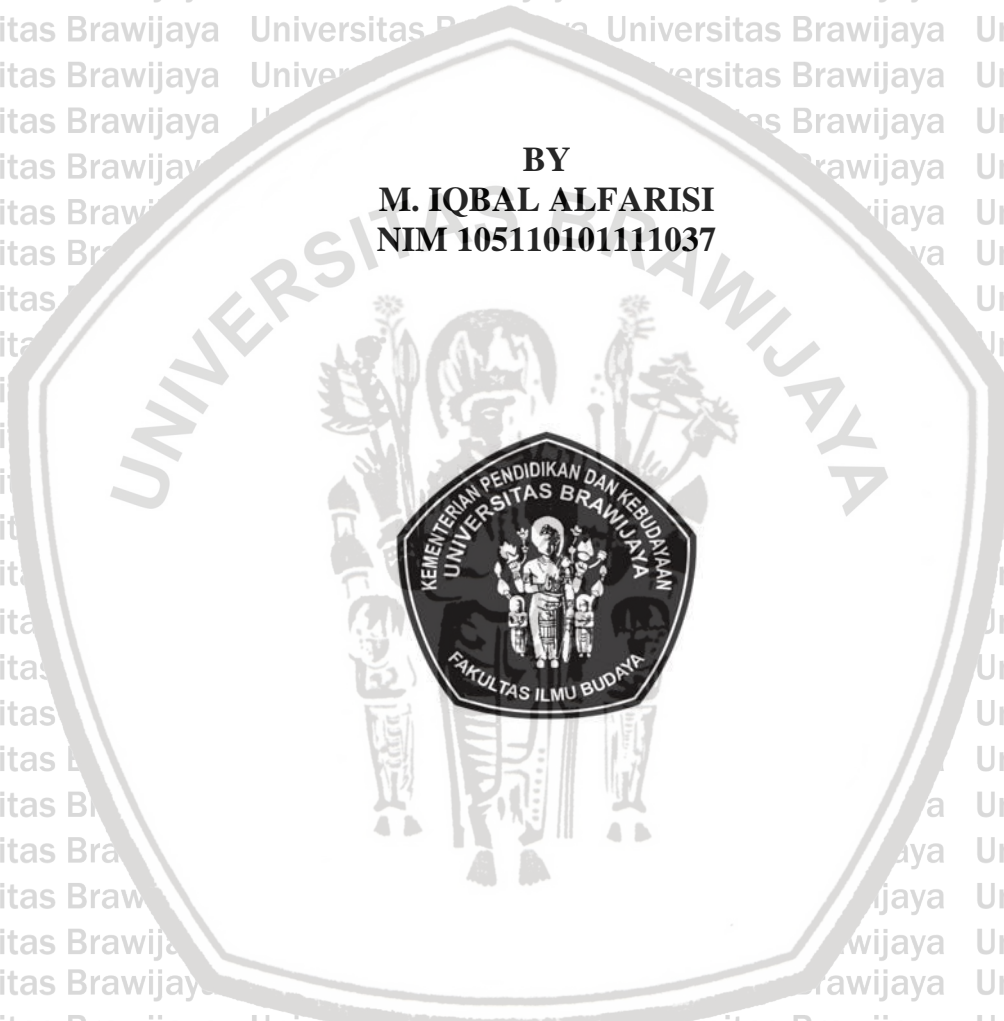


**AN ANALYSIS OF ENGLISH TABOO WORDS USED BY
9GAG.COM USERS IN JANUARY 2013**

THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

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USED BY 9GAG.COM USERS IN JANUARY 2013**

THESIS

**Presented to
Universitas Brawijaya
In partial fulfillment of the requirements
For the degree of *Sarjana Sastra***

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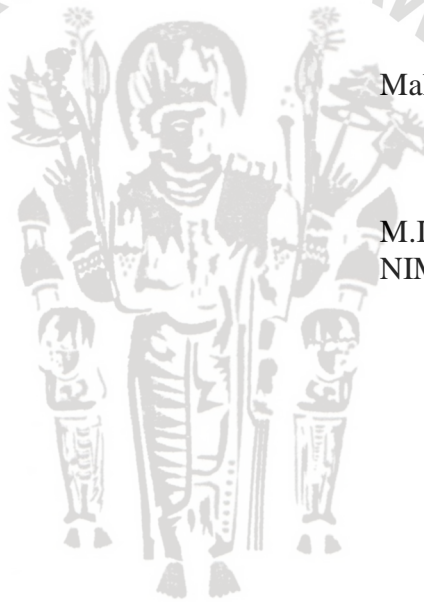
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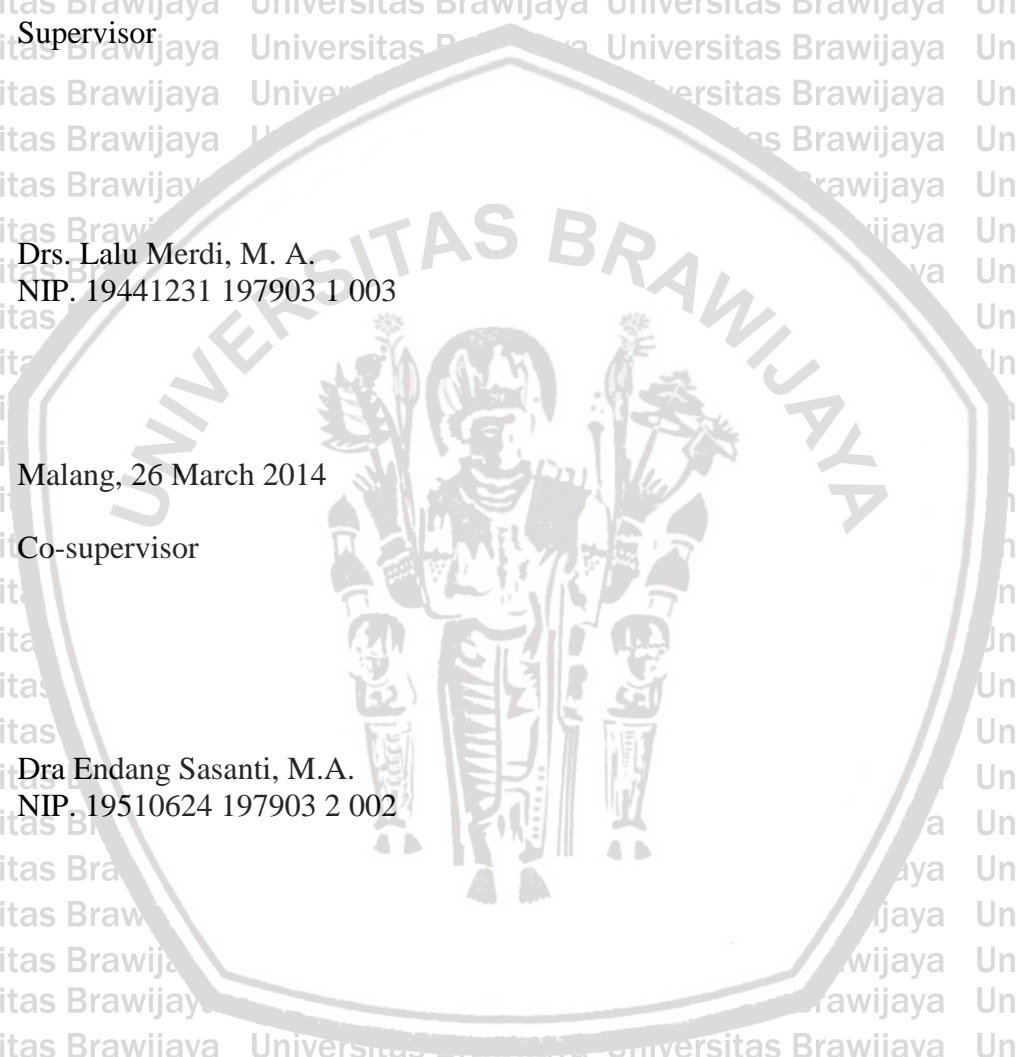
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ABSTRACT

M.Iqbal Alfari. 2014. **An Analysis of English Taboo Words Used by 9gag.com Users in January 2013.** Study Program of English, Universitas Brawijaya. Supervisor: Lalu Merdi; Co – Supervisor: Endang Sasanti

Keywords : Sociolinguistics, taboo words, “9gag.com” website, internet memes.

Taboo is one study of sociolinguistics that has relation with culture and society. Taboo describes something prohibited, forbidden or interdiction things because it is not proper with the religion and custom in the society. Taboo words are prohibited to be uttered because they are improper and viewed as bad and rude language. Nowadays, social media is one of the media where people mostly produce taboo words, and the example is 9gag.com. This website is an image-based social media website which centers on user-uploaded pictures, even if the jokes that were posted on 9gag.com came from various backgrounds, but all 9gag.com users use and understand internet memes, the typical comical sign that is used in 9gag. The posts in 9gag.com are comical stories and funny pictures that usually come up with the memes.

This research only focused on the type and the purpose of English taboo words used by 9gag.com users in January 1 to 31, 2013. The purpose of this research is to find out the types of English taboo words and the purposes of using taboo words by 9gag.com users from 1 to 31 January 2013. In this study the writer used qualitative approach because the data of this research are in the form of word rather than number.

In analyzing the type of English taboo words in 9gag.com, the writer used the theory of Wardhaugh (1986). In analyzing the purpose of using taboo words, the writer used the theory of Liedlich (1973). The writer found 22 taboo words used by 9gag.com users in January 2013. They mostly used taboo words certain game animal, such as; ‘bitch please’ and ‘bull shit’. The writer also found many purposes of English taboo words used by 9gag.com users, such as; discredit, provoke violent confrontation and the common one was to create attention.

The writer suggests that the next linguistics students conduct a research on taboo words not only in jokes and violence but might also be in other conditions, because most of taboo word theses were taking the object in movies, social media, and some regions. He also suggests the next researcher use different theories and methods if they want to conduct similar research. The writer also suggests the 9gag.com users consider their language before posting pictures and be wise in judging the value of the site especially in the language used. The writer also hopes that next linguistic student conduct a research on taboo words in other objects.

ABSTRAK

Alfarisi, M.Iqbal. 2014. **Sebuah analisis mengenai kata – kata tabu yang digunakan oleh pengguna 9gag.com pada tanggal 1 sampai dengan 31 Januari 2013.** Program studi Sastra Inggris, Universitas Brawijaya. Pembimbing (1) ; Lalu Merdi, Pembimbing (2) : Endang Sasanti.

Kata Kunci : Sociolinguistik, Kata – kata Tabu, situs internet, 9gag.com, mimik internet.

Kata taboo mendeskripsikan sesuatu yang dilarang dikarenakan beberapa faktor, diantaranya yaitu faktor agama dan adat dalam masyarakat. Kata-kata tabu dilarang untuk diucapkan karena tidak sopan dan dianggap sebagai bahasa yang buruk dan kasar. Saat ini, media sosial merupakan salah satu media yang banyak digunakan oleh orang-orang untuk menghasilkan dan mengucapkan kata-kata tabu, salah satu contohnya yaitu 9gag.com. Penelitian ini hanya berfokus pada jenis-jenis dan tujuan dari kata-kata tabu Bahasa Inggris yang digunakan oleh pengguna 9gag.com mulai dari tanggal 1 sampai dengan 31 Januari 2013. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis kata-kata tabu Bahasa Inggris dan tujuan menggunakan kata-kata tersebut oleh pengguna 9gag.com dari tanggal 1 sampai dengan 31 Januari 2013.

Dalam menganalisis jenis kata-kata tabu Bahasa Inggris di 9gag.com, penulis menggunakan teori Wardhaugh (1986), sedangkan dalam menganalisis tujuan penggunaan kata-kata tabu, penulis menggunakan teori Liedlich (1973). Penulis menemukan 22 kata tabu yang digunakan oleh pengguna 9gag.com dari tanggal 1 hingga 31 Januari 2013, sebagian besar dari mereka menggunakan kata-kata tabu berjenis *animal games term*, seperti; ‘bitch please’ dan ‘bull shit’. Penulis juga menemukan berbagai tujuan dari kata-kata tabu yang digunakan oleh pengguna 9gag.com, salah satu tujuan yang sering muncul adalah menciptakan perhatian pada pengunjung 9gag.com yang lain.

Dengan adanya penelitian ini penulis berharap kepada pengguna 9gag.com untuk menyaring bahasa mereka sebelum meng-unggah gambar dan memilah bahasa yang digunakan. Penulis juga berharap agar mahasiswa linguistik berikutnya melakukan penelitian pada kata-kata tabu dalam objek lain, karena sebagian besar tesis kata tabu mengambil objek di film-film, media sosial, dan beberapa daerah. Dia juga menyarankan peneliti selanjutnya menggunakan teori yang berbeda dan metode jika mereka ingin melakukan penelitian serupa.

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First of all, I would like to thank Allah SWT, the Almighty God the most merciful for the blessing, who has given me guidance in finishing this thesis entitled **An Analysis of English Taboo Words Used by 9gag.com Users in January 2013**. It is only to God I expect all wishes and hope.

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The last, I hope this thesis can be useful for Universitas Brawijaya, especially for students of Faculty of Cultural Studies to develop their knowledge in Sociolinguistics and Linguistics.

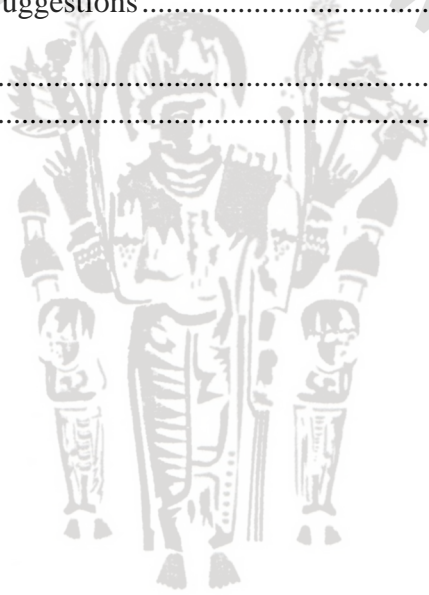
Malang, 26th March 2014

The writer

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CHAPTER I

INTRODUCTION

This chapter presents introduction consisting of background of the study, problems of the study, objectives of the study, and definition of key terms. All sections which have been mentioned above will be discussed as follows:

1.1 Background of the Study

Language is an important part of human everyday lives. People create and use language as media of communication and also as a tool to share and transfer their emotions, ideas, and thoughts. According to Wardhaugh (1986, p.1) “a language is what the members of a particular society speak”. Using a language is very important in everyday life because humans are basically equipped with language ability since they are young and it will be the basic tool to communicate in society. Sociolinguistics is the study of the relationship between language and the society, and regulates whether a language is appropriately used in a society.

Certain words in all societies which are considered taboo are not to be used in all situations, or at least in certain circumstances.

Taboo is a prohibition of behaviour that influences everyday life. Typically taboo subjects include: bodies and their effluvia (sweat, snot, faeces, menstrual fluid, etc.); the organs and acts of sex, micturition and defecation; diseases, death, killing (including hunting and fishing); naming, addressing,

touching, viewing persons and sacred beings, objects and places; food gathering, preparation, and consumption (Allan and Burrige, 2006).

In history, taboo (tə'bu:) is a Tonga term introduced into English in the late 18th century by Captain James Cook. In a journal entry from 1777, Cook says that this word "has a very comprehensive meaning; but, in general, signifies that a thing is forbidden. When anything is forbidden to be eaten or used, they say, that it is taboo." (The encyclopedia Americana, 1996,p. 207).

Taboo describes something prohibited, forbidden or interdiction things because it is not proper with the religion and custom in the society. Taboo words are prohibited to be uttered because they are improper and viewed as bad and rude language. In many countries, there are still a lot of people using taboo words in their communication, but they have different kind of reasons in using taboo words. Cook (cited in encyclopedia Americana, 1996,p. 208) says that the reason for using or not using taboo words depends on the conversational goals of the speaker.

Taboo word is one phenomenon which exists in most languages in the world because every member of society in diferent places has different ways to express their mind in language. Wardhaugh (1986) states that taboo is related to the culture meanings, which are expressed in language. It means that language is used to avoid saying a certain thing which is considered immoral and improper .

Nowadays, taboo words, dirty jokes, swear words, soiled pictures are easily found in our environment, for example, in some social networks, jokes in radio, stand up comedies, movies and so on. It is interesting to analyze various

kinds of taboo words which are expressed in social network, especially in 9gag.com because when they are posting some pictures, they will post them as funny as possible without paying attention to the norm.

9gag.com is an image based on social media website which centers around user-uploaded, comical images inscribed with "Fun". The site has 1 billion monthly page views as of December 2011 (Sayani, 2012). The website is mainly known for recurring use of internet memes like Yao Ming, Barack Obama, and Neil Patrick Harris. Characters are usually poorly designed and usually in black and white color. Similarly to some websites like break.com, collagehumour.com and kaskus.com, the users can vote and comment on images or videos, with the newest and most popular, appearing first. The examples of taboo words used by 9gag.com are "dafuq", "hell yeah", "YOLO (you only fuckin live once)", "bitch please", "are u fucking kidding me?".

9gag.com is an interesting site because the site has many pictures and videos that can make us laugh. Besides, 9gag.com contains the latest information in the virtual world that educates us to love and respect others no matter who they are. Quite a lot of taboo words are used in 9gag.com even by the users but those are not really a problem if the reader can take the positive sides of it. Therefore, the writer chooses 9gag.com to be analyzed because the writer found many taboo words in this site especially in January 1 – 31, 2013 because on 23rd January was the birthday of 9gag.com. The writer is curious to know and understand the types and the purposes of the users of 9gag.com in using taboo words. In this study the writer used the theory of Wardhaugh (1986) "the classification of taboo words"

and Liedlich (1973) “the principal purposes of taboo”, because both theories are complete and the most appropriate for this study.

By conducting this study, the writer expects that it will provide a richer and more understanding knowledge about taboo words and the purpose of using it. Because by understanding it, people are able to understand those taboo words in an appropriate context in communication. Hopefully this study is useful for linguistics students to develop their knowledge about the kinds and the purpose of using taboo words. Therefore, the writer conducts the study entitled ‘*An Analysis of English Taboo Words Used by 9gag.com User in January 2013.*

1.2 Problems of the Study

Based on the background this study is conducted in order to find the answer to the research problems that can be formulated as follows:

1. What types of English taboo words are used by 9gag.com?
2. What are the purposes of English taboo words used by 9gag.com?

1.3 Purposes of the Study

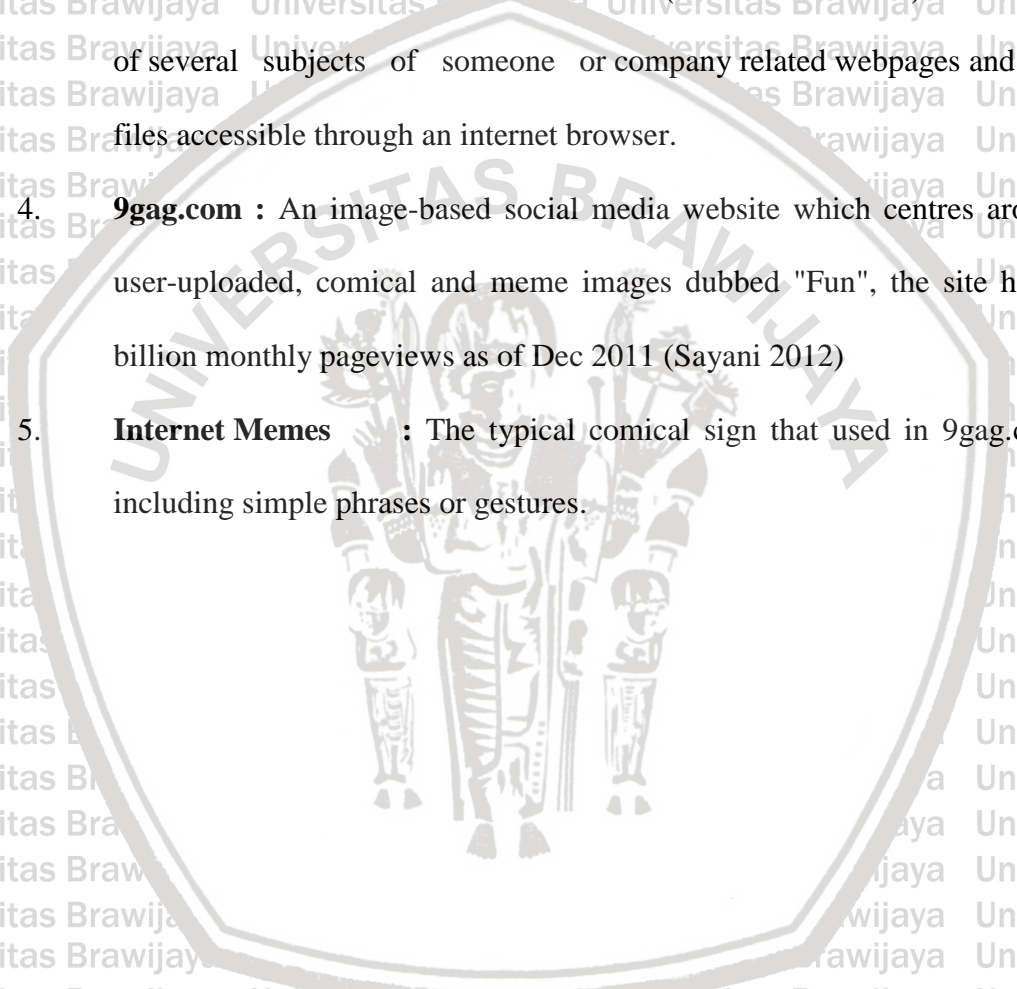
Based on problems of the study, the purposes of the study are :

1. To find out the types of English taboo words used by 9gag.com
2. To find out the purposes of English taboo words used by 9gag.com

1.4 Definition of Key Terms

1. **Taboo words :** Taboo words is forbidden words because of a strong religious or social custom. (Fromkin and Rodman, 2005: 476).

2. **Social dimensions** : Social distance scale, on the society that are connected to the social and considered as one of the components that affects a person to select the most appropriate lexicon in his or her communicative events (Holmes, 1992,p 12).
3. **Website** : Virtual location on WWW (world wide web) consisting of several subjects of someone or company related webpages and data files accessible through an internet browser.
4. **9gag.com** : An image-based social media website which centres around user-uploaded, comical and meme images dubbed "Fun", the site had 1 billion monthly pageviews as of Dec 2011 (Sayani 2012)
5. **Internet Memes** : The typical comical sign that used in 9gag.com, including simple phrases or gestures.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the review of the related literature. It consists of the following sections: language and culture, linguistic taboo, concept of taboo, classification of taboo, purposes of taboo words, taboo words in social network, 9gag.com, and the previous studies.

2.1 Language and Culture

The relationship between language and culture are very close and influences each other. Nababan (in Rahadjo, 2002: 42) says that language is a part of culture, without language the culture of society would never develop and is unchanged. When someone uses a language, it is an obligation for him or her to allow the rule of society's culture as the owner of the language. Allowing the rule of the culture when communicating will serve a better communication between the speaker and listener, and the communication will also avoid taboo topics. From the explanation above we can conclude that people who use taboo language means they mostly do not know about the rule of culture.

Kramsch (1998) says that language expresses culture reality which means that words or language can describe the user attitudes. It means that by using language, whether it is verbal or non-verbal, we can interpret the way of thinking or acting of someone. However, language will influence our culture because it will take a role in a culture to differentiate certain places and areas.

In sum we can say that culture is a limitation for society to do something taboo, if there is no culture the society will do something unpleasant in their daily life and they cannot control their utterance appropriately. We cannot separate language and culture because they influence each other, through language people can communicate each other and by understanding culture people know how to use language appropriately.

2.2. Linguistic Taboo

In Linguistic point of view, taboo always relates to culture meaning which is expressed in language. Taboo is discussed under the sociolinguistics field in linguistics. The terms taboo words represent the emotional language. Taboo words are "ban or inhibition resulting from social custom or aversion" (The Americana Heritage Dictionary of the English Language, 2000). Taboo exists not only in the terms of words but also in the terms of pictures, attitudes, behavior, etc. However, we learn taboo because we have to know and avoid using it, not to know and apply it.

In short, Linguistic taboo is an important matter, as the realization of the words, phrases and sentences. Taboo language means the prevention of using and saying certain words in certain situations, condition, and places, because it will involve speakers and listeners. Therefore, it usually is changed into other words that have respectful meaning.

2.3. Concept of Taboo

Cassirer (in Purba, 1998:63) states that the concept of taboo is a background for the religious belief and norm in a society. The religion has functioned as laws that control the society life. Society even believes that taboo is an unavoidable thing. They think that it is an unconditional order which ruled the community to obey orders and perform good acts in their community.

However in history, taboo is closely related to the notion of an innate power or force called *mana*, including all objects, animals, and people that can cause luck and bad luck. Sturtevant (1962) says that the term taboo: "has a very comprehensive meaning; but, in general, signifies that a thing is forbidden....when anything is forbidden to be eaten or made use of, they say that it is taboo". This explanation indicates that something is forbidden because of social custom, it may be considered as unclean or dangerous.

According to Freud (1995) taboo was divided into two contrary directions. It means, on the one side is 'sacred', 'consecrated', and on the other sides are 'uncanny', 'dangerous', 'forbidden', and 'unclean'. Taboo is the name of prohibitions which are completed with the punishment in the event of violation, and it should be avoided because it is against the norm.

Taboo word is a word that is not able to be used at least in "polite society"

The word taboo has been borrowed from Tongan, a Polynesian language, and in that society it refers to act which is forbidden or which is to be avoided (Fromkin and Rodman 2005).

When an act is taboo, something refers to that act may also become taboo.

Then, it is forbidden from talking about it.

In short, taboo describes something forbidden or restricted things because it is unsuitable with certain religion and custom in society. Taboo words are prohibited to be uttered because they are improper and viewed as something rude.

2.4. Classifications of Taboo

In England the word *bloody* is taboo word. A version has it because it is originally referred to the blood of Jesus Christ, it means taboo words can exist in certain communities. Rahardjo (2002) also says that the English has rich taboo words. Such as; fuck, damn, shit, and many others. These words had been familiar for English speaker, and they must know these words.

Formkin and Rodman (2005) say in their book that words relating to sex, sex organs, and natural bodily functions make up large part of the taboo words of many cultures. In all societies certain words, acts, and behaviors are frowned on, forbidden, or considered taboo. The words or expressions referring to these taboo acts are then also avoided or considered impolite.

Hughes (1991) classifies taboo word into 5 types:

1. Genital : this term refers to human genitals, such as “cunt”, “cock”, and “prick”.
2. Anatomical : this term is related to human anatomy, for example “ass”.
3. Excretory : this term refers to human excretion, such as “turd” and “fart”.
4. Imbecilic : this term is related to the stupidity, such as “idiot” and “moron”.

5. Animal : this term is related to animal, for example “pig”, “bitch” etc.

Wardhaugh (1986) divides taboo words into 8 types based on the meaning :

1. (One’s) Mother-in-law : this term is used to describe a woman who has an affair with many partners. For example, “motherfucker”, “slut”.

2. Certain game animals : this term is related to animal(s), the behavior of animal(s), for example “bitch” and “bull”

3. Sex : this term refers to sexual activities, e.g. “fuck”.

4. Death : this term refers to something that people fear to face, such as “go to hell”.

5. Excretion : this term is connected to human excretion, such as “shit”, “piss”

6. Bodily Function : this term is related to human’s body or human’s genitals, such as “cunt”, or “cock”.

7. Religious matters : these terms are related to god, such as “Gosh!”, “Dolly” referring to god, “gee! Jinggo” “Jess” referring to Jesus or “god damn you”.

8. The left hand : this term refers to the symbol of sexual intercourse by showing the middle finger of the left hand, such as “fuck you”, or “screw you”.

Based on the explanation above, it can be said that taboo words has several types. The types from all theories are almost similar. In short, taboo words which are considered as one of linguistic variation also varied in its types. From

those theories of taboo word types, the writer used the theory of Wardhaugh to conduct this study, because according to the writer, the types of taboo words by Wardhaugh were the most complete and frequently appear on 9gag.com.

2.5. Purposes of Taboo Words

Jay Timothy (2009) says that the reasons for using taboo words vary significantly depending on the situation. These can be divided into three categories: psychological reasons, linguistic reasons, and social reasons.

He says that the psychological reasons are shown in utterances of anger or pain. These utterances are mostly not planned. Secondly, a linguistic reason is motivated since taboo words can be used like any other words. The last is social reasons. People are using dirty words because they want to show power and toughness, to shock, to argue or even to show kinship, such as jargon in a group of friends and not seen as offensive.

Liedlich (1973) the principal purposes of taboo words are:

1. Create attention

Using taboo words in the society was successful in creating public attention. Taboo words provided the most jolting and evocative stimulus to the society, and it draws attention to itself as well as those who were using it. This affect have been strengthening to the influence of the media

2. Discredit

Obscenity expressed "a profound contempt for society's standard a revolt against authority, and an irreverence for things sacred " (Liedlich,

1973p. 110). It seemed that people who used taboo words are not satisfied with the public image about a certain person, institutions, government, etc.

Therefore, they use taboo words to express their disbelief about many things in reality that they assumes are not suitable with public opinion.

3. Provoke violent confrontation

Certain taboo words contain this purpose when the speaker expected a certain response from the hearer. Most of the hearers' response was violent confrontation. Therefore, this taboo word was considered successful when the response is suitable with the speaker's expectation. Somehow, loss of resistaint by the hearer provides a kind of "symbolic victory".

4. The creation of strong interpersonal identification

The speakers use taboo words to state what kind of a person he/she was. Certain kinds of taboo words usually had this kind of purpose to assert masculinity, and to show solidarity among others (Liedlich, 1973: 109).

5. Provide catharsis

Verbal obscenity provides one other essential function to the user. It was cathartic. The idea was that the users of taboo words use the offending words in order to release their intense frustration and passion. Sometimes if a person had such a problem, there was a tendency that he would like to use taboo words which were used as a "medicine for his inner frustration which is unbearable to exclaim" (Hughes, 1991:10; Liedlich, 1973:116).

It can be seen that taboo words has several purposes. The purposes of taboo words from all theories are almost similar. From those theories of the purposes of taboo words, the writer used the theory of Liedlich (1973) to conduct the study entitled '*An analysis of English Taboo Words Used by 9gag.com Users in January 1 Until 31, 2013*', because according to the writer, Liedlich's theory is clearer and simpler than the other theories.

2.6. Taboo Words in Social Network

Jobs (in Isaacson, 2006: 34) say that social networking is a new phenomenon that is now used by millions of people in the world. It uses writing, pictures, audio and various other techniques to allow people to communicate over the Internet. As the popularity of social networking has grown, various different styles of slang language have become common to ease the communication and express emotion.

Social network is one of location where taboo words produces frequently. On social media networks such as Twitter and Facebook a specific language has evolved with its own slang/taboo dialect. Words such 'tweeps', 'twiends/twatts', or on Facebook the initials 'LOL' and 'W.T.F' all denote their own sublime message (Crystal, 2006). Taboos in language change as culture changes. The language and the taboo words are often claimed by society as something common in a virtual world.

Bad language or taboo language is often associated with minority or lower social class groups (Milroy, 1998). According to Allan & Burridge (2006) those

who use taboo language are often “deemed mentally unstable”. However, in his writings George Orwell (the writer of comedy novel entitled Animal Farm) stated that ‘a dirty joke is a sort of mental rebellion’ (1998,p. 29). This statement could underlie society’s linguistic approach to subjects which contemporary society consider as taboo.

In addition, taboo words are easily found in social networks especially for social networks which centers around user-uploaded and specifically for jokes website such as 9gag.com,break.com and collagehumour.com because when they are posting some pictures, they will do it as funny as possible without caring about the norm.

2.7. 9gag.com

Nowadays, sites that post internet jokes began to appear. One of most popular today is 9gag.com or more commonly referred to as 9gag. 9gag.com is an international joke website set in Hong Kong but hosted in the United States. It was launched in 2008 by Ray Chan as the owner of the website. Even most of the jokes that were posted on 9gag.com came from different backgrounds, but all of 9gag.com users and visitors use and understand internet meme, that is the typical comical sign posted in 9gag.com (Sayani, 2012).

The posts in 9gag.com are comical stories and funny pictures that usually come up with the internet memes. Internet memes are usually poorly designed and usually in black and white which is part of the central focus of the humor raised by them. There are more than 20 internet memes in 9gag.com and some of them

are popular even outside 9gag.com, like in break.com, facebook and twitter. These internet memes then become the character of 9gag.com (Sayani, 2012).

2.8. The Previous Studies

The researcher has found other theses discussing taboo language namely Daniar Intan Natalia studied about "*The English Taboo Words Used by Cleaver and Miles in the Movie "Pigs"*". She found and classified the kinds of taboo words used by Cleaver and Miles in the Movie "Pigs", related to sexuality and genital term. She also found that the purposes of using taboo words in "Pigs" movie are to express their emotion and mock the other characters.

Another taboo research was written by Ridwin Purba (1998). He studied about "Linguistic Taboo in Simalungun: a Sociolinguistics Study" He analyzed taboo words and phrases spoken by Simalungun society and he also concentrated on the concept of words and phrases of taboo existing in Simalungun community based on the kinship system of *Tolu Sahundulan Lima Saodoran*, Simalungun ethnics, Simalungun religion, and philosophy of *Habonaro do bona*. He found that the concept of Taboo words in Simalungun is related to the regional dialects when the society named something inappropriate.

Furthermore, all of the researchers above have different characters in their objects of the research and they use different theories in conducting their research since it relates to informative written text. However, the writer here conducts

the research on taboo words in different object of study, precisely in a spoken text from uploaded pictures in 9gag.com. However, the writer uses these previous researchers as references for this present research.



CHAPTER III

RESEARCH METHODS

This chapter covers research design, data source, data collection, and data analysis. Those all are discussed in the following:

3.1 Research Design

Based on Ary, et al, (2002, p22), research is typically divided into two broad categories; qualitative and quantitative research. Each approach has its own terminology, method, and techniques. Quantitative research uses objectives measurements and statistical analysis of numeric data to understand phenomena.

Qualitative research, in contrast, focuses on understanding social phenomena from the perspective of the human participants in the study. The data are collected in natural settings, and the research aims at generating theory rather than testing theory.

In this study the writer used qualitative approach for the research approach. Qualitative research deals with the data that are in the form of word rather than number and statistics, and the material analyzed can be text book, newspaper, advertisements, or any of a host of other types of document.

Following Ary, et al, (2002, p22) there are many different types of qualitative research; ethnography, case studies, document analysis, naturalistic observations, focused interviews, phenomenological studies, grounded theory, and historical studies. In this study the writer uses document analysis as the type of

qualitative research, because the material is in the form of pictures containing written English taboo word used by 9gag.com users in January 2013.

3.2 Data Sources

In order to get valid data, the writer took the data from 9gag.com containing English taboo words. The writer only took the data from the uploaded pictures in January 1 to 31, 2013 because on 23rd January was the third birthday of 9gag.com, besides, most of 9gag.com users uploaded more photos because of new year, having more photos means the opportunity to get the data of taboo words are easier than other months.

3.3 Data Collection

The writer did several steps in collecting the data for this study, as the following:

1. Downloading the pictures including words from the official sites of 9gag.com.
2. Classifying the utterances that contain the taboo words uploaded by the users in 9gag.com according to the theory of Wardhaugh (1986).
3. Putting the data into a short dialogue containing the taboo words uploaded by 9gag.com users according to the theory of Liedlich (1973).

3.4 Data Analysis

In this study, in order to find the credibility and dependability of qualitative studies, the writer uses the triangulation theory to support the understanding of what is being analyzed and to investigate the validity of the data.

Moreover, Moleong (1991) says that triangulation theories are divided into four types; those are: triangulation by means of different researchers, by means of different sources, by means of different theories, and by means of different methods. From some triangulation theories, the writer uses triangulation by means of different theories to verify the data of this study. Due to that, to check the trustworthiness of the data, the writer uses multiple theories. In this case, the writer uses the types of English taboo words proposed by Wardhaugh, and the purpose of English taboo word theory proposed by Liedlich to verify the data.

Then the writer started to analyze the data as follows:

1. Classifying the types of English taboo words that were used by 9gag.com based on Wardhaugh's theory.
2. Finding out the meaning of each taboo word used by 9gag.com from the theory of Wardhaugh.
3. Finding out the purpose of using that particular taboo words in 9gag.com by understanding the gestures of memes used by the users and interpreting the purpose according to the writer interpretation.

4. Putting some of the utterances that contain taboo words used by 9gag.com into the tables and giving the utterances based on each analysis of topics and purposes.
5. Describing each of the data.
6. Drawing a conclusion based on the analysis.



CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer presents the data findings and discussion related to the problem of study. This chapter focuses on the utterances that contain taboo words used by 9gag.com in January 2013.

4.1 Finding

In this chapter, the writer shows the utterances uploaded by the users of 9gag.com. The writer presents the analysis of 9gag.com utterances along with sentences and dialogues that contain English taboo words in January 1 - 31, 2013.

This finding section consists of two analysis, they are analysis of the types of 9gag.com taboo words and the purpose of 9gag.com users in using taboo words.

4.1.1. Data Description

There are 22 taboo words that were uploaded by 9gag.com in January 1 to 31, 2013, some of them are, “hell yeah”, “fuck you”, “cock”, “bitch please”, “motherfucker”, “hell yeah”, “shitty game”, and “oh my gosh”. However, every type of taboo words has its own function. Most of 9gag.com users used “hell yeah” to express greatness and happiness, and they used “bitch please” to underestimate other people is opinion.

The detailed information about the data of this study is presented on table 4.1 which can be seen in appendix on page 58.

4.1.2 Result of Analysis

In this part, the writer divides the discussion according to the types of the taboo words which are: mother-in-law, certain game animals, sex, death, excretion, bodily function, religious matters, and the left hand. Every data is organized as a short dialogue according to the pictures uploaded by 9gag.com.

However the writer did those steps because it would help to avoid the mistake in collecting the data. This analysis consists of the types of taboo words used by 9gag.com users and the purpose of using taboo word in January 2013.

4.1.2.1 The Types of English Taboo Words Used by 9.gag.com Users

The writer used the theory of Wardhaugh to classify the types of English taboo words. Wardhaugh (1986) divides taboo words into 8 parts, those are mother-in-law, certain game animals, sex, death, excretion, bodily function, religious matters, and the left hand.

a. Mother-in-law Taboo Word

Wardhaugh (1986) says that mother-in-law taboo word is used to describe a woman who has an affair with many partners, the examples are 'motherfucker', and 'slut'. The writer only found one taboo word mother-in-law in 9gag.com in January 2013.

11th January 2013

The first mother-in-law taboo word was found in 11th January, a user named Linda posted a photo entitled surprising girl, she made a dialogue between a man and a woman:

“Man: come on you don’t need to be smart to get rich, be a pretty and dating marriage a boss will make you rich

Woman: seriously, so are you telling me that we don’t need to be smart? Then can you explain me why the president of Argentina is woman? Come on **motherfucker.**”

The word “motherfucker” in the end of the dialogue means one who fucks his or her mother. This word was categorized as taboo words of mother-in-law because it was used to describe a woman who has an affair with many partners.

b. Certain Game Animals Taboo Word

This term describes the behavior or the act of animals, the examples are ‘bitch’ and ‘bull’. There are six taboo words of certain game animal found in 9gag.com in January 2013. 9gag.com users mostly used ‘bitch please’ to underestimate and to get the attention of other users.

9th January 2013

One of 9gag users criticized Chinese government who asked the society to pay their school fees whereas the system of the education is free. He made an example of a short dialogue between a student and the government:

Student: yo man, if we got a free school education, why we should pay all of this stuff?

Government : if you don't like it just get out from China kid

Student : come on **bitch**, you put a high school bill inside a high life bill huh?

The word “bitch” here means a female dog, so this word is related to the behavior of animal, according to this evidence it belongs to the game animal term of taboo word.

9th January 2013

This is when a user named Bimbo commented on another user named Zelda_Froid regarding her post about the differences between man and woman:

Zelda_Froid: oh man, we don't need to get a sexy abs to get you, but you did it, we just a different creatures after all

Bimbo: **Bitch** please, we don't exercise our body for girls, we get it because we want it.

By looking at this situation we can say that language keeps evolving, and bitch now also be applied to a woman or unpleasant thing or situation, Bimbo says

“bitch” to reply Zelda’s opinion to express his unpleasant feeling regarding Zelda’s opinion, the word “bitch” here was counted as game animal term taboo words because it referred to the activity of animal.

10th January 2013

Animal game term taboo words also happened when Spendy tabi posted a picture about food, he said “delicious food are not only for rich, if you don’t believe it try this” then he added some dialogues about the food:

Spendi: *le me walking in front of bar

People: what are you doing kid, looking for something?

Spendi: nope, I just wondering about a cheap delicious food, you have some?

People: yes I have double cheese burger, I will give it but without the beef?

What about that kid?

Spendi: are you telling me to eat a burger without a beef?

People: with your pleasure kid

Spendi: **bitch please**, I’d rather eat a beef without bread and some salads

At the end of the sentence Spendy wrote “bitch”, in this case the word *bitch please* almost has the same meaning as *come on, I’d better chose everything my own way*. However, the word “bitch” belongs to the game animal because it referred to the activity of animal.

19 January 2013

There was a criticism from 9gag user to remind the other users, he felt that 9gag.com was different from the previous year, the content of 9gag.com at that time had less information and most users uploaded not-safe-for-works pictures to get attention,

Bitch please, we don't need to upload vulgar pictures to get a lot of likes, we only need funny meme with a little bit information, like the previous year.

Remember, this site is for fun fellas :-)

Rasta_Fara wrote "*bitch*" which belongs to Certain Game animal terms, it means that Rasta considered most 9gag.com users did not get anything while posting a vulgar picture, so Rasta wrote "*bitch*" to get the attention of all users.

19th January 2013

The madness of demonstrators in Mexico made one 9gag user posted about it, she was one of the victims of this phenomenon, she thought that Mexico was a perfect place for living before the leadership of Carloz. His leadership gives a lot of sorrow for the society and prohibits them to sell Tacoz along the road in the city.

"Carloz made us suffer, he doesn't allow us to sell tacoz already, if you visit Mexico do not asking question about it because you'll get nothing, except the insult of fucking **bitch** Carloz"

The words "*bitch*" belongs to animal game term because it has a meaning as the behavior of animals. She used this word because she was disappointed with his leadership and she compared Carloz behavior to an animal.

21st January 2013

A white and black picture containing English taboo word was uploaded before the anniversary of 9gag.com. She was reminding the users about the upcoming agenda of 9gag.com, that is "anniversary memes pictures", she wrote:

Brace yourself bro, the anniversary of 9gag.com is coming

Can't wait the new memes of this event

Ps : "this is not a **bullshit**"

In this monologue, Dorothy wrote the word "bullshit" at the last of the sentence to emphasize her opinion that the new memes of 9gag.com would appear at the anniversary of 9gag.com. This word belongs to taboo word of certain game animals because the word "bullshit" is related to the behavior of animal.

c. **Taboo Word of Sex**

This term refers to sexual activities or someone who commits sexual intercourse, the example is 'fuck'. The writer found five taboo word of sex used by the users of 9gag.com in January 2013, most of 9gag.com users used this term because they want to express their anger and disappointment.

3rd January 2013

A picture containing English taboo word was also uploaded by Pablo in New Year atmosphere. He was made disappointed by people who fired up fireworks in New Year. So, he made a short dialogue between people and god:

People: hi let's play firework dude, shoot at the sky:..

God: what the **fuck** is this, can they stop playing firework in my sky, they just ruined it.

In this dialogue Pablo wrote the word "fuck" to express astonishment and irritation. The word "fuck" here belongs to taboo words of sex because it refers to sexual intercourse.

6th January 2013

This event happened when a user of 9gag.com complained about the habit of users that made fun of the government, He supported the government action by making some sentences;

If you judge your government bad, than try to advise them

If you think you can do better than the government, than prove it

If you play a role as the government, than what will you do?

You have a big mouth but you are talking nothing, **fuck** d`people

The word “fuck” at the end of the sentence is included into taboo word of sex. Obviously, the word *fuck* here does not mean “sexual intercourse” but in this case it is counted as taboo word of sex because this word has a strong meaning of expressing the user disbelief.

14th January 2013

A 9gag user felt sad because the new year holiday was over, Michelle thought that the government had to add the holiday of new year because it is only a day among 365 days, he made a soliloquy about his opinion:

1 year = 12 months

1 year = 48 weeks

1 year = 365 days

And we only get a day in new year holiday, what the **fuck**?

The word “fuck” in the sentence *what the fuck* written by Michelle belongs to taboo word of sex, because the word “*fuck*” means something related to the sexual activity and he used this word to express his upset feeling of the new year holiday.

15th January 2013

Jellal felt disturbed by the food picture uploaded in instagram, he uploaded a picture consisting of taboo words of sex entitled “come on instagramers” in that picture he wrote:

Oh good, you take picture of all of this foods and instagram it

Than why you don't **fuck** yourself and instagram it?

The word "fuck" in the end of the sentence was explicitly counted as taboo words of sex, because it referred to the activity of making love.

15th January 2013

Taboo word of sex also occurred when a user of 9gag.com carped at the football team from Spain Real Madrid, he said that Real Madrid cannot play football as well as Barcelona and Atletico Madrid, what Real Madrid did was defend without giving any attack:

Scumbag Real Madrid : playing full time 90 minutes

Defend full time 90 minutes

Attack 4 minutes in additional times

Fuck you Real Madrid, you are not real football team at all.

The word "fuck" posted by Joe belongs to taboo word of sex because it relates to the sexual activity. However Joe posted it to express his disappointment of the football team.

d. Taboo Word of Death

This term refers to something that people fear to face, such as "go to hell".

The writer found four taboo words of death used by the users of 9gag.com in

January 2013. However, the word 'hell' in the sentence 'hell yeah' mostly used by 9gag.com users to express their feeling of happiness and joy.

1st January 2013

A 9gag.com user named Zeus_coled uploaded a picture of New Year project in 2013 containing English taboo word. He said that the project of the USA government to increase the smoking area in January 2013 was a good project to facilitate the smoker, he wrote:

Good guy govern, they increase smoking areas for smoker.

Than the inhabitant of America will decrease in 2013

Hell yeah, good New Year program govern.

Zeus wrote the word "hell yeah" in the last sentence, this word expresses his satire of the uncountable inhabitant in USA. However, this word belongs to the type of death term taboo word because it refers to something that people fear to face, that is hell.

1st January 2013

The euphoria of new year made one of 9gag.com users named Barbara Ellen happy. She felt pleased selling fireworks in New Year, because she got more money than when she became a saloon girl. She wrote:

Holly God, yesterday you gimme 20\$ a day to pour a beer

Today I get 70\$ to sell lovable fireworks

Why we don't have a New Year in every week? **Hell yeah**

The second taboo word is the same as the first, Ellen felt pleased of her

income in new year then she wrote *hell yeah* to assert it. In this case the word

"hell" refers to the afterlife, so we can categorize it into taboo words of death

term.

13th January 2013

This happened when a user named Bella posted a picture entitled "ugly man does not exist", she made an opinion that all men are handsome and she did not believe that ugly man existed:

I will never

Date an ugly guy

Why?

Because I don't believe they exist

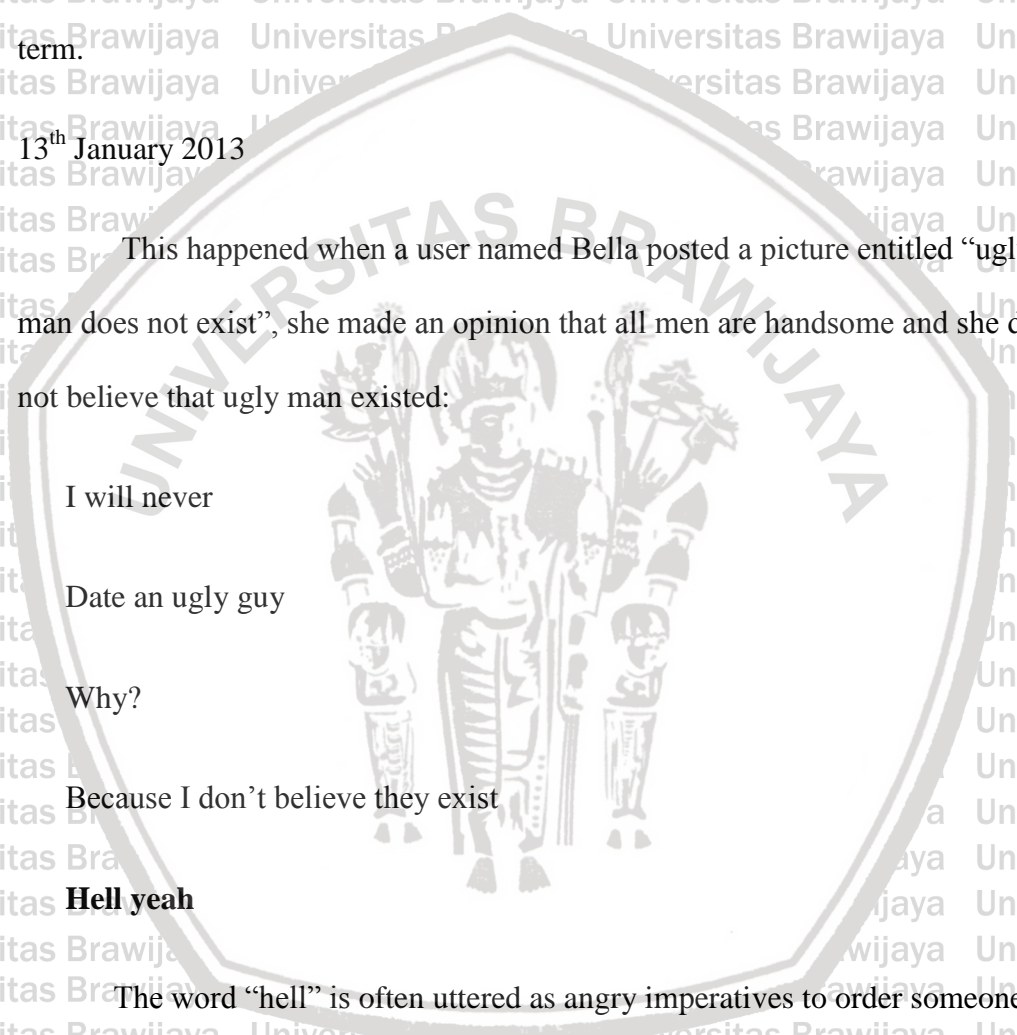
Hell yeah

The word "hell" is often uttered as angry imperatives to order someone to

go away, but in this case "hell yeah" is the expression of contentment, so Bella

wrote this word to summon ugly man. Anyhow the word "hell" was counted as

taboo word of death because it refers to fatality and something scary.



13th January 2013

The English taboo word of death was also found when a picture entitled “sophisticated mom” was posted by Lindsay, and she believed that most mothers were getting sophisticated nowadays, they can operate facebook, twitter, blackberry messenger, but not with path, because it was a brand new social media, so she made a short dialogue between her mom and herself:

Mom: are you playing a game in your facebook? Come on you should study

Lindsay: come on, it just some while mom

Mom: are you chatting with your ex-boyfriend in your twitter?

Lindsay: come on, it just a usual chatting

Mom: you have more than 400 friends in BBM, how do you get them?

Lindsay: come on, Im young, all of my friend are BBM users.

Mom: Lindsay, do you know what is path?

Lindsay: “**Hell** yeah you don’t know it”. nope, I don’t know what is that, I lied

The word “hell yeah” has the same meaning with oh *god great* at the end of the dialogue and was included as taboo word of death because it referred to demise.

e. Taboo Word of Excretion

The term “excretion” comes from “excrete” which means to separate and eliminate the solid waste matter or the bowels from our body through the anus.

The term ‘shit’ and ‘piss’ are the examples of this term. There are two taboo word of excretion found in 9gag.com in January 2013.

30th January 2013

This case happened when Raymond who was nostalgic of his childhood game, wrote that the old toys and games are better than nowadays, he also provided some pictures of the differences between 90’s games for kids and nowadays. Raymond wrote:

“In 90’s we have a lot of games to do, we have hide and seek, beyblade, Tamiya, and, marbles. What we have know? A **shitty** game called I phone”

The word “Shitty” in the sentence *A shitty game called I phone*, belongs to excretion because it is a human excretion, this word was also shown that Raymond hated I phone because this stuff made the old 90’s game disappear.

f. Taboo Word of Bodily Function

This term is related to human’s body or human’s genitals, such as ‘cunt’, or ‘cock’. There are three taboo words of bodily function used by 9gag.com users in January 2013, they mostly used the word ‘cock’ rather than ‘cunt’ because it is more familiar. Anyhow the 9gag.com users used this word to represent the disappointment of something.

8th January 2013

There was a woman of 9gag user flirted the other user by saying “*you have a nice cock, let my suck it for you*”

Literally the word “cock” means the male of birds or a rooster but in this case this word has multi meanings, “cock” also means the vital organ of a male, therefore this word was classified into taboo word of bodily function.

15th January 2013

The competition of Miss Universe made one of 9gag.com users interested in commenting on their fashion styles, Leo felt that their fashion styles were too vulgar and it reminded him of a slut, he thought the differences between Miss Universe and slut was the crown at the final of the competition:

Come on, we don't need Miss Universe, this competition is not educative at all

Look at their ripped clothes, is that a fashion?

They look like a prostitute woman without crown

Get down and suck my **cock** girls.

Leo expressed his disappointment by writing “cock” at the end of the sentence, this word was counted as taboo words of bodily function because it means the name of the man's genital.

16th January 2013

Lindsay was disturbed because her airplanes departure was always delayed, so she decided to reduce her boredom by saying a slovenly thing to the other delayed passengers, she only suggested the aircraft company change the style of the airplanes because it looked like a flying human genital:

Lindsay: another delay huh?

Other passenger: as usual, is this your first flight in this airport?

Lindsay: not really, I almost travelled around the city and this delayed make me sick,

Other passenger: oh good than, so you know the airplanes well, don't you think they got a problem before they arrived here?

Lindsay: Im not really sure, what I know airplanes is a big flying cock.

Other passenger: ooow yeah

The word "cock" in the sentence *airplanes is a big flying cock* was included into taboo word of bodily function because it referred to a private part of a man, Lindsay compared airplanes with a part of the body which has the same shape and considered by the society as a forbidden thing to say in front of public.

g. Taboo Word of Religious Matters

These terms are related to god, such as "Gosh!", "Dolly" referring to god, "gee! Jingo" "Jess" referring to Jesus or "god damn you". There are two taboo

words of religious matters used by 9gag.com in January 2013. 9gag.com users used this term to express their surprise at a phenomenon. In this case the anniversary of 9gag.com is the only reason why they used this term.

22nd January 2013

One of 9gag.com user felt surprised because the next day was the anniversary of 9gag.com. Then she posted a picture of birthday cake consisting of congratulation message.

“Oh my **gosh!!!** Tomorrow is the birthday of 9gag.com, can't wait the war of memes. Hope 9gag became the biggest humors sites”

Selly wrote the word “gosh” to express her surprise, she realized that the next day was the fourth birthday of 9gag.com, so she posted the picture to remind other users. The word “gosh” is the alteration of god, so it belongs to taboo word of religious matter.

23rd January 2013

The anniversary of 9gag.com made a lot of users post congratulation pictures, one of the users posted a picture entitled *9gag.com 4th year*, he had a notion that 9gag.com was getting closer to be the most humorous site in 2013.

Jess, I've remembered this is the birthday of this site

4 years sharing happiness and laugh, 4years gives a hilarious thing. Yes!! 4 years already.

The word “Jess” is the expression of taken aback. It has the same meaning as Jesus as the savior, so it was counted as taboo word of religious matter.

h. Taboo Word of the Left Hand

The last taboo word is the left hand, this term refers to the symbol of sexual intercourse by showing the middle finger of the left hand, such as 'screw you'. In this section, the writer did not find any 9gag.com users who used this term. In fact most of 9gag.com users used taboo word of sex and game of animal term to represent their idea.

4.1.2.2 The purposes of Using Taboo Words

There are various kinds of purposes in using taboo words, and it depends on how the addresser used the taboo words. According to Liendlich (1973), the principal purposes of taboo words are: creating attention, discrediting, provoking violent confrontation, creating strong interpersonal identification, providing catharsis, and also term of endearment.

However the writer collected the data by downloading the pictures from 9gag.com and saw the purpose of the pictures under the title, even though not all data have the same purposes as proposed by Liendlich (1973).

a. Creating Attention

The first purpose in using the taboo word is to create attention, “gaining attention by using strong, passionate language whose connotations evokes an immediate emotional response in the listener” (Liedlich, 1973). In this situation, the users of 9gag.com used these taboo words to get much attention from other

users. Usually, a user uses the taboo words to inform something to other users , and used taboo word in order to gain attention from other users in expressing his/her feelings. There are 7 taboo words in 9gag.com which have the purpose of creating attention, those are:

1. 3rd January 2013

User name: Pablo

Title: God is angry

Purpose: attention for all human

Pablo wrote “what the **fuck** is this” to express his astonishment, by looking up the purpose under the title of the picture, we can say that this posting was to create attention for all human.

2. 8th January 2013

User name: Marelina_girl

Title: Unstoppable girl

Purpose: attention please, a cute girl needs a man

Marelina flirted 9gag.com users by writing “*you have a nice **cock**, let my suck it for you*”. In this case, the purpose of the taboo word “cock” was clearly explained under the title that is to create attention.

3. 13th January 2013

User name: Bella

Title: Ugly man does not exist

Purpose: attention for all ugly man

Bella made an opinion that all men are handsome and she did not believe that ugly man existed, she wrote “hell yeah” in the last sentence to create attention and gave notice to all 9gag.com users about the existence of ugly man.

4. 19th January 2013

User name: Rasta_Fara

Title: 9gag.com is different :(

Purpose: attention please, 9gag.com is not funny at all

Rasta considered most 9gag.com users did not get anything while posting inappropriate pictures, so Rasta wrote “*bitch*” to get the attention of all users, Rasta also wrote ‘attention please’ in his purpose column, it makes the purpose of his posted picture clearer.

5. 21st January 2013

User name: Dorothy

Title: Brace yourself for anniversary

Purpose: Anniversary reminder

By this condition we can see that Dorothy wants to get the attention of all 9gag.com users because she wrote “this is not a **bullshit**” to remind the 9gag.com users about the anniversary of their website.

6. 22nd January 2013

User name: Selly

Title: happy anniversary 9gag

Purpose: attention for all 9gag.com users

Selly felt surprised of 9gag.com anniversary for the next day, then she wrote “Oh my **gosh!!!** Tomorrow is the birthday of 9gag.com..”, in this situation we can see Selly wrote “gosh” to create attention for all 9gag.com users, she reminded about the anniversary the next day.

7. 30th January 2013

User name: Raymond

Title: Games nowadays

Purpose: attention for 2013' kids, 90's games are better

Raymond compared the differences between 90's games and the game nowadays, she wrote “A **shitty** game called I phone” to convince the reader that 90's games are better. Even though he did not write “create attention” on his purpose, we can easily assume the word “shitty” had been written to attract the users' attention.

b. Discrediting

Discredit can happen when people who use taboo words to express their disbelief about many things in reality which they assumed were not suitable with public opinion. As a result, a person who likes to use taboo words to discredit a certain person, or institution is considered “breaking the rules”. They usually discredit other people's characteristics, attitudes and also their behaviors. In other occasions, people are often discrediting about something that could make them disappointed (Liedlich, 1973). The writer found three taboo words which has the purpose of creating attention in January 2013, those are:

1. 9th January 2013

User name: Ronald Lee

Title: Government attitudes

Purpose: campaign against govern, I discredit them

Ronald did not trust the government, he hated them because they asked the students to pay high school bill whereas the life bill in China was high enough. The purpose of this post was clearly explained below the title of the picture, that is to discredit the government of China.

2. 14th January 2013

User name: Michelle

Title: fuck you new year holiday

Purpose: Government is discreditable

Michelle felt sad because the new year holiday was only a day, he blamed the government by saying “And we only got a day in new year holiday, what the **fuck**?”, the word “fuck” here represented his anger of government principle. He did not believe the government by writing “government is discreditable” in the column of purpose, it clearly explained that this posting belongs to the discrediting term.

3. 19th January 2013

User name: Seleyna

Title: Carloz leadership

Purpose: I hate Carloz (I discredit him)

Seleyna wrote “...except the insult of fucking **bitch** Carloz” in the end of the sentence. In this situation, Seleyna clearly expressed her idea about Carloz leadership and she wrote the word “bitch” to discredit him.

c. Provoking Violent Confrontation

The third purpose of using the taboo words is to provoke violent confrontation. Some of the taboo words contain this purpose when the speaker expects a certain response (violent confrontations) from the hearer (Liedlich, 1973). Therefore, these taboo words were considered successful when the hearer was angry or even does a violent thing. The writer found four taboo words used by 9gag.com in January 2013 which has the purpose of provoking violent confrontation. Those are:

1. 1st January 2013

User name: Zeus_coled

Title: God guy govern

Purpose: awaken the society awareness by a violent action from government (yaoming memes).

Zeus_coled agreed to the project of the USA government to increase the smoking area in January 2013, because by doing this project the inhabitant of America will decrease in 2013. Zeus wrote this posting to awaken the society by asking them to stop smoking, the word violent action described the desirability of the government to embattle the smoker, so it is counted as taboo word which has the purpose of provoking violent confrontation.

2. 15th January 2013

User name: Jellal

Title: come on instagramers

Purpose: are you instagram users? Faced it

The users of instagrams always uploaded their photographs frequently, then Jellal mocked them by using sarcasm, he said “why you don’t fuck yourself and instagram it?”, the word “fuck” in the end of the sentence explicitly challenged the instagrams user emotion. By this condition, the writer concluded that this posting has the purpose of provoking violent confrontation.

3. 15th January 2013

User name: Joe_hart

Title: Real Madrid is not real -.-“

Purpose: Invited Madridista in a real violence against Barcelona.

Joe made fun of Real Madrid by saying “**Fuck** you Real Madrid, you are not real football team at all”, He wrote this because he felt Real Madrid could not give a good fair play in football games, they always defend all the time. In the purpose column Joe asked Madridista (fans of Real Madrid) to get real violence against Barcelona. This situation clearly explained that this posting is included as taboo word which has the purpose of provoking violent confrontation.

4. 15th January 2013

User name: Leo

Title: Miss Universe sinks

Purpose: confronting and provoking the next Miss Universe

Leo felt that Miss Universe fashion styles were too vulgar and it made him remember about a slut, he said that Miss Universe participants looked like prostitute woman without crown. By looking at the purpose of this posted picture, the writer included this term into taboo word which has the purpose of provoking violent confrontation.

d. Creating Strong Interpersonal Identification

The fourth purpose of using the taboo words is to create strong personal identification, in this section, the speaker has identified someone with the specific taboo words by calling name or nickname of a person, so their friends will understand who they are (Liedlich, 1973). In other words, the speaker uses the taboo words to state what kind of person he/she is. The writer found five taboo words used by 9gag.com in January 2013 which has the purpose of creating strong interpersonal identification. Those are:

1. 9th January 2013

User name: Bimbo

Title: Real man is exist

Purpose: gaining the interpersonal of a man

Bimbo commented disagreement to Zelda's opinion that a man should build their abs to get a girl, he straightened that a man did exercise because he wanted to. Bimbo also said "bitch" to reply Zelda's opinion

to express his unpleasant feeling regarding Zelda's opinion. In this occasion, Bimbo was gaining the interpersonal of a man, therefore this posting is included into taboo word which has the purpose of creating strong interpersonal identification.

2. 11th January 2013

User name: Linda

Title: Surprising girl

Purpose: Rising the personal of woman right

Linda made a dialogue between man and woman, in that dialogue a man humiliated a woman by asking her to stop studying, then the woman asked a question to the man "why the president of Argentina is woman?" "Come on **motherfucker**" the woman tried to give evidence to the man that women are able to be a leader, she also said "motherfucker" in the end of the dialogue to rise her personal right. By seeing this evidence, this term belongs to the taboo word which has the purpose of creating strong interpersonal identification.

3. 13th January 2013

User name: Lindsay

Title: Sophisticated mom

Purpose: Girl needs privacy, interpersonal identification

Lindsay believed that most mothers were getting sophisticated today, they can operate facebook, twitter, blackberry messenger, except path. Lindsay wrote "**Hell** yeah you don't know it" to express her satisfaction, she felt

that a girl needs a privacy. By looking at the purpose it was clearly explained this posting is classified into taboo word which has the purpose of creating strong interpersonal identification.

e. Providing Catharsis

The fifth purpose in using taboo word is to provide catharsis. In simple ways, people often use taboo words to express their feeling towards something that could be a burden for them, so they need to release their emotional feeling in order to calm themselves. People sometimes also say taboo word to avoid distress and get frustrated, so they usually express their feeling with taboo word to the other people (Liedlich, 1973). Somehow, these taboo words perform a “therapeutic service” for the speaker’s psychology, especially when they are angry, or disappointed with someone or something, so that they feel more relieved. In this section, there was no one of 9gag.com users who wanted to provide catharsis to the other users. in fact, they only used taboo words to create attention, discrediting, provoking violent confrontation, creating strong interpersonal identification, and also term of endearment.

f. Term of Endearment

The purpose of using taboo words is to express endearment to someone. in this case, people often use the taboo words to call other people more friendly, without causing any anger, so they use taboo words not to insult, to curse, to mock, or to offend their friends (Liedlich, 1973), because by using taboo words, their relationship becomes closer and closer. So, they often use those words to call

their friends name or nick names without causing any anger or provoking violent confrontation with them. The writer only found one taboo word in January 2013 which belongs to term of endearment.

1. 6th January 2013

User name: Simon

Title: Government is epic

Purpose: My endearment to government.

This event happened when Simon complained about the habit of users that made fun of the government, He supported the government action by writing "...You have a big mouth but you are talking nothing, **fuck** d'people", by this evidence the writer concluded that Simon expressed his love to the government by supporting them from the society, thus, this term belongs to term of endearment.

g. No purpose

Usually, people who uses taboo words have purposes (creating attention, discrediting, provoking violent, creating personal identification, providing catharsis, and term of endearment), but some people use taboo words without purposes and usually taboo words become their habit in daily life in oral or written language of the addresser. In this case, some of 9gag.com users did not put the right purpose of their uploaded pictures. There are three taboo words which have no purpose used by 9gag.com in January 2013.

1. 1st January 2013

User name: Barbara Ellen

Title: Just New Year

Purpose: -

Barbara felt happy because she got more money by selling fireworks in new year, she wrote “Why we don’t have a New Year in every week? **Hell yeah**”, in this situation Barbara expressed her love of new year. This term belongs to taboo word which has the purpose of term of endearment, but

Barbara did not put her purpose under the title, she just left it.

2. 10th January 2013

User name: Spendy_tabi

Title: A delicious food

Purpose:

Spendy_tabi posted a picture about delicious food, he wanted cheap food which was delicious taste, then he asked to a person how to get it, and then the person offered Spendy a burger without beef, Spendy rejected it by saying “**bitch please**, I’d rather eat a beef without bread and some salads”.

In this case, the writer could classify this term into taboo word which has the purpose of creating strong interpersonal identification, but Spendy did not write his purpose on the picture.

3. 16th January 2013

User name: Lindsay

Title: Just airplane

Purpose: do I need to write my purpose?

Lindsay stated her opinion about the appearance of airplane, she said

“what I know airplanes is a big flying **cock**” to other passengers. In this situation, the writer assumed that the word “cock” here is used in order to create attention to the listener.

4.2 Discussions

The discussion part is talking about the general point of the findings.

There are two problems of the study in this thesis, first is what types of English taboo word are used by 9gag.com, and the second is what are the purposes of English taboo words used by 9gag.com.

In answering the first problem of study, the writer used the theory of Wardhaugh (1986) who divided the types of taboo word into eight categories; mother-in-law, certain game animals, sex, death, excretion, bodily function, religious matters, and the left hand.

Based on the data analysis, the writer found the users of 9gag.com used seven types of taboo words proposed by Wardhaugh; mother-in-law, certain game animals, sex, death, excretion, bodily function, and religious matter. The users of 9gag.com produced 22 taboo words that consist of 6 taboo word of certain game animal, 4 taboo word of death, 5 taboo word of sex, 1 mother-in-law term, 3 taboo word of bodily function, 2 taboo word of religious matter, and 1 taboo word of excretion.

Taboo word of certain game animal were often used by 9gag.com users when they made sarcastic jokes, the word "bitch please" has become jargon in 9gag.com to belittle and expressed dissatisfaction with certain persons, institutions, government, etc.

Actually the meaning of "bitch please" depends on how we are using it and what we are referring to, simply meant a female dog, and it still does, but in some conditions when we are dissatisfied by people, the word "bitch please" refers to someone who is cruel and unpleasant (Oxford Advanced Learner's Dictionary 2005).

The writer did not find taboo word of the left hand in 9gag.com, it happens because most of 9gag.com users prefer to use taboo word of sex, besides, if someone used taboo word of the left hand they have to use gesture like rising middle finger of left hand, the writer did not find any pictures in 9gag.com containing this gesture.

The writer used the theory of Liedlich to answer the second problem of the study, Liedlich divided the purposes of English taboo word into six categories; creating attention, discrediting, provoking violent confrontation, creating strong interpersonal identification, providing catharsis, and terms of endearment.

In this thesis, the writer collected the purpose of taboo words from the purpose column that has been written by the users of 9gag.com under the title, besides, the author also tried to interpret the users' post based on their own understanding and saw some comments from other 9gag.com users on the pictures

containing English taboo word in order to get a more correct interpretation, some comments can be seen in the appendix on page 73.

9gag.com users used all the purposes of taboo words proposed by Liedlich except providing catharsis because the users thought that 9gag.com is an humorous website, so they did not need to feel blue and sad in this website. The most common purpose of 9gag.com users launching taboo words was because they wanted to get attention from their surroundings or the visitor of 9gag.com.

They thought that if they made a memes containing English taboo words, it would be easier for them to get the interest of other users, by getting interest they will get more likes and more comments, by getting those things their uploaded picture will be rewarded and become the first post in the LOL webpages (a sub web of the funniest picture in 9gag.com according to the poll of 9gag.com users).

In the writer's point of view, 9gag.com users who used taboo word which purpose was to create attention was inappropriate, because basically to get the attention of other 9gag.com users they did not have to use rude language and taboo words, but rather used polite jokes accompanied by funny memes and pictures.

Even if 9gag.com is a comedy website dubbed fun the users of 9gag.com should limit themselves to use taboo words in making jokes, because the quality of the jokes are determined by the creative ideas in the jokes themselves that make the reader laugh, besides, the aim of the jokes is to entertain people not to hurt other people's feelings or insult the public image about a certain person, institutions, government, etc.

9gag.com users have to select the most appropriate and good language before using jokes, in order to avoid misunderstandings about other users, use of profanity can be minimized by using polite words, such as replacing the word "oh my gosh" to "oh my god", the word "bitch please" becomes "oh come on", the word "hell yeah" to "aaw yeah". The use of polite words when making jokes will not reduce the interest of the readers to laugh.

The result of this study is different from Daniar's "*The English Taboo Words Used by Cleaver and Miles in the Movie "Pigs"*", because from the analysis, the writer found out the factors affecting the main character in using taboo words to release their anger and suffering. But in her finding, she found that the male characters in the movie mostly used taboo words to joke with each other. Besides, the scale of the jokes was different, in Daniar's thesis, taboo utterances only engaged the characters inside the movie, but in this study people from all over the world could participate to join 9gag.com and post taboo words.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of conclusion based on the finding and suggestion for 9gag.com users and next researchers who will do a study in the same field of study.

5.1 Conclusion

Based on the findings discussed in the previous chapter, the writer found that the categories of taboo words used by 9gag.com in January 1 - 31, 2013 are; mother-in-law taboo word, certain game animals taboo words, taboo word of sex, taboo word of death, taboo word of excretion, taboo word of bodily function, and taboo word of religious matters. The writer did not find taboo word of the left hand because 9gag.com users never used the word “screw you” in their posted pictures. In fact the 9gag.com users often used taboo word of certain game animals in their posted pictures, namely ‘bitch please’ or ‘bullshit’ because those taboo words appeared 6 times in 9gag.com in January 1 - 31, 2013.

The purposes of 9gag.com users in using English taboo words are creating attention, discrediting, provoking violent confrontation, creating strong interpersonal identification, terms of endearment, and some without linguistic purposes. The writer found that 9gag.com users mostly used taboo words to get attention from other users, because by getting attention they will get more

comments from other users. On the contrary, the writer did not find the purpose of providing catharsis, because 9gag.com is a humorous website.

5.2 Suggestions

Here, the writer would like to propose some suggestions to the users of 9gag.com and the next researchers.

To the users of 9gag.com, it will be better to watch their language before posting pictures and be wise in judging the value of the site especially in the language used. 9gag.com is a humorous site dubbed for fun, so it should focus on humorous things, not on something vulgar.

For the next researchers, the writer suggests that they conduct a research on taboo words in other objects, because most of taboo word theses were taking the object in movies, social media, and some regions. The writer suggests the English Study Program of Universitas Brawijaya add more books regarding Linguistics especially on taboo words since some researchers did not find the reference books for their theses.

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