CHAPTER I

INTRODUCTION

This chapter discuss the background of the study, identification of the problems, limitation of the problem, the statement of the problem, the objectives of the research, the significance of the research, definition of key terms, scope and limitation of the research and the review of previous study.

A. Background of The Study

Language is the medium for between humans to communicate. By learning new language people can open a new kind of world to explore. According to Fromklin (2011: 3) with language, the people can express their ideas, wishes, thought, and desires. In addition to that, Nurhayati (2016) stated that language is used to create a meaningful communication among human beings. In other words communication is the main function of language. Based on that statemets, we can conclude that language play an integral part in communication.

In this fast changing and open era, people are without boundaries or borderless to access everything from education information to adult content. People could access any information from different places no matter where they are from. The development of era forces people to trail every particular developmental component in it (Nurhayati, 2019). Furthermore, with the fast

development of technology people can gain various contents from many media such as song, e-book, movie, etc. Beside to communicate, technology also become a tool and facility to entertain and learning new things. In line with technology development, there are 3 kinds of media, those are audio, visual, and audio visual. Among those 3 various, audio visual has a huge potential than the other two, it has the advantages to make people easier to understand because it give them more information than audio and visual separated. Audio visual means that media who use sense of vision and hearing, students can get more than students learn by using media who only use one sense either vision or hearing (Arsyad 2003:9). One example of audio visual media is movie. As an audio visual content, movie should not only to entertain, but it must become media who contain an educational reason as its characteristic. The message carried on the movie should contribute in educational world and build the viewer's character.

So many movies have been produced since the creation of camera. From the low budget B-class movie to big budget AAA movie. The impact of that massive produced. movies have several way to reach the eye of the viewer, such as in theatre, Internet, even when people staying at home by watching their television or gadget. Because of the convenience, the people can watch it easily, so the viewer must choose suitable content based on the category. According to Gumay (2016), the impact of movie's content influences teenagers attitude, even they imitate the scene from the movie itself

whether that is good or not, so they have to choose it appropriately because it can be influence their mind.

The impact of movies can make movies or films to use as media to communicate a message to public. The public communication is aim to make the audience or public understand a message conveyed (Cangara, 2005). The public or audience can make a respond based on the message conveyed (McQuali, 2010). Based on this people should also careful to choose what movie to watch especially when viewers are watching with underage children, because not all movie are suitable for them. Many movies contain bad words, violent and adult content like nudity. The Wolf of Wall Street is one of the movie with the most swearing and also nudity that obviously not suitable for kids.

Swear words are now part of the society. The word itself are very easily to use and easily spread acroos community to another. According to Nurhayati (2016:2), each community has an identic language which is unique, creative, only used among their members. In some communities, swear words are no longer taboo things to use. People use it to greet their best friend and to express their feeling like sad or angry, it also mostly used to insult or harm others using verbal attack. It also for some people is a way to compliment others. There are multiple of experts who have done the research about swear words. For example, the research from Jày (1995) and Bàtistella (2005) who have already proposed about types of swear words. According to Batistella, there are four types of swear words. They are; epithets, profanity, vulgarity,

and obscenity. In addition, Jay also states that there nine types of swear words. They are; òbscenity, prófanity, vulgarity, epithets, blasphemy, cursing, slang, insult and slur, and scatology Furthermore, According to Wardhaugh (2006), there are seven types of swear words based on their meaning namely: mother in law, animal, sex, death, excretion, bodily function, and religious matter. In addition, according to Anderson (1985) there are three motives for people for swearing. They are psychological motives, social motives, and linguistic motives. In this research, the researcher use the theory from both Jày (1995) and Bàtistella (2005) for the types of the swear words and Anderson (1985) for the motives of swearing.

Swear words in movie is also common things in this era especially in rated R movie or for adult audience movie. Some people try to imitate the words without actually knowing the meaning and the context of the word itself. Based on this, with a movie titled Uncut Gems, the researcher wants to analyzed swear words which is contained on this movie. Some relevant researches about analysis of swear words are contributed to this research as previous study.

There are several previous researches based on the swear words. The first The first previous research is written by Dwi Rahmadi (2019). "An Analysis of Swearing Words Used by Characters in Blood Fathe Movie". The aim is to find the types of swear words or curse words in Blood Father movie. The data is from movie script taken from internet. The research finds there are 5 stand-alone functions, 4 slot filler functions, and 4 themes swear words. The

second is written by Lidia Mayasari Nangune (2014). The title is "The Use of Profanity in American Pie 7: Book of Love" movie. The researcher found that profanity words are usually used to express the feelings of the character. It is also not use in only bad situation,but also to enjoy time to express happiness. And the last one is from Maria Gishella Ajeng Puspitasari (2017). The title is "The Analysis of Swear Words in Bad Boys II Movie by Michael Bay". Based on her research, she finds that swear words are classified into six categories.

B. The Formulation of The Research

Based from the background of the study, the statement of the problems in this study are:

1. What are the types of swear words used in the movie?
2. What are the motive of the swear words used in the movie?

C. The Objective of The Research

The objectives of the problem are :

1. To find out what are the types of swear words used in the movie?

2. To find out what are the motive of the swear words used in the movie?

D. Significance of The Research

The significance of this study is aimed for the students, the teachers and the other researchers. For the students, this study is aimed to create a

valuable lesson for them to become good students that have good interaction with other, to understand the use of swear words and use it wisely and to not use it if possible. For the teachers, it can be a reference about how they teach their students way to be a good social, to understand the use and the function of swear words and use it wisely by using a movie. In addition, for the other researchers, this research can be a secondary data, refrence and inspiration to conduct a research about analyzing swear words from movies.

E. **Definition of Key Terms**

   a. **Swear Words**

   Swear words is a language use that is sometimes deemed impolite, rude, or culturally offensive. It can show a debasement of someone or something. or be considered an expression of strong feeling towards something. Some words may also be used as intensifiers. According to oxford dictionary swear words is a rude or offensive word, used, for example, to express anger.

   b. **Movie**

   According to Cambridge dictionary, movie is a series of moving pictures, often telling a story, usually shown in a theater or on television. According to chapter I (UU Republik Indonesia Tentang Perfilman No.33 Tahun 2009) movie is a work of

cultural art which is a social regulation and mass communication media made based on cinematographic principles with sound or not and can be displayed. There are several genres of movie they are action, adventure, comedy, crime, drama, epics or historical, horror, sci-Fi, thriller, and war. In this research, researcher observed "Uncut Gems" movie witten by Ronald Bronstein, Josh Safdie and Benny Safdie and directed by Safdie brothers.

F. Scope and Limitation of The Research

To avoid too broad data and misconception and misunderstanding, the researcher give the scope and limitation of the research. The data is taken from the "Uncut Gems" movie and the script. Then it is cover the types of sear words and the motives of swearing. In order to make this study more focus, it is limited to 9 types of swear words by Jày (1995) and Bàtistella (2005) and the three motives of swearing by Anderson (1985).