

CHAPTER I

INTRODUCTION

Chapter I is the beginning of the basic concept. It consists of Rationale, Research Questions, Research Objectives, Scope Of The Research and Significant Of Research.

1.1. Rationale

Human interaction and culture are based on language, which is a complex and dynamic system of communication. According to Barber and Stainton (2010), language variation arises from the interaction between language and various social characteristics, including age, gender, education, social status, and social occasions. These factors shape how individuals or groups use language differently depending on their social identity and the context in which they communicate. This perspective emphasizes that language is not static but is influenced by the dynamic interplay of social and cultural elements, reflecting the diversity of human interactions and societal structures.

Peter Trudgill defines sociolinguistics as the investigation of how language exhibits diversity and evolution within various social groups and communities. The discipline delves into how factors such as socioeconomic status, education, ethnicity, gender, and age impact both the usage and perceptions of language. Trudgill emphasizes that language is not homogeneous but instead shows systematic variations depending on these social contexts. Sociolinguistics seeks to uncover these patterns of linguistic diversity to illuminate how language mirrors and influences social identities and interactions within societies.

In *Bad Language: An Introduction to Language and Linguistics*, Peter Trudgill and Jean Anderson explain that swearing is a significant form of emotional expression within language. Swearing involves the use of words or phrases that are considered taboo or offensive, often employed to express strong emotions like anger, frustration, or surprise. Despite being viewed as inappropriate in certain contexts, swear words serve an important function in communication, adding emphasis or intensity to statements, expressing humor, or creating social bonds.

Swearing is influenced by social norms, with specific words being considered offensive depending on the cultural and situational context. Moreover, swearing can reflect social identity, marking group membership or class distinctions. Although society often views swearing negatively, associating it with rudeness or a lack of education, these perceptions are subjective and vary across different cultures. Trudgill and Anderson argue that swearing is not just a linguistic phenomenon but a social one, and its study should consider both its linguistic and cultural implications. (Andersson & Trudgill, 1990)

According to Hughes in Andika (2023), the varieties of English swear words can be categorized into several groups: those related to sex, excrement, the names of animals, personal background, mental illness, sexual activities, taboo or religion, and racism. These categories reflect the breadth of contexts in which swearing can occur and the diverse functions it can serve, from expressing strong emotions to reinforcing social bonds or asserting identity.

Andersson and Trudgill in Meliyana (2024) categorized swear words into four main functions: expletive, abusive, humorous, and auxiliary, with their usage depending heavily on the context. Expletive swear words are used to convey personal emotions and are not directed at anyone, such as when someone exclaims “shit!” out of frustration. In contrast, abusive swear words are aimed at specific individuals, requiring a clear target, like saying “you asshole.” These two types are the most prevalent. Additionally, swear words can have a humorous function, where they mimic abusive language but are intended to entertain rather than insult. Finally, auxiliary swear words, often referred to as “lazy swearing,” are used as a habitual part of speech without any emotional or offensive intent, serving no specific purpose or meaning.

Reacts by Ash is a popular YouTube channel where the creator, Ashley is a woman, reacts to various videos, TV shows, movies, and trending topics. The channel, which began in 2014 with Ashley's first reaction video to a One Direction album, focuses on providing entertaining and personal commentary. Her reactions are typically spontaneous, and the language used is casual, often including swear words, to create an authentic and relatable connection with viewers. The informal

tone of the channel sometimes sparks controversy due to language that can be considered offensive or inappropriate. Reacts by Ash serves as a rich source for analyzing the use of swear words in contemporary media, as it frequently features unfiltered expressions, including explicit language, during reactions to diverse content. Studying the swear words used on this channel offers valuable insights into their types and functions, shedding light on the sociolinguistic dynamics of online platforms.

This research has been conducted by Muhid, Suktiningsih, & Kawara (2023), Hasibuan & Musfiroh (2021), Meliyana (2024), Prayuda, Suarnajaya, & Juniarta (2019), Andika (2023), Rinaldi (2020), they focus their research on analyzing the categories and purposes of swear words in the context of a movie. However, this research is distinct as it specifically examines the types and functions of swear words used in reaction videos on the Reacts by Ash YouTube channel. Unlike studies centered on scripted movie dialogue or individual live-streamed content, this study investigates spontaneous spoken interactions in reaction videos. It emphasizes the sociolinguistic role of swearing in creating emotional expression, fostering authenticity, and building audience connection within online communities. By focusing on Reacts by Ash, the research explores how swear words are utilized to reflect the creator's personality and establish relatability with viewers, offering a unique contribution to the study of language in digital media.

1.2. Research Questions

Based on the rationale, the problem of the research are formulated as follow:

1. What are the types of swear words found on 'Reacts By Ash' channel?
2. What are the function of swear words used on 'Reacts By Ash' channel?

1.3. Research Objectives

The objectives of this research are:

1. To identify and classify the types of swear words used on Reacts by Ash channel.
2. To analyze the functions of swear words in the context of the channel's content.

1.4. Scope Of The Research

This research focuses on analyzing the swear words used on the Reacts by Ash channel. To ensure manageability and relevance, the study will look at one videos that were uploaded within a certain time frame. The analysis will only look at the host's verbal utterances during reaction videos; audience reactions, comments, and other outside influences are not included in this research.

1.5. Significant Of Research

This research is significant both theoretically and practically. From a theoretical perspective, it advances the field of sociolinguistics by examining the types and purposes of swear words within digital media contexts. Practically, the results of this study can offer valuable insights to content creators, educators, and media analysts about how language is utilized to connect with audiences and convey emotions on online platforms. Moreover, this research can act as a foundational resource for future studies on language use in digital communication environments.