and contextual meaning in the Avril Lavigne Songs. After conducting her research, she found the result of this research is as follows: (1) related to the lexical meaning, while (2) related to the contextual meaning.

Another research about swear word was done by Aditia (2011) entitled *An Analysis of Taboo word and Swear Word in Dustin Lee Abraham's How High Movie*. The research was focused on the type of taboo word and swear word that emerge in the movie, the researcher classify them into strong swear word and weak swear word. The research also focus on the factors that cause all the

characters use swear word and point them into psychological condition, social class and ethnic group. The result of his study is swear words and taboo language is refers to informal language. He found four types of swear words, they are: lavatory, private parts of body, religion and sexual activity. Meanwhile in the emotion type, he found the type of strong and week swear words. The reason of using swear words in the movie are based on emotion and context. On the other hand based on psychological condition, social class and ethnic group are also analised in his thesis.

Since the previous research about semantic analysis was a study on Avril Lavigne's song and it as focus on finding lexical and contextual meaning. Meanwhile the current research is going to find the contextual meaning on swear words in users' comments on 9gag by analysing its situation, purpose and emotion after related to the post. Eventhough the previous research about swear word had analysed the two type of swear word, therefore this current research discuss the type of swear word using the theory by McCanery and he classify them into 15 types. Since the previous study do not focus on the function then researcher decides to discuss them. The data of the previous study is movie which the researcher can see how the speaker say swear word and their intonation, then the data of this research is written text, therefore the researcher relate them with the post to find the context.

Based on the explanation above, the researcher intends to conduct a research, entitled *Semantic Analysis Of Swear Words In Users' Comments On 9gag*.

B. Statement of The Problems

According to the statement above, the research question is formulated as follows:

1. What are the types of swear words found in user's comments on 9gag?
2. What are the functions of swear words found in user's comments on 9gag?
3. What are the contextual meaning of the swear words found in user's comments on 9gag?

C. Objective of The Study

The objectives of this study are:

1. To identify and find out the types of swear words found in user's comments on 9gag.
2. To identify and find out the functions of swear words found in user's comments on 9gag.
3. To analyze and interpret the contextual meaning of the swear words found in user's comments on 9gag.

D. Limitation of the Study

Semantic analysis in this study is analysing what the meaning of the swear word and focused on situation context, purpose context and emotion context that emerge in users' comment on 9gag. Meanwhile swear word means in this study is

focused on four letter word, curse word, and taboo word. The study about swearing has many branches, including emotion, gender, tone of voice, speech act, classification, function and etc. Then the researcher will analyse only about its type, function and their interpretation after being related to the context. This reserach do not use all the posts in 9gag because it has too many posts that more than one miliard posts per month. Then the researcher limits the source of data and only take 10 posts from October 1st to October 31st 2016.

E. Significance of The Study

1. This research is expected to be useful for all participants and readers to improve the knowledge about swear words. By this research, the researcher expects that it can improve society awareness in facing swear word in any aspect of communication, then it will be enrich their knowledge about swear word and be more careful to choose words whether in speaking or writing. Its better if the readers think first before using swear word, besides it keeps our moral, it is to avoid other people feels offended.
2. The researcher also expects that this study can be complement of learning material for linguistics lecturer in semantic field especially about swear words, because in English Department especially in UIN Antasari Banjarmasin, the explanation about swear word is not being focus of study.

3. In addition, this study is useful as an additional reference for those who are interested in making a further study on this field of study.

F. Definition of Key Terms

1. Semantic Analysis : Semantic analysis in this study is analysing what the meaning of the swear word and focused on situation context, purpose context and emotion context that emerge in users' comment on 9gag.
2. Swear word : Swear word in this study is about the word or phrase that is considered as four letter word, curse word, and taboo word in most all of the cultures that emerge in users' comment on 9gag.
3. 9gag : 9gag is an online platform and social media website. In this website, people can upload and comment where there are many kinds of language style. People can comment everything freely because nobody will recognize them, so it make them use the language as they want. And post from 9gag that will be analysed is from October 1st to October 31st 2016.