

TABOO WORDS ON *TIUR ANAK MEDAN'S* INSTAGRAM VIDEO

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Abstract

The study dealt with the taboo words used on Instagram video. The objectives of this study were to identify the types and the effect of taboo words uttered by tiur in his videos on Instagram. The sources of the data were taken from the videos of *Tiur Anak Medan* on Instagram. This is descriptive qualitative because this study focuses on the analysis of spoken language in social media. This study uses the theory of Batistella as the main theory which explain four types of taboo words, such as Epithets, Profanity, Obscenity and Vulgarity. After anylizing the data, there were 22 taboo words found in the videos. Ephitets was the most dominant taboo words found, then it was followed with obscenity which standed as the second types which the most found and the last vulgarity and profanity had the same number and the least found. Moreover, for the second analysis, It was found that the taboo words became the common words since they were used by the public figure. The taboo words were not the taboo anymore.

Keywords ; *Instagram Video, Effect of Taboo Words, Taboo Words, Types of Taboo Words.*

INTRODUCTION

Social media is a way which can be used to make interaction among people. Even, nowadays, social media has been popular, especially for young people. Social media includes social networking sites and blog, where people connect to each other, where it really helps the people in increasing the knowledge. Social media has been popular for all age groups. Almost all people now have social media because nowadays people who don't have social media are considered tacky.

Social media uses website-based technology or applications which can transform communication into an interactive dialogue. Some examples of social media that are widely used today are YouTube, Facebook, Blog, Twitter, Whatsapp and Instagram. Instagram is one application people used often nowadays. On Instagram, people can find out informations and make an interaction with others. On Instagram, there are many talented people in terms of photography and video. There are several types of video found on Instagram, such as make up tutorial, cooking tutorial, and comedy video.

Tiur Anak Medan is one of the accounts that is quite famous because of his comedy videos. It always presents videos that contain funny and interesting stories. In addition, the Batak accent pronounced by the actor made the videos more funny and interesting to watch. Besides that, the story of the videos was lifted from the daily problems which are experienced by all people, especially young people. So, the story of the videos seemed more natural. However, there are some conversations in the *Tiur Anak Medan* videos which contain taboo words.

1. Sociolinguistic

The existence of language cannot be separated from the society. This phenomenon is studied in sociolinguistics. According to Yule (2010 : 254) sociolinguistics is a part of sociolinguistics study which focuses on language which is dealing with social and cultural phenomenon in one society. It usually explores the field of society, languages, and things which are related to social sciences, especially psychology, anthropology, and sociology. The idea defined by Yule is also in line with Trudgil. He states the study of sociolinguistics is related to cultural phenomenon, so it can affect the way people speak or talk, it is determined by the social context Trudgil (2000: 32)

2. Taboo

Taboo is one of scientific phenomenon in language and society, which is interesting to discuss, because taboo is often contained in every society interaction. Taboo

itself comes from Tongan, a language that is spoken from polynesians where any sacred or humble things are forbidden to touch or talk about. According to Wardaugh (2006: 239) defined that taboo leads to increase to show contempt, to be aggressive or protective, or to mock authority. because the word taboo has the potential to make the speaker feel more satisfied in expressing his feelings to the other person.

3. Taboo word

Taboo word is a phenomenon of people to express words related to any area of human activity. This study follows Allan Burridge (2006) as the main theory of the concept, because his statement means that everybody can use taboo words in a specific context, time, and place. Taboo words cannot be spoken in a formal situation, because taboo words produce social norm violation in the society and harms to be spoken in a formal situation. The statement made by Allan Burridge makes senses and matches with this study.

4. The Types of Taboo Word

This study is concern with the types of taboo words based on the theory developed by Batistella (2005:72) as the main theory. There are types of taboo words according to Batistella, they are :

1) Epithets

Epithets are brief but forceful burst of emotional language. According to Batistella (2005:72) defined ephitets as strong blast of passionate language which is caused by anger, such as “*Njir!*”. In Indonesian culture, the meaning is considered rude to be mentioned.

2) Profanity

Profanity can be categorized as religious cursing because it usually includes the foul-mouthed use what is considered to be scared. The words that belong to this types “*Oh Debata*”

In English, “*Oh Debata*” means “Oh God”. In Indonesian culture, mentioning God’s name is considered taboo.

3) Vulgarity

Vulgarity and obscenity have the same reference especially to words or expressions that contain sexual anatomy and excretory function in a rough

manner according to Batistella (2005 : 72). The words that belong to this type are such as “*Besari tetek kau!*”

In English, “*Besari Tetek kau*” means “Raise your Boobs!”. In Indonesia culture, the use word “*Tetek*” is considered very vulgar.

4) Obscenity

Obscenity refers to expressions that are prohibited from public use since they involve repulsion to their sense, impolite and detestable to morality. Moreover, according to Batistella (2005 : 72) profanity is defined as words or expression which involve sex differentiating anatomy sexual and excretory function that usually uttered in rough manner. The words that belong to this types are “*Jangan telor manusia kau pakai!*” (means don’t always use your dick!)

In English, “*Telor*” in the context is “Male genitalia”. In Indonesian culture the meaning is very rough to be mentioned.

5. The Effect of Taboo Word

The use of taboo words hide attitudes showing that the hearer is in lower position than the speaker. One of the uses of taboo words can be found in sexist language. According to Allan (2001 :154), sexist language displays just one type of -ist dysphemism, others include racist, ageist and classist putdowns. Taboo words, also often heard when people curse, have close relationship with the emotion factor involved in people’s feeling and this feeling is channeled into the word they choose. According to Akmajian, cursing is the utterance of emotionally powerful, offensive words (e.g., *Njir, Kimaklah*) or emotionally harmful expression (e.g., *Bodatlak kau*) that are understood as insults.

6. Instagram

Instagram (also known as IG or Insta is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on iOS. A version for Android devices was released a year and half later in April 2012.

The app can be used to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed.

7. Tiur Anak Medan

Tiur Anak Medan is an Instagram account owned by Abdul Christian Manurung. He is a Batak man living in Batam. Currently he works in a mall on Batam. At first, he just casually made funny videos on Instagram. But it was not expected, the video was watched and responded by many netizens. So, at the beginning of September 2017, he began creating the Tiur Anak Medan. The story of Tiur Anak Medan is lifted from the life that is experienced by people, especially young people now. So, the stories look more natural

RESEARCH METHODOLOGY

In conducting the research, it needed a research design to ensure that the evidence obtained enables us to answer the initial question as unambiguously as possible. According to Creswell (2009: 3) research design is plans and the procedures for research to detailed methods of data collection and analysis. The research method that used in this study was descriptive qualitative because this study focused on the analysis of spoken language on social media. This study provided two data sources, where the data was taken from *Tiur Anak Medan's* Instagram videos. The first data was taken by selecting language which was available in the videos, and the second data was taken from the viewer's response of *Tiur Anak Medan* account by doing interview with them.

After collecting the videos, they were selected which contain taboo more taboo words. Then taboo words were taken and classified based on the type. After it had finished, the researcher made the questionnaire for viewers to ask their opinion about taboo words.

FINDINGS AND DISCUSSION

Based on the result of data analysis, the researcher found from 4 types of taboo words in this research, they are ; Epithets, Profanity, Vulgarity, and Obscenity. It can be seen that the taboo word type of Epithets was the most frequently used by the characters and almost all videos which were made as data using taboo word type Epithets. It is 59,10 %, followed by obscenity 22,70, vulgarity and profanity which are only 9,10 %. From the research findings, the researcher found four types of taboo words, they were Epithets, Profanity, Vulgarity, and Obscenity and in total 22 taboo words contained in the videos. After analyzing the data, the researcher found that Epithets appeared as the most

dominant type. Epithets became the highest type because it is the easiest type to pronounce.

Obscenity stood as the second position in this research. It was because all of the characters in the videos used obscenity in order to protect the listeners from harmful language. Further more, the other types of taboo words the researcher found in this research vulgarity and profanity. They got the same percentage.

From the number of data of vulgarity and profanity, they were rare to use that types because most of them were workers, so their environment strongly to support their quality and ethics in speaking. Vulgarity often used by people under-educated and also the characters of the videos rare to use profanity because the videos did not tell a story about something related to the religious story, so, that was the reason why profanity only appeared 2 times in the videos.

Next one was the effect of the taboo words in *Tiur Anak Medan* for the viewers. In this research, the researcher found that all the participants liked the content of the videos because the conversations were sounded natural and the story was also quite interesting. But 3 of the participants didn't agree if taboo words used by public figure on social media because they were afraid taboo words became culture in Indonesia. In spite, almost the participants sometimes used the words in some cases. So it was concluded that the view of someone to the taboo words was influenced by their background. Even though, all of them were educated people but there were still 2 participants considered that taboo words were usual used. That happened because their environment supported them to use the words. Besides that, for the effect, the participants were entertained with the content and they were getting used to hearing the taboo words. Then, taboo words often used as comedy material by public figure to make their videos sound funny

Related to the previous research which was conducted by Sofyan, Adi, Endang, Setyo (2019) entitled "A Sociolinguistic Analysis of Taboo Words in Alpha Dog Movie and Dewa (2019) entitled "*Taboo Word found in Crank 2 : High voltage*". This researches took two analyzes, the types and function of taboo words in a movie. In analyzing the types this also used the same theory from Batistella and function from Wardaugh. This research didn't count and show the number of each types of taboo words. It just classified the taboo words in each of its types which contained in the movie

Another research which was conducted by Elsa, Barnabas and Imranuddin (2019) entitled "An Analysis of Taboo Words in Rich Brian's Song Lyrics". This research analyzed the types, function and the meaning of taboo words which contained in song

lyrics. From this research, it was found that there were many taboo words had been found in 5 song lyrics of Rich Brian with total number 89 taboo words, where obscenity was as the most dominant used, then it was followed with epithets as the second dominant, then vulgarity as the third and profanity was as the least..

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the findings and discussions in chapter IV, there were 4 types of taboo words found in this research. The highest is Epithets and the lowest/were vulgarity and profanity which were only 9.10 %. The reason why Epithets always appeared in the conversation because it is considered as the most effective and easy way to express feelings, to insult someone, to make someone understand what an individual wanted. The use of taboo word on *Tiur Anak Medan*'s Instagram videos had the impact for the viewer. From the 5 participants, 4 of them apparently agreed with the use taboo words in video contents on social media. It was considered because the use of the word will make the conversation more natural and funny. The use of taboo word on social media made the viewer was used to hearing and pronouncing the word in their daily life. So that, they more often uttered the words when they were with their peers in informal situation.

Suggestion

Based on the conclusions above, some suggestions can be stated, such as for English Department Student, in order to understand the types and effect of taboo words, the first thing is to pay a better attention to the effect of taboo words that the existence of taboo words is not considered a problem anymore to hear and say because the function of taboo words is changing as time goes by.

For the other researchers, this research focuses on identifying and describing the types of taboo words and also the effect of taboo words in *Tiur Anak Medan*'s Instagram video. There are other problems such as genre issue and motives of taboo words.

For the society, this research provides the knowledge in understanding the use of taboo words especially in the types and effects of taboo words. Taboo words are categorized as bad language and it will impact the listeners in certain way, but not all taboo words have the same meaning, it have to be analyzed based on the context of the sentence in order to understand the exact meaning.

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