TABOO WORDS USED BY GARY VAYNERCHUCK IN GARYVEE'S IGTV

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
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THESIS

Presented to
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2021**

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I certify that the thesis entitled "**Taboo Words Used by Gary Vaynerchuck in Garyvee's Igtv**" is truly my original work to fulfill the requirement for the Degree of *Sarjana Sastra (S.S)*. It does not incorporate any material previously written or published by another person, except those one that are cited as references and written in the bibliography. Due to this fact, I am the only person who responsible for the thesis if there is an objection or claim.

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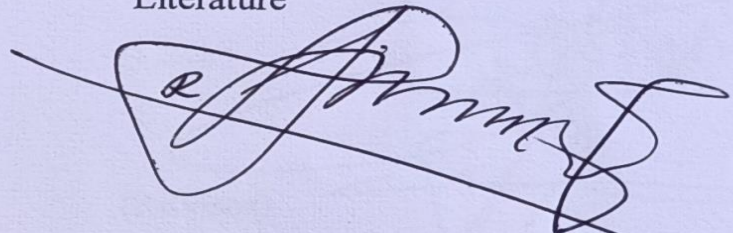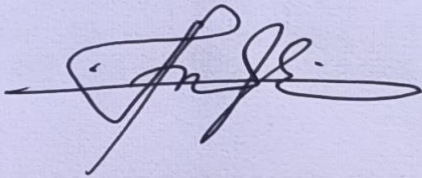The Researcher

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iv

MOTTO

"You're gonna die"

Garyvee

"Live your life"

DEDICATION

I dedicate this thesis to my father Syaifullah, M.Pd. and my mother Ruminah who always give me supports and loves. Special thanks to my beloved sisters Erli and Azmi and my brother Lathief, who always supported me with motivation and inspiration in this work. Finally, I would like to thank myself for not giving up and doing my best for this job.

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I was able to successfully complete this thesis because some wonderful people were always willing to offer advice, guidance, criticism and encouragement to help me improve and fix it. Therefore, it is my pleasure to express my heartfelt thanks to the following people for their contributions in completing this thesis.

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3. I would like to convey my gratitude to my parents, Syaifullah M.Pd and Ruminah, who always encourage me and wish the best for the successful completion of this thesis. Also my beloved younger sisters and brother, who always motivate me to complete this thesis as quickly as possible.

4. I would like to express my heartfelt thanks to my good friend Khairul Imam, who always listened to my concerns and provided motivation, advice, inspirational talks and insightful discussions while writing this thesis.

5. I would like to convey my appreciation to myself, Laily, as a student who has finished and worked her best to complete this thesis.

Honestly, I admit that this thesis is far from perfect and some improvements could be made. Therefore, I would like some suggestions and constructive criticism from all readers and other researchers to improve this thesis. Although it's far from perfect, I hope this work is useful to anyone who requires knowledge about this work.

ABSTRACT

Rahmah, Laily (2021) *Taboo Words Used by Gary Vaynerchuck in Garyvee's Igtv.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahin Malang. Advisor Mazroatul Ishlahiyah, M.Pd.

Key word: *sociolinguistics, taboo words, instagram*

In today's era, social media has become the largest tools of communication used by everyone for sharing, chatting, and so on. To express feelings, everyone have a certain way of using language to convey others. Taboo words on social media are often used for various purposes. In certain cultures or societies, taboo words may be considered offensive and shameful. In addition, taboo words are also used to emphasize something, which means that not all of taboo words are considered as negative words. Therefore, a public figure named Gary Vaynerchuck or who is often called Garyvee also uses a certain way, namely using taboo words to express his opinion about something and provide motivation through his posts on Instagram.

Methodologically, this research includes qualitative descriptive research because it requires qualitative data that has been taken from the research object to be analyzed in a specific, transparent, and in-depth descriptive form. In general, this study examines the use of taboo words with the aim of identifying the different types and functions of taboo words in a motivator's post on Instagram using the theory of types of taboo words by Batistella (2005) and the functions of taboo words by wardhaugh (2006).

The findings in this study reveal that Garyvee uses 3 types of taboo words, namely: obscenity, epithets, and profanity. From a total of 36 data used there are 27 obscenities, 2 epithets, 1 profanity. However, this study also found that although taboo words are literally considered as negative words, in Garyvee's case, it was found that taboo words could be both negative and positive meaning. Furthermore, in this study, from the 4 functions of taboo words, 3 functions were found, namely: to be provocative, to draw attention, and to show contempt. The most common function found in this finding is to draw attention. The most common function found in this finding is to draw attention to other people because in this case, taboo words are used to express the speaker's messages and attract the audiences to keep giving attention or pay more attention to the speaker's speech.

ABSTRAK

Rahmah, Laily (2021) *Kata-kata tabu yang digunakan oleh Gary Vaynerchuck di Igtv Garyvee.* Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Mazroatul Ishlahiyah, M.Pd.

Key word: *sociolinguistisc, taboo words, instagram*

Di era sekarang ini media sosial sudah menjadi sarana komunikasi terbesar yang digunakan oleh setiap orang untuk berbagi, mengobrol, dan lain sebagainya. Untuk mengungkapkan perasaan, setiap orang mungkin memiliki cara tertentu dalam menggunakan bahasa untuk menyampaikannya. Kata-kata tabu di media sosial sering digunakan dengan berbagai macam tujuan. Dalam budaya atau masyarakat tertentu, kata-kata tabu mungkin dianggap sesuatu yang dapat menyinggung dan memalukan. Selain itu kata-kata tabu juga digunakan untuk penekanan terhadap sesuatu, yang berarti tidak semua kata-kata tabu dianggap buruk. Oleh karena itu salah seorang *public figure* yang bernama Gary Vaynerchuck atau yang sering disebut Garyvee juga menggunakan cara tertentu yaitu menggunakan kata-kata tabu untuk menyatakan opininya tentang sesuatu dan memberikan motivasi melalui postingannya di instagram

Secara metodologis, penelitian ini termasuk penelitian deskriptif kualitatif karena memerlukan data kualitatif yang telah diambil dari objek penelitian untuk dianalisis dalam bentuk deskriptif yang spesifik, transparan, dan mendalam. Secara umum penelitian ini mengkaji tentang penggunaan kata-kata tabu dengan tujuan untuk mengidentifikasi perbedaan tipe dan fungsi kata-kata tabu dalam postingan seorang motivator di instagram dengan menggunakan teori tipe-tipe kata-kata tabu oleh batistella (2005) dan fungsi kata-kata tabu oleh wardhaugh (2006)

Temuan dalam penelitian ini mengungkapkan bahwa Garyvee menggunakan 3 jenis kata-kata tabu yaitu: *obscenity, epithets,* dan *profanity.* Dari total 30 data yg digunakan terdapat 27 *obscenity*, 2 *epitet*, 1 *profanity*. Bagaimanapun juga, penelitian ini juga menemukan bahwa meskipun kata-kata tabu secara harfiah dianggap sebagai kata-kata negatif, dalam kasus Garyvee, ditemukan bahwa kata-kata tabu bisa bersifat negatif dan positif. Selanjutnya dalam penelitian ini dari 4 fungsi kata-kata tabu terdapat 3 fungsi yang ditemukan yaitu: untuk memberi perhatian, untuk menunjukkan penghinaan, dan untuk melakukan provokatif. Fungsi yang paling banyak ditemukan dalam temuan ini adalah menarik perhatian pada orang lain karena dalam hal ini, kata-kata tabu digunakan untuk mengungkapkan pesan pembicara dan menarik audiens untuk tetap memberikan perhatian atau lebih memperhatikan ucapan pembicara.

مستخلص البحث

رحمة، ليلي (٢٠٢١) الكلمات المحرمة التي استخدمها غاري فاينرجوك في اغتف لغاريفي. جامعية قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الإسلام نيجري مولانا مالك إبراهيم مالانج. المستشار مزرعة الإصلاحية

الكلمة الأساسية: اللغويات الإجتماعية، كلمات محرمة، الإنستغرام

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في عصر اليوم ، أصبحت وسائل التواصل الاجتماعي أكبر أدوات الاتصال التي يستخدمها الجميع للمشاركة والدردشة وما إلى ذلك. للتعبير عن المشاعر ، لدى كل شخص طريقة معينة في استخدام اللغة للتعبير عن الآخرين. غالبًا ما تستخدم الكلمات المحرمة على وسائل التواصل الاجتماعي لأغراض مختلفة. في بعض الثقافات أو المجتمعات ، يمكن اعتبار الكلمات المحظورة مسيئة ومخزية. بالإضافة إلى ذلك ، تُستخدم الكلمات المحظورة أيضًا للتأكيد على شيء ما ، مما يعني أنه ليست كل الكلمات المحظورة تعتبر كلمات سلبية. لذلك ، فإن شخصية عامة تُدعى Gary Vaynerchuck أو غالبًا ما يُطلق عليها Garyvee تستخدم أيضًا طريقة معينة ، وهي استخدام الكلمات المحظورة للتعبير عن رأيه في شيء ما وتقديم الحافز من خلال منشوراته على.Instagram

من الناحية المنهجية ، يشمل هذا البحث البحث الوصفي النوعي لأنه يتطلب بيانات نوعية مأخوذة من كائن البحث لتحليلها في شكل وصفي محدد وشفاف ومتعمق. بشكل عام ، تبحث هذه الدراسة في استخدام الكلمات المحظورة بهدف تحديد الأنواع والوظائف المختلفة للكلمات المحظورة في منشور محفز على Instagram باستخدام نظرية أنواع الكلمات المحظورة بواسطة (2005) Batistella ووظائف الكلمات المحظورة بواسطة (2006) Wardhaugh واردهاوغ

تكشف النتائج في هذه الدراسة أن Garyvee يستخدم 3 أنواع من الكلمات المحرمة ، وهي: الفحش ، والنعوت ، والألفاظ النابية. من إجمالي 30 معطيات مستخدمة هناك 27 كلمة بذيئة ، صفتان ، لغة بذيئة واحدة. ومع ذلك ، وجدت هذه الدراسة أيضًا أنه على الرغم من اعتبار الكلمات المحرمة حرفيًا كلمات سلبية ، في حالة Garyvee ، فقد وجد أن الكلمات المحظورة يمكن أن تكون ذات معنى سلبي وإيجابي. علاوة على ذلك ، في هذه الدراسة ، من بين الوظائف الأربع للكلمات المحظورة ، تم العثور على 3 وظائف ، وهي: أن تكون استفزازيًا ، وجذب الانتباه ، وإظهار الازدراء. الوظيفة الأكثر شيوعًا الموجودة في هذه النتيجة هي لفت الانتباهالوظيفة الأكثر شيوعًا الموجودة في هذه النتيجة هي لفت. أشخاص آخرين لأنه في هذه الحالة ، ير تم ا س تخدام ال ك لمات ال محظورة ل ت ع ب ير عن ر سائ ل ال م تحدث وجذب ال جمهور ل مواص لة الاه تمام أو إي لاء ال مزي د من الاه تمام ل خطاب ال م تحدث

TABLE OF CONTENTS

CHAPTER I

INTRODUCTION

This chapter introduces the background of the study, research questions, objectives of the study, significances of the study, scope and limitations, definition of key terms, previous studies, and research method which covers research design, research instrument, data and data source, data collection, and data analysis.

A. Background of the Study

In the past decade, the advancement of technology keeps getting enhanced and it brings huge changes. One of the changes that we might notice is in the lifestyle and the style of communication in today's society. The change in communication can be seen through the physical to verbal changes. For instance, in terms of physical changes, the communication has developed from a face-to-face or direct interaction to indirect talks through posts and phones or tele-comumunication (Licoppe & Smoreda, 2005). This indirect communication has also created more and more changes, from texts to voices and voices to videos. Furthermore, this indirect communication is not limited to person-to-person, but also person-to-groups, such as through broadcasts or social media posts as highlighted in (Rains & Brunner 2018).

Social media is a new way of communication (Edwards, 2015), and this web-based application has a wide range of use, such as sharing, chatting, and creating groups (Kietzmann, 2011). Some of these platforms are Twitter,

Facebook, and Instragram. Each of them was created with different features and highlights. For instance, while Twitter is more oriented in delivering texts to public, instagram was made for people to share videos and photos. However, all of them are used to convey messages for varied purposes and the language variations might also differ as different purposes were conveyed.

To begin with, people speak with their own language variation, either in real-life communication or social media communication, which is why different language variations appear. In theory, language variation is a form of linguistics that is used based on the social situation. It includes the vocabulary, grammar, dialect pronunciation, or even spelling in different languages (Holmes, 2001). Therefore, language might change and it depends on society, the background, social status, education level, and the degree of formalization in using the language. While social media is a free place for everyone to express their identity, they could also appear with different language choices. Social media is a place where different age, gender, and nationality gather with their own social domains and relationships (Lee, 2014), this is why varied language occur in social media.

To express a feeling, each person may have a certain way of using language to convey it. For example someone who uses bad language when he is frustrated, angry or when disappointed. The assumption of bad language in society is a language that is considered impolite or inappropriate in daily life when talking to the other person. In sociolinguistic studies, the term bad language is called taboo. According to Allan and Burridge (2006), taboo must be avoided because it refers to things that indicate someone's object or actions are dangerous.

In addition, people who are disappointed, dissatisfied or angry they will show their feelings by using a variation of language called taboo. People usually use the taboo words to feel satisfied expressing their anger. Sometimes they emphasize people's attention towards them.

Taboo words are often misinterpreted and considered as a bad thing by some people. In certain cultures or societies, taboo words might be considered offensive and shameful. Besides, some words are also considered offensive as they are referred to gender, body, or racial discrimination. Therefore, taboo words need to be studied apart from the differences in some words that can be said by other people because taboo words also have a function according to the words and situations experienced by someone when they communicate.

Taboo words are always associated with taboo language and cannot be used in daily conversations. In most languages, taboo words are still regarded as offensive and brutal words (Anggi, 2015). In the United States, there used to be strict regulations to avoid the use of taboo words in public. Using taboo words like fuck, shit, mother fucker and damn will lead to prosecution and imprisonment. Therefore, taboo words are not used in newspapers, magazines and other printed media. However, this time, people's attitudes towards the functions of taboo words seem to have changed. This change occurred because legal sanctions disappeared, and now people are more relaxed and accept taboo words. Therefore, people now usually use taboo words when expressing emotions.

Many motivators provide motivation through social media such as YouTube, Instagram and so on. This means that motivators not only provide motivation in offline forums in various places but can also show motivational videos on social media. A motivator is someone who motivates others. Then he can also provide motivation through videos and upload them on social media including Instagram. Nowadays, instagram is very popular in society. There is a study on which social media use is often used by college students. Results show that participants spent the greatest amount of time on Instagram (alhabash and Mengyan, 2017). The increasing popularity of Instagram has also become a new reference for people to reach many viewers. From this phenomenon, people are competing to make posts on Instagram, including motivators. This is an opportunity for them to create content on instagram about motivation. They can share how to become a better person, how to be successful in business and other motivations.

The researcher chooses garyvee's igtv because there is a lot of content about motivation that displays motivational utterances that contain taboo words. Therefore, the researcher is interested in analyzing taboo words in videos that have a bad meaning in society. Garyvee is an American who is a motivator who often uploads his motivational content on Instagram with 9.5 million followers. The researcher wants to analyze the taboo words used by garyvee in Garyvee's IGTV using the theory of taboo words by Bastistella (2005), they are; Ephitet, Profanity, Vulgarity, Obscenity, and the theory of function of taboo words by

Wardaugh (2006), they are; to draw attention to oneself, to show contempt, to be provocative.

Several researchers have conducted study of taboo words. They investigate the use of taboo words in various context, for example, the use of taboo words in translation from Lovihandrie, Mujiyanto, and Sutopo (2018) and Robati and Zand (2018). The first one used Davoodi, Robinson, and Brownlie's theory to investigate the strategies in translating taboo words, the second one used the categorization of the taboo words by Cabrera's (2014). The next one is the use of taboo words in movie from Putra (2016), Rahmayani and Ftrawati (2018), Miarta, Muliana, and Mahayana (2019). Another previous studies are the analysis of taboo words in social media by Fajriyah (2013) on social media twitter, Timur (2017) and Maelani (2020) on youtube, Muhanovic, Babic and Latic (2018) on facebook, Kusyaman (2019) on @farrahabraham's Instagram comment column, and Marbun (2020) also analyze taboo words on the Instagram comment column. From those several previous studies, the researcher finds the gap in this research. The gap of this research is the researcher analyzes taboo words used by Garyvee in Garyvee's IGTV. The researcher uses the theory of types of taboo words by Bastistella (2005) and the function of taboo words by Wardaugh (2006). To make a difference from all previous studies, the present researcher shows the pattern of taboo words used by a motivator, Garyvee in IGTV.

B. Research Questions

Based on the background above, the research questions are as follows:

1. What are the types of taboo words used by Gary Vaynerchuck in Garyvee's IGTV?

2. What are the functions of taboo words used by Gary Vaynerhuck in Garyvee's IGTV?

C. Objectives of the Study

Related to the problems stated before, the objectives of the study are:

1. To find and identify the types of taboo words used by Gary Vaynerchuck in Garyvee's IGTV.

2. To investigate the functions of taboo words used by Gary Vaynerchuck in Garyvee's IGTV.

D. Significances of the Study

The significance of this study lies in providing practical contributions, especially in the field of sociolinguistics. Practically, this research will give information to the students and lecturers of the English Literature Departement of giving additional information about taboo words in motivation context, specifically, to give more information about the types and functions of taboo words used by a motivator, Garyvee in IGTV. For future researchers, they can use this study as a reference to analyze taboo words with different objects and theories.

E. Scope and Limitation

The scope of this research is the field of sociolinguistics because this study analyzes the taboo words spoken by the motivator in his instagram account, Garyvee. The researcher chooses the Garyvee posts because Garyvee is an international motivator who always posts motivational videos on his social media. Indirectly, it affects the public to watch on his social media as well, including Instagram. The researcher only uses posts that have many viewers, at least 2 million viewers. This is interesting because a motivator who uses taboo words can reach 2 million and more viewers in each video he uploads on IGTV. The researcher only limits this research to the types of taboo words and the functions of taboo words used by the motivator in his instagram account Garyvee because of the exciting videos and it presents many taboo words. Besides, the researcher also defines each type of taboo words and the function of taboo words. Then, the researcher identifies the types of taboo words by Batistella (2005) and the functions of taboo words by Wardhaugh (2006) and how they are used by the motivator, Garyvee.

F. Definition of Key Terms

In order to avoid misunderstandings when interpreting the terms used in this study, the researcher provided definitions of special terms. This section defines the terms used in this study, as defined below:

1. **Taboo Words** : language variants that people use in daily life. Usually, people use taboo words to express their feelings, especially bad feelings.

2. **Garyvee**   : a self-starter, social media master, a famous keynote speaker and podcast host.

3. **Instagram**   : an application or social media platform in smartphone that is used to share photos and videos by users on various sites on Instagram.

4. **IGTV**   : Instagram's standalone video app for Android and iOS smartphones. In this application, video uploads are longer in duration compared to uploads of posts on Instagram.

G. Previous Studies

Previous study is an important part in research. It can be used for consideration of new findings in future research. There are several previous studies about taboo words with different objects and theory. These are several previous studies about taboo words in song lyrics, some of them are research that has been done by Affini (2017) and Putri, Sembiring, and Imranuddin (2019). They investigated the types, functions and meanings of taboo words contained in song lyrics. They use different theories. The first study used Bastistella's theory to identify the types, functions, and meanings of taboo words., and the second study used Timothy Jay's theory to identify the types of taboo words. They use different methods. The first study is a quantitative study and the second study is a descriptive qualitative method

Many researchers have conducted research on taboo words in translation. Robati and Zand (2018), as well as Lovihandrie, Mujiyanto, and Sutopo (2018),

had done it before. They looked into the different types of taboo words and the tactics used to translate them in the novel. They investigate the strategies in translating taboo words in the novel and the categorization of the taboo words by Cabrera's (2014) in the first research, while the second research uses Davoodi, Robinson, and Brownlie's theory to investigate the strategies in translating taboo words in the novel and the 8 categorization of taboo words by Batistella's taboo words in the second research. The descriptive qualitative research method was employed in both of the studies mentioned above.

Several researchers have conducted a study of taboo words in movie. It was previously done by Putra (2016), Rahmayani and Fitrawati (2018), and Miarta, Muliana, and Mahayana (2019). They investigate the type and function of taboo words in the movie. The three studies above use the same theory and method, but in the first research, the researchers only use Batistella (2005) theory and the second research, the reaserchers only use Jay's (1992) theory for the types of taboo words and both of them use qualitative research as the method. While in the third research, the researchers combine the type theory of taboo words by Jay (1992) and Bastisttela (2005) and use qualitative and quantitative research as the method. In terms of the function of taboo words, these three studies use the same theory, which is the theory by Wardaugh (2006).

The other previous study is study on taboo words found on social media, there are Fajriyah (2013), Timur (2017), Muhanovic, Babic, and Latic (2018), Kusyaman (2019), and Marbun (2020). First, the study conducted by Fajriyah (2013), her research focuses on finding the types of taboo languages on Twitter

and the differences between men and women taboo languages. The researchers used Allan's theory, which divides taboo language into euphemism, orthophemism, and dysphemism. Meanwhile, to find out the differences in taboo language for men and women, the researcher correlated it with the frequency of use of taboo language and the language of men and women.

Another previous study is an analysis of taboo words on youtube by Timur (2017) and Maelani (2020) by using the different theory to analize it. The first one is the the research that discusses the use of swear words spoken by PewDiePie in his Youtube video. Her reaserch used Pinker's theory to analyze the type of swearing words and Fairman's theory to analyze the use of swearing words based on meaning/and meaningless. Different from that, the second one is the reasearch of taboo words that discuss about the types and the functions of taboo words used by gamers on litomatoma youtube channel by using the theory of batistella (2005) about the types of taboo words and wardhaugh (2006) about the functions of english taboo words.

After that the study conducted by Muhanovic, Babic and Latic (2018) on facebook. They tried to investigate gender differences in the use of language in swearing situations use Jay's (2009) theory. And the theories by Jay and Janschewitz (2008), where men were found to use swear words more often in company of other men. These three previous study of taboo words on sosial media use the same method, which is descriptive qualitative method.

The other previous study is an analysis of taboo words on the instagram platform by Kusyaman (2019). She investigate the classification of swear words

and the reasons why people use swear words in @farrahabraham's Instagram comment column. In this study, they use taboo words theory by Geoffrey Hughes's theory to analyze the classification of swearwords and Ljung's theory, which mentioned that the pronunciation of swear words is usually related to the emotional speaker. This study using qualitative research and a purposeful sampling method. The result of this study shows that the emoji found in the comment swears to express anger or aggression, swears to express sympathy, swears to express happiness or joy, swears to express surprise, and then swears to express disgust.

Marbun (2020) conducted research on the Instagram comment column. This research set out to find taboo words used in Instagram videos. The purpose of this research is to determine the type and impact of taboo words that Tiur utters in videos on Instagram. The research data comes from the video of Tiur Anak Medan on Instagram. This research uses descriptive qualitative method, and uses Batistella (2005) as the main theory to explain four taboo words, such as obscenity, vulgarity, profanity, and epithets. The researcher found that 22 taboo words were found in the video. Epithets are the most important taboo word found, followed by obscenity, which is the second type, which is found the most, and the final vulgarity and profanity have the same number, and the least found.

From the results of taboo words research by Kusyaman (2019). and Marbun (2020) on social media, both of them use descriptive qualitative method and research on social media Instagram, but differ in the use of research theory. The first study use two theories, Geoffrey Hughes's theory to classify of swear

words and Ljung's theory to analyze the use of swear words. While the second study uses the theory by Batistella (2005) as the main theory to explain four types of taboo words.

From all the previous studies above, the researcher concludes that there are previous studies that explain taboo words on social media including Instagram. They are analysis of taboo words in @farrahabraham's Instagram comment column and anlysis of taboo words in Tiur's video on Instagram. This research is similar to the last two previous studies above, the researcher discuss taboo words on instagram but focuses on igtv videos and use two objects that one of them is different from the previous study. In this study, the researcher used the theory of types of taboo words by Bastistella (2005) and the functions of taboo words by Wardhaugh (2006). The object of this research is the Garyvee's igtv videos.

H. Research Method

This chapter discusses about the research methodology including; research design, research instrument, data and data source, data collection, and data analysis conducted by the researcher.

1. Research Design

This research uses descriptive qualitative method. This study is classified as a descriptive qualitative method because the data are in the form of taboo words rather than numbers. According to Strauss and Corbin (2003), Descriptive qualitative research is called a type of research whose findings are not obtained through statistical procedures or other forms of calculation. In this study, the researcher tried to investigate the phenomenon of taboo words that are often used

by a motivator when providing motivation on social media. It is hoped that the results of this study can provide a deeper contextual understanding of the types and functions of taboo words commonly used by a motivator on social media including Instagram.

2.   **Research Instrument**

In this study there is only one research instrument, namely the researcher herself because the main instrument in qualitative methods is the researcher. Therefore, the researcher acts as a person who collects and analyzes the research data. To obtain this data, researcher watches and observes the videos on Garyvee's IGTV.

3.   **Data and Data Source**

Data is the utterances spoken by Gary Vaynerchuck in Garyvee's IGTV, which is consisting of taboo words. The researcher uses words or phrases used by Gary Vaynerchuck on Garyvee's IGTV. The posts are spoken in English and those are equipped with English subtitles. It is making easier for researcher to take the script. The researcher found 13 videos that have the most views. The views are from 2 million views until more than 2 million views from all his IGTV's video that he uploaded. The data source that will be used in this study is the IGTV videos on Garyvee's IGTV. The researcher found data sources from https://instagram.com/garyvee?igshid=9mk88bct4vq7.

4.   **Data Collection**

In collecting data, the researcher takes data through several steps. First, the researcher   brows   the   Garyvee's   instagram   account   in

https://www.instagram.com/garyvee/. Second, the researcher begins to watch his IGTV videos to be used as data. Third, the researcher transcribes the text that Garyvee said in the videos and checks it by comparing with the subtitles. Forth, the researcher checks the transcript by herself by watching the videos again. The last step is the researcher gives underline the transcript of utterances that contains taboo words by Garyvee.

5. **Data Analysis**

In analyzing the data, the researcher explains the taboo words in Garyvee's IGTV videos. After the researcher collected data, the researcher has several steps to analyze the data. First, the researcher classifies the properties of taboo words by Batistella (2005) such as epithets, profanity, vulgarity, and obscenity. After that the researcher explains the functions of taboo words based on 4 functions of taboo words by Wardhaugh (2006) in Garyvee's IGTV. Finally, the researcher draws a conclusion.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher explains the theories used that support the present study. The researcher explains about sociolinguistics, language and social media, the definition of taboo, taboo words, types of taboo words and functions of taboo words, and Garyvee's contents on Instagram.

A. Sociolinguistics

Sociolinguistics is the study of language in relation to society, whereas the sociology of language is the study of society in relation to language (Hudson, 1996). According to Downes (1998) Sociolinguistics is that branch of linguistics which studies just those properties of language and languages which require reference to social, including contextual, factors in their explanation.

Sociolinguistics is the study related to language settings and interactions (Eastman, 1975). It is the study that is concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and of how languages function in communication.

According to Holmes (2001), Sociolinguistic is about people who speak differently in different social contexts. It discusses the social functions of language and the ways it is used to convey social meaning. All of the topics provide a lot of information about the language works, as well as about the social relationships in a community, and the way people signal aspects of their social identity through their language.

There are some potential connections between linguistic and society. The first potential connection is that social structure may influence language structure and behavior. The support of this view is the trend in age classification of children speaking with adults; research shows that the language variants used by speakers represent things such as geographic, social or ethnic origin or possible gender; and other studies show certain social requirements highly affect specific ways in speaking, the choice of words and even the rules of speaking.

The second possible connection is directly opposite to the first language structure and behavior either affect or determine social structure. The third possibility is that it has a two-way effect: language and culture will influence each other. A variant of this approach is that the impact is dialectical. The fourth possibility is to assume that there is no relationship between language structures and that each structure is independent of each other. A variant of this possibility is to imply that although any such relationship may exist, it is too early to try to describe it, given our understanding of language and culture.

B. Language and Social Media

Social media can affect the language and culture of its users. Wherever we are and whatever we do, all activities are completed using social media such as facebook, twitter, instagram, path, etc. Almost everyone in the world uses social media. According to Lisa Nielsen (2011), social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. McCrindle (2007), states that there are

special codes used by teenagers that parents must know. He found that young people are the biggest users of advanced technology, this indicates that most of the shortening is based on youth and student culture. Like 9= Parent is watching, POS=Parent over shoulder and so on.

In the modern period social media has greatly influenced the English language with the use of a large number of neologisms, abbreviations, acronyms, numeronyms, logograms and emoticons. Crystal (2005), claims that in the 21st century the use of the software applications had changed the way people communicate. Shortenings like abbreviations, acronyms, numeronyms, logograms and emoticons got their superiority over the language used in the social media. Social media makes their presence felt as old words take on new meanings, shortening moves from written to spoken language, causing ambiguity. The results and findings of a study conducted at Khazar University among 60 respondents from various fields of study, age and gender, reveal that although shortening has a long history, nowadays, due to social media, the use of shortening has increased rapidly. and brought a new spelling style into the English language. Based on the use of abreviation by youth, examples used are LOL= Lots of Love/ Laughing out Loud, OMG= Oh My God, WTF= What a Fuck, etc.

The influence of these social media sites and platforms on our language is a true phenomenon. It has managed to alter our vocabulary, increase the number of communications we have every day and the speed at which we have them, and leave us feeling a newfound responsibility to remain connected with the world at large. In the research conducted by Marliasari (2017) on her students, the results

shown are that there are several words/slang/jargon/acronyms that they use on social media. Sometimes they talk to lecturers, parents, friends and others using such words. That is, the presentation of social media greatly changes the language of students. No matter they speak in formal or informal situations and conditions they use it intentionally or unintentionally.

Many teenagers and young adults nowadays are provided with more access to voice their opinions and feelings as well as more platforms for discussions due to the availability of numerous social media, they have become bolder in expressing their views virtually such as in the use of swear words. In order to unravel the issue of swear word use on social media among the youth, a study was conducted by Amin (2021) with the aims to determine how and why Universiti Teknologi MARA, Cawangan Pulau Pinang (UiTMCPP) students use English swear words on social media. 100 students from this university were recruited to be the respondents of the present study. It was revealed that the majority of the students prefer using language mechanics when swearing on social media and spelling swear words in full rather than using shortened forms.

C. Taboo

Taboo is something that is forbidden or avoided to be asked. The term 'Taboo' was first used by Captain Cook when he went to Tahiti in the late 18th century. The word Taboo or Tonga means an individual, object, or action that is dangerous and should be avoided (Allan and Burridge, 2006). Many people will never use these types of words, and most other people will only use them in limited situations because the taboo stems from social interactions on a person's

behavior that can cause fear, harm, and injury. According to Trudgil (2000), people in society should avoid sensitive taboos because this will result in pain, injury and anxiety.

Both taboo language and taboo behavior are prohibited because they are considered unethical in some situations. Taboo language and taboo behavior have a close relationship according to the statement that In language, taboo is associated with things that are not spoken, and certain words and expressions that are not used. To clarify this idea, according to Trudgill (2000), the characteristics of taboos relate to things that are forbidden or forbidden behavior that is supernaturally or considered immoral or inappropriate; it deals with behavior that is prohibited or inhibited in a seemingly irrational way, and every society has its own taboo words and taboo actions, (Fairman, 2009).

Taboo words relate to expressions that should not be said and Taboo actions relate to behaviors that must be avoided. some taboo actions refer to taboo words there are also actions that do not refer to taboo words. Sexual or sexual attraction to people of the same sex (homosexuality) is an example of taboo behavior, as are certain gestures that are considered obscene (gestures), showing body parts for sexual arousal (pornography), speaking negatively about someone of another race (fanatics), this is done by the Jews for religious reasons (circumcision), and so on. Some examples of taboo words include, shit, hell, fuck, damn, Jesus Christ, goddamn, ass, bitch, oh my god, and sucks. The researcher will analyze the taboo words used or spoken by a motivator, garyvee. Therefore, the researcher only focuses on taboo words rather than taboo actions.

D. Definition of Taboo Words

Overall, Taboo words can have an impact on those who hear them. People can be offended or can spur anger back which should not be mentioned in everyday conversation in the community. Taboo words also have a terrible meaning which is supported by a linguist, Diez in (Mashita, 2016), because taboo words are cruel words and inappropriate to say so they should be avoided. However, for some people, taboo words are taboo words that are difficult to understand because of the different scope of society and different values. Therefore, they argue that taboo words are words that should not be used entirely or at least prohibited in certain respectable environments or situations. To avoid misunderstandings, taboo words should not be spoken because of differences in places and values that exist in society, it is feared that taboo words spoken to anyone can cause fear and so on.

Another linguist defined that taboo words must be avoided. (Mbaya, 2002) He pointed out that a taboo word is any word or expression in a language, which is characterized by inappropriate, shocking character and lack of morality. It should be avoided to avoid harming other members of the society. Those linguists might suggest that it is important to avoid taboo words because they contain strong and vulgar language. However, when words containing sacred roles are said in the context of sacred rituals, they may be taboo. For example, words such as Jesus Christ or cursed by God are acceptable in a religious sense, such as in a church or when discussing religion. However, when they speak out on formal occasions to shock, offend or criticize other people such as Jesus Christ, they may

become taboos. You are so fucking stupid! Taboo words have similarities in culture, but they often differ from culture to culture. In other cultures, what is considered to be taboo words in one culture may become a norm; hence, in the next section, the researcher gives a brief explanation of the classification of taboo words.

E. Types of Taboo Words

In the present study, the researcher use Batistella theory in analyzing the types of taboo words used by Gary Vaynerchuck in Garyvee's IGTV. Batistella (2005) suggests four types of taboo words, they are:

1. Epithets

Epithets are brief but forceful burst of emotional language. They are more powerful in presentation (loudness or duration) and in offensiveness than other type of cursing (Jay, 1992), for example: *"Shit!, "Damn!"*. Epithet is characterized by the existence of several types of slurs, such as *bitch*. Other references that are included as epithet are connected to race, ethnicity, gender, sexuality, one's appearance, and disabilities such as *motherfucker*.

2. Profanity

Profanity is based on religious differences. Profanity refers to secularization or manifestation of ignorance of the words in a religious belief. The religious belief is not designed to degrade God, religion or holy things, but is more based on ignorance or indifference to these issues. For example, "Jesus Christ, I am tired of this". Profanity can be classified as a religious curse because it usually includes the gross use of what is considered sacred. Words belonging to

this type are *Jesus Christ* and *God damn.* According to Jay, the words or phrases in profanity are based on the church's distinction between secular and religious speech (Jay, 1992).

3.   Vulgarity

Vulgarity refers to ordinary people, "people living on the streets" or unsophisticated, unsocial, and low-educated language. For example: "*Kiss my ass!"*. Vulgarity and obscenity have the same reference, especially words or expressions that roughly include sexual anatomy and excretory function. Words belonging to this type are for example *ass* and *dick*.

4.   Obscenity

Another type of taboo is obscenity. This type is considered the most offensive type and is rarely used in public places (if any). Obscene is pertinent in nature; this expression is indecent. But obscenity is legal. For example: *"Fuck"* and *"Mother Bastard"*. Obscenity refers to expressions that are forbidden to be used in public because they involve repulsive, abominable, impolite, and abominable moral rejection, such as *fuck* and *shit* (Batistella, 2005). The difference between vulgarity and obscenity is that obscenity is commonly uttered to generate repulsive sense, impolite, and detestable to morality. The words such as fuck and shit are considered as the examples of obscenity.

F. Functions of Taboo Words

To describe the function of uttering taboo words in Garyvee's IGTV, the researcher employs a theory from Wardhaugh (2006). Below are some short definitions and examples of the functions of taboo words.

1. **To draw attention to oneself**

Sometimes people will say taboo words to attract the attention of the audience. Mc Edward (Mc Guire, 1973) explained that the speaker should gain interest by using powerful language. The connotation of this language can stimulate the audience's immediate response. Therefore, people using taboo words are considered to have the ability to attract the attention of listeners due to their powerful connotations. The purpose of these taboos is to attract one's attention. The following descriptions are examples of taboos.

> Sol: *What the **fuck** are you doing? The **fucking** car is dead.*
> Cheddar   : *I told you not to be a stupid **fool.***

In the conversation above, Sol tried to get the attention of his friend because he felt that his friend was worried that he would be arrested by the police. Therefore, he said loudly to his friend: "What the fuck are you doing?". In order to draw attention so that his friend can calm down. People use power to issue taboo words and use powerful language to attract the attention of the audience. The meaning of these words can stimulate the audience's immediate reaction, for example*: Hey, you son of a bitch!*

2. **To show contempt**

The use of taboo words in a conversation between two people may also indicate contempt. According to the Oxford Advanced Learner's Dictionary (1995), contempt means that he feeling that somebody/something is without value and deserves no respect at all. Here is an example:

> *Cheddar: I told you stupid-ass nigga not to be doin' that shit.*
> *Sol: That rifle is not mine. I don't want to go to jail*

In the dialogue above, it is clear that Cheddar's use of the taboo word ass nigga showed contempt because he was angry with Sol. Cheddar believes that Sol brought a rifle, which is not actually his property. The taboo word "*nigga*" is another form of the word nigger, which means to insult the black race. People utter taboo words to insult the addressee because they think that somebody or something is completely worthless and cannot be respected, for example*: You're just retarded kid.*

3. **To be provocative**

The function of taboo words also includes provocation. When someone utters a taboo word, he or she may intentionally provoke certain responses, such as aggression or anger from others.

> *Jimmy: I told you not to fucking sign me. Damn.*
> *David: You want to fight with me now, don't you?*

In the conversation above, Jimmy was angry with David because he signed Jimmy up to rap battle without his permission. Jimmy was annoyed by David's actions, so he uttered the word "fuck" to provoke David's anger. David seemed very angry, he wanted to fight Jimmy. In this conversation, Jimmy successfully aroused David's anger.

Taboos can cause certain reactions from the audience, such as violations or anger. When the response meets the speaker's expectations, the taboo is considered to be successful, for example: *Hey, stupid ass! Want to fight me back huh?*

4. **To mock authority**

When people are dissatisfied with public images such as an institution or government, they use taboo words. Obscene words communicate significant hatred of societal order, rebellion against power, and disrespect for sacred things (Rothwell 1973). In other words, to express disappointment with the reality that is different from what was expected, people will use taboo words. Therefore, some people may prefer to use certain taboo words aimed at mocking the authorities to show their distrust of government matters.

Here is an example:

> *Hoot : Once that first bullet goes past your head, politics and all that shit just goes right out the window.*
> *Steele: I just want to do it right today.*

Hoot is very fed up with the political situation and things related to it, that's why Hoot said the word shit in the conversation above. He also did this because he was really disappointed in the political situation, so he emphasized it with the word shit to ridicule the political situation in his country.

G. A Motivator, Garyvee

When giving motivation, it is very important to be careful in choosing words when speaking, because the language that is usually used to provide a motivation is polite language. For a motivator, the choice of good words is a natural thing to happen when conveying a motivation to other people, especially to people who are not known, such as when you are a speaker in an event or other. But not all motivators pay attention to this.

Generally a motivator has a lot of listeners. Especially when providing motivation not only in the real life but also in online world such as social media. Even on social media, people don't only consume videos personally, but also share the videos that they have watched so that other people can watch them too.

According to Webster, motivating means the act or process of giving someone a reason to do something: the act or process of motivating someone, a state of being eager to act or work; motivated condition; the power or influence that causes someone to do something. In this case, when a motivator speaks using taboo words, he is worried that the audience will follow what he does or says, because a motivator is a public figure. According to Guvendir (2015), the research on sex differences in terms of the use of strong swear words show that males have the inclination to utter strong swear words and to display aggressive actions more than females. Taboo words also considered as aggressive behavior related to emotional expression (Jansachewitz, 2008). Therefore, in this study the researcher examined the taboo words used by a male motivator named Gary Vaynerchuck aka Garyvee.

Gary Vaynerchuk is a Belarusian-American entrepreneur, writer, speaker, and Internet personality. He is the co-founder of restaurant reservation software company, Resy, and Empathy Wines. Gary Vaynerchuk is a serial entrepreneur and serves as Chairman of VaynerX and CEO of VaynerMedia. Gary is considered one of the next global leaders in culture, relevance and the Internet. He is known as "Garyvee" and is known as one of the most visionary business thinkers-he is aware of trends and patterns as early as possible to help others

understand how these changes affect the market and consumer behavior. Whether it's emerging artists, e-sports, NFT investment or digital communication, Gary knows how to bring brand relevance to the forefront. He is a prolific angel investor, early investing in companies such as Facebook, Twitter, Tumblr, Venmo, Snapchat, Coinbase and Uber. Regarding how he can curse so much in front of the public, he was once asked in a video and the answer was "because I only believe in authenticity, it's how I talk". So Gary often curses so much because he is used to talking using taboo words in everyday life, he just wants to be himself wherever he is.

IGTV is one that Gary uses to create content that he shares openly to the public, some of the content he creates, such as motivational content, podcasts, sharing about his life and his opinions on something wrapped in themes. One of the motivational contents that Gary created is about self-improvement. Like how to live life, make peace with life, improve the mind-set about life, which means personal life and social life. In this case, Gary also often motivates other entrepreneurs to grow in their business. Gary's motivation in general also advises people to choose a job that suits their wishes, not choosing a job because it is only based on what other people say, so that people can enjoy their work without pressure. According to Gary, profit in life is happiness. Gary's podcast and sharing content often invites public figures, entrepreneurs, and other great people to share their experiences and knowledge with Gary and Gary's audience in general.

Basically, everyone has a different opinion on something, there are those who like it and some don't. But for the contents created by Garyvee, the majority

of responses from people who see it are positive, even supporting Garyvee to continue to create motivational video contents. A few people who commented on Garyvee's IGTV videos also tagged their other friends to participate in viewing the content that created by Garyvee.

CHAPTER III

FINDINGS AND DISCUSSIONS

This chapter elaborates the research findings and discussions. The findings were projected to answer the two research questions about the types and functions of the taboo words, while the discussions provide an in-depth explanation of each finding to find out the theoretical framework that is presented by the findings.

A. Findings

The data were taken from Garyvee's igtv videos that contain taboo words. After collecting the data and labeling the taboo words, there were 36 data found from a total of 13 videos. Each of the data will be analyzed based on the types and functions of the taboo words. There were 36 data categorized into three different types and three different functions. 33 of the taboo words were categorized as obscenity, 2 were categorized as epithets, and the rest is categorized as profanity. Meanwhile, 29 of the data are classified to the function to draw attention, 6 of them are used to show contempt and the rest is used to be provocative. Each of them will be displayed based on each category and they are displayed per sentence, which made 36 data in total. Meanwhile, the elaboration and the relation to the existing literature are delivered in the next sub-chapter.

1.   **Types of Taboo Words**

In this section, the researcher elaborates each of the datum and explains by the types of the taboo words.

a.   **Obscenity**

Obscenity is a type of taboo word that is referred to offstage topics that have to be avoided (McIntosh, 2020). It could mark unusual gender identity, yet it could also bond people in joking relationship. These words are usually related to sex, excretion, oral, anal, or genital functions. Some of the words that appear under this category are even a classified as a common utterance in a certain social group, such as *fuck* and *shit.*

> **Datum 1**
> *G: Create a product that has some **fucking** (**1**) value to somebody besides you.*

The sentence in Datum 1 is taken from the third video titled "If another fucking 24 years old tells me, *'I'm going to be a millionaire by 30!'*". The speech was delivered as a motivational financial advice where Gary stood up in front of audiences on a stage, which is a common thing that he has been doing all this time. In Datum 1, the word *fucking* is identified as an obscene taboo word that describes the noun *value.* It is literally mean *having sex* and referring to a sexual activity, which is supposed to be private. However, in this case, it is used to describe a noun, making it counted as an obscene taboo word. Based on the tone of the sentence and the context of the speech, the connotative meaning presents a

positive meaning, even though the literal meaning of *fuck* is somehow negative and points out a sexual activity.

The sentence that came before or after the Datum would explain the tone and the connotative meaning of the taboo words used in the Datum. As for Datum 1, Gary continued his speech by saying, *"Work hard, put out information that is interesting to consume, so they become aware of that good product that you worked hard for and miraculously in 11 years you might have a nice business".* At this point, the researcher found out that the adjective *fucking* is used to refer to something valuable, thus it has to be interpreted as *important value,* thus the interpreted sentence has to be: *create a product that has some important (valuable) value to somebody beside you.*

Datum 2
*G: We want it **fucking** (**2**) fast.*

Datum 2 was taken from the same video with Datum 1. In this case, the identified taboo word is *fucking*. This taboo word is used to describe something that is extreme and super. In other words, it is used to replace the word *very* or *really* which, in metadiscourse, is marked as an intensification of the modified part of speech. This intensification strategy is used to mitigate the illocutionary force of speeches (Ng & Bradac, in Meyer, 2001). Since it reflects the literal meaning of *sex* as something that is supposed to be private, it can be categorized into obscenity.

Datum 3
*G: I **fucking** (**3**) actually love it.*

Data 2 and 3 were coming from the same video. Both contained the same taboo word: *fucking* which connotatively means *very* or *extremely,* that is replaced

by a word that literally refers to a sexual activity, which is why it is categorized as an obscene word. However, the word *fucking* acts as modifier to a different part of speech. In Datum 2, *fucking* which denotatively refers to an erotic activity is used to describe the adjective *fast*, while in Datum 3, it is used to describe the verb *love* that comes after another adverb *actually*.

Considering the sentences that came before and after the speech, *fucking* in Datum 2 is showing a positive tone. It came right after Gary said: *"We need to figure out what the next big thing is…We need to jump on the next thing. We want it fucking fast. Everybody wants it so fast."* The word *it* referred to *the next big thing* that is related to the *important value* delivered in Datum 1, which was also toned positive. Furthermore, the sentence *we want it fucking fast* is straightly built up with the same structure as *everybody wants it so fast*. Therefore, it is justified to say that the word *fucking* is the replacement of *so* which means *very, really,* or *extremely* that indicates the intensification of *fast* as the modified part of speech.

Meanwhile, Datum 3 came after Gary said: *"Not because I don't like the ambition and bravado. I fucking actually love it. I live it, I love it,"* which explains that the word *it* referred to *ambition and bravado*. This word is also considered to have a positive implication as it highlighted the two positive objects: *ambition* and *bravado*. The word *fucking* is also used to modify the verb *love* which tends to be positive. At this state, since *fucking* might be considered to replace *really*, it means that Gary used double adverb since it was continued with the word *actually*—which also intensify the discourse. This finding indicates that

fucking as a means of intensification might provide a new variation in the syntactic structure of the sentence.

Datum 4
G: If another **fucking** (**4**) *24 years old rolls up to me and says,* "I'm gonna be a millionaire before I'm 30!" *I'm gonna punch them in the throat.*

Datum 4 also comes from the same video as the previous data. The obscene taboo word *fucking* in Datum 4 used in the same position as that of Datum 1, it is as a modifier of a noun. However, in this case, *fucking* is used to modify a person, or in other words, put an indication and attribute to a person that is a *24 years old*. In contrast to the word *fucking* in Datum 1, the implication of *fucking* in Datum 4 might be considered negative, as it leads to indicate a negative activity that Gary would do to that person since he said: *"I'm gonna punch them in the throat."* It means that Gary considered that the behavior or the act that the 24-years-old does is something negative that annoys him. Therefore, in this case, the adjective *fucking* would be referred to someone that acts bad and annoying. It is categorized as the obscene taboo word because it literally means something erotic.

Datum 5
G: Let me promise you something super real as **shit** (**5**)**.**

Moving up to the last Datum in the third video, Gary used the word *shit* that acts as the object in the structure of an adjunct in the sentence. In Merriam-Webster Disctionary, *shit* might be represented as either vulgar or non-vulgar. As a vulgar word, it is also known as feces or excrement or an act of defecation. As a non-vulgar word, it is used to explain something nonsense, crap, or inaccurate such as bullshit and lies. Moreover, it can also be used as an interjection in an

unfortunate condition, such as: *shit! It was hurt!*. Nevertheless, the use of *shit* in this sentence did not refer to any of those negative meanings, as seen in the sentences that come right before and after: *"We have to put all our money into the next cryptocurrency because we're gonna make a million dollars in a week… Everybody wants it so fast. <u>Let me promise you something super real as shit.</u> Anything that comes real fast is a problem. And so, the question that I want to know is why you want it so fast. That's the real game."*

The sentence was related to Datum 4 which was also indicated as a positive tone. In this context, *as shit* is used in a similar structure as *as fuck* which means something that is extreme to some extent. Therefore, it acts as an adjunct that emphasizes the phrase *super real* or says *super super real* or *extremely real* in the literal meaning.

Datum 6
*G: I don't give a **shit** (6).*

Datum 6 is taken from the fourth video that was titled *"I've been doing this for 1 year but can't get people to 'BUY IN'"* where Gary stood up on stage and had a conversation with someone who was looking for his advice. *Shit* was the only obscene taboo word that is found in the video. In this case, *shit* acts as the object of the sentence. According to Cambridge Dictionary, objects are commonly noun phrases, which also means that the word *shit* is also used as a noun and this phenomenon is the most typically found in the data. Nonetheless, the use of *shit* in this case has the same position as *fuck* in an English slang: *I don't give a fuck.*

I don't give a fuck has been considered as a slang word that might be used in the internet with a public context (Sabri et al., 2020). *Fuck* in this case is

referred as *care*, which makes the sentence literally means: *I don't care.* Considering the conversation that Garyvee took, this meaning also fits in the *shit* in *I don't give a shit.* The conversation went as follows.

> *A: My question is because I devour your content—*
> *G: Thank you.*
> *A: My question is, one time you said you should pitch to your industry and I've tried that.*
> *G: How many?*
> *A: 20. I've only had the idea for a year—*
> *G: I don't give a **shit.***
> *A: So my question is, should I go shot-gun approach?*

Considering the flow of the conversation, it could be indicated that the *shit* used by Gary in this context implies something negative: that he does not care or that he does not pay attention to whatever the audience asked him. Besides, it was also used to interrupt the audience that he did not continue his explanation about his idea. The same structure also happens to the following data, yet each of them indicates different tone.

Datum 7
*G: I'm talking about real **shit** (**7**).*

Datum 7 and 8 were taken from the seventh video. It was titled *"Next time someone calls you ugly, do this"* and there were 6 different taboo words found in the whole video. *Shit* in both of the sentences is classified as an obscene word that acts as the object of the sentence. The *shit* in Datum 7 spits a similar tone to Datum 5 where *shit* is integrated with the word *real* and they modify each other. In other words, while *shit* in Datum 5 describes *super real,* in Datum 7, *real* modifies *shit* which becomes a noun in the sentence. The sentence that came before Datum 7 was: *"So when you feel exactly like you just talked about, I think you should make pretend that your parents died in a car accident. <u>I'm talking</u>*

about real shit. *I'm talking about really imagining, like the things that would make you cry,"* said Gary.

The video also happens to be Gary with one of his audience who asked for his advice. In this occasion, the audience said that she was disturbed with people's opinion on her appearance, which is also why the title sounds *"when someone calls you ugly."* Similar to Datum 6, *shit* in this case tends to refer to something negative. It might refer to *a bad reality* that would *make you cry.* Through the whole speech, the *bad reality* is referred to anything that someone will never want to happen, such as *a car accident.*

> **Datum 8**
> G: *Like, let it set in, because what happens then is when you go on your normal day, that other* **shit** **(8)** *is* **fucking** **(9)** *trivial.*

> **Datum 9**
> G: *Like, everyday I've got* **shit** **(10).**

Datum 8 and 9 were uttered under the same context under the same video, where Gary said: *"…instead of dwelling, you are making your own content, so you're on offense instead of defense… Wanna make pretend like I do, multiple times a week, like, sit there, and almost meditate like:* 'Oh my God, this person died. I'll never see them again'. *Like let it set in, because what happens then is when you go on your normal day,that other* **shit** *is* **fucking** *trivial… Michelle, I think about it every day… Like, every day I've got* **shit.***"* The *shit* in this case refers to the comments that people create on the internet to offense and/or attack Michelle—which Gary also experienced as he said *I've got* **shit.** In this case, Gary asked Michelle not to think about it, since this thing is **fucking** *trivial.*

According to Merriam-Webster Dictionary, *trivial* refers to something not really worthy or less important. By putting on *fucking* which acts as the modifier of *trivial*, the phrase would be literally meant as: *extremely not important.* In this case, *fucking* also appears to be the intensification of *trivial* that becomes a strategy to highlight the unimportance of the offense that Michelle, the audience, has to ignore it for the sake of goods. On the other hand, the position of *shit* are both placed as the object, which in both Datum 8 and 9 referred to the same meaning that implies the adjective phrase, *fucking trivial,* also practically modify the *shit* in Datum 9 and makes it toned negative. Since *fucking* is literally referred into something private related to sexuality, once it is out to the public, it is categorized as an obscene word which is defined so.

Datum 10
> *G: Every 20 minutes, you spend on crying about Rick Thompson says you look* **shitty** **(11)***, is 20 minutes you could be FaceTiming your grandma.*

A new taboo word appeared in Datum 10. It is derived from the word *shit* which tends to be either a noun as an adjunct (in Datum 5) or a noun as an object (in Datum 6-9). *Shitty* appears to be an adjective with an addition of *–ty* as a derivational suffix that changes the part of speech, from a noun to an adjective that modifies the object *you.* The meaning of the word *shitty* tends to be negative in this case, since the context of the discussion was where Michelle worried about how she looks, and it was also directly explained in the title. Therefore, *shitty* could be referred to *ugly,* thus the sentence could literally interpreted as: *Rick Thompson says you look ugly.* However, even though the meaning of *shitty* alone tends to be negative, the whole sentence provided a positive tone where Gary

emphasizes that whatever Rick Thompson said about Michelle being ugly is a *trivial shit* (related to the previous data). As a result, the use of the taboo word will not be interpreted negatively under this circumstance.

Datum 11
*G: Like, I always do this, like, on the day when you got your nastiest fifty comments on TikTok, you're getting a phone call from your mom crying that your grandma died, how much do you give a **fuck** (12) about TikTok?*

The word *fuck* in Datum 11 is classified as an obscene word that goes in line with Datum 6—it is used in a slang utterance. *I don't give a fuck* has been a common utterance that also appears as a general public's utterance in the internet, as it is represented as: *IDGAF* that has been studied in the literature (Napitu &Suhardianto, 2019; Ramadhani, 2019). In the sentence, Gary flipped the slang into a question directed to Michelle, which makes it interpreted as: *how much do you care about TikTok?*. The tone of the *fuck* alone might sound negative, but with the whole context where Gary lead Michelle to think positively and ignore the negative comments on her, this question containing a taboo word is presented as a positive outcome. The same case also happens to Datum 12 and 13 with a different taboo word.

Datum 12
*G: This is how you see the **fucking** (13) world.*

Datum 13
*G: And I want you to be where I'm at, badly. Michelle, they don't **fucking** (14) matter.*

Both Datum 12 and 13 were taken from the same video where Gary tried to give an advice directly to Michelle. Both of them contain the word *fucking* as a gerund modifier to the noun and verb that comes after. In Datum 12, Gary uttered

the statement after saying: *"And all of a sudden, next thing you know, next thing you know, this is now your new life. <u>This is how you see the **fucking** world</u>. Please practice that."* This sentence is related to Gary's advice to ignore the *trivial shit* in Datum 8-9. Since it is uttered as a part of his motivational speech, the word *fucking* that modifies the noun *world* might be interpreted positive. It is a different case with Datum 13 where *fucking* is used to modify the word *don't—matter* which indicate that something is not valuable or important (referring to *bad comments/bad people* as *they)*. Nevertheless, the context of the discussion and the interpretation of the whole context make the sentence tones positive—as an advice.

Datum 14
G: You know, a lot of people ask, "How much do you sleep?" *and my answer's six, seven, or eight hours, and it **fucks** (15) with people, right? Cause they think I'm sleeping like an hour.*

Datum 14 was taken from the 8th video titled: *How many hours do you sleep?*. In this speech, Gary talked about how people mistakenly take his sleeping behavior where they think that Gary does not have a proper sleeping schedule— while he actually does. The taboo word found in the speech was *fucks* that is derived from the noun *fuck,* which is referred to a sexual activity and categorized as an obscene word

According to Merriam-Webster, *fuck* as a verb can be classified into intransitive verb and transitive verb. As an intransitive verb, *fuck* refers to something obscene that is closely related into sexual activities. It can also be referred to *making a mess* and is usually used with the word *with* after, such as:

fuck with us which means *messing with us.* Meanwhile, as a transitive verb, *fuck* means to express anger, disgust, or contempt, as well as the synonym of *cheat* and *screw.* Seeing the whole context, where *people* in this case has mistakenly think of Gary's behavior, the *fuck* that is used refers to the transitive verb where Gary tried to express that there is something wrong with people that makes him feel disgusted—since *it* as the subject refers to his answer (*six, seven or eight hours* of sleep).

Meanwhile, similar to Datum 12 and 13, the taboo word in Datum 14 is classified into the function to draw attention. However, rather than being interpersonal and triggering the audience to give a response, Gary tried to be provocative and highlighted his opinion by saying: *it fucks with people, right? Cause…* which implies how he wants the audience to pay attention of his opinion and take it into account. The word *right* that is put as a question explains how Gary expected the audience to be in the same opinion as his and his statements are acceptable. Therefore, this drawing attention function is not merely interpersonal, but also provocative, and it is not used to draw attention to his presence, but it is more into his argument.

Datum 15
*G: My big thing is people complain, and people talk **shit** (16) and*
if you do either one of those two, I need to see you working.

Another Datum taken from the 8th video is the use of *shit* as a noun. *Talk shit* as a phrase has been use widely as slang utterance. It refers to varied type of derogatory language that is perceived as a trash-talk or worthless, insignificant utterances. It can be used to refer to an entity, mostly people or even organizations (Betches, 2013). The use of this phrase will always be negative and it also implies

a mock to another person's statement since *talking shit* also means anything someone's talking about is in a poor quality (The Daily Dot, 2016).

Datum 16

G: But for so many people, like why so many of you are here, if you're hungry for something, I hope you understand that you're hungry to have this or have great **shit** (17) *or you're gonna buy the Maple Leaves or talk* **shit** (18) *like that, you have to* ***fucking*** (19) *work.*

Datum 16 was the continuity of the speeches uttered in Datum 14 and 15. There are two words found in Datum 16: *shit* and *fucking*. Each of them can be literally interpreted as an erotic word that explains sexual activities, making them counted as obscene taboo words. The first *shit* in *great shit* is used as the head of the noun phrase where *shit* is modified by *great*. Meanwhile, the second *shit* in *talk shit* is used as the object complement of a verb *talk*. The tone of both also implied differently. While the *great shit* sparks a positive tone, since *shit* is referred to something needed and something that one wants, the *shit* in *talk shit* implies a negative tone as it was also explained in Datum 15. On the other hand, the taboo word *fucking* becomes a modifier of *work*. Even though the word *fucking* might have no fixed meaning that makes it act as an adjunct, it is somehow intensifies the verb and implies the importance of Gary's suggested action to the audience: *to work*.

Datum 17

G: But if you're ***fucking*** (20) *grinding, and you need a day to be with your boyfriend or girlfriend or your family or just* ***fucking*** (21) *veg out, that's fine.*

Datum 18

G: Like, I don't know, I have a friend that makes $42,000 a year work nine to five and are ***fucking*** (22) *pumped.*

Both Datum 17 and 18 were taken from the 8th video. In this video, Gary tried to portray some advices and put some examples, such as the activities that are advised to do (Datum 17) and an example of a real experience (Datum 18). The taboo words found in Datum 17 are both modifying the verbs that come after. Nonetheless, the two cases imply a different tone. *Grinding* as a slang word refers to working excessively hard, or according to Oxford Dictionary, it refers to something oppressive and endless as an adjective. Gary makes this condition intensified by adding *fucking* which means *very* or *really.* Therefore, the whole phrase can be interpreted as: *if you're working too hard.* Meanwhile, the phrase *veg out* in slang language means *chilling* by doing some easy-going activities, such as watching the television. As seen in the whole context, there is an opposite tone between *grinding* and *veg out.* Therefore, even though *fucking* is used to intensify verbs, the tone that was delivered is different. It implies the idea that even though *fucking* might sound naturally negative, it can also be used to emphasize something positive.

The same case goes to Datum 18 where Gary emphasized how working nine-to-five has made his friend feel *extremely pumped.* According to Merriam-Webster, *pump* as a verb means to excite, to push or cause a move, or to transport. In other words, it implies a positive to neutral tone. However, the context of Gary's speech says differently. The *pump,* in this case, could be interpreted negatively as he put *fucking* which might mean *excessively* or *too much.* Therefore, the taboo word added a tone and explains the certain meaning of the

verb, thus the phrase can be interpreted as: *excessively pushed (employed too hard).*

Datum 19

G: *When you don't buy **dumb shit** **(23)**, that money stays in the **fucking** **(24)** bank, and you can do something with your **fucking** **(25)** life, instead of having a new pair of **fucking** **(26)** off-whites.*

Datum 19 was taken from a video titled: *stop buying dumb shit.* The video started with Gary's prologue where he stood on a stage and Datum 19 was his prologue. The idea of the whole speech was to motivate the audience to spend their money less and save them, instead of buying useless things.

There were 2 kinds of taboo words that occur 4 times in the whole sentence: *dumb shit* and *fucking*. The first taboo phrase: *dumb shit* is categorized as an obscene word since it mentions *shit* which indicates something sexual and it is supposed to be privately talked about. In this sentence, it is used to refer to *useless thing* as this phrase also complements the verb phrase *stop buying* which indicates a motivation or trigger someone to oppose the object. Meanwhile, the word *fucking* literally means a sexual activity, which makes it categorized as an obscene taboo word. It occurs three times in the sentence as a gerund, and each of them is used to intensify the nouns that came after.

Datum 20

G: *If you spend money on **shit** **(27)** you don't need, you're going to lose.*

Datum 20 came from the same video as Datum 19, but a new setting where Gary wore a different top after the prologue (Datum 19). Therefore, the researcher assumed that both data were coming from different videos with different settings, but both of them contain the same idea to deliver. While Datum 19 came for a

different context, Datum 20 and 21 were delivered under the same setting with the same word found: *shit* which literally means something related to sex in a vulgar way.

The meaning of *shit* in Datum 19 and 20 are toned negatively. In Datum 20, *shit* is clearly presented as something unnecessary that *you don't need.* Therefore, Gary tried to portray *shit* as something that is supposed to be left and ignored. Meanwhile, in Datum 20, *shit* is also referred to something negative or anything bad in general since the sentence that comes right after was: *"I was 33 years old and I was renting, because I was saving cash to go on the offense."* Therefore, it is just clear enough that *shit* is referred to something trashy, bad, and worthless.

Datum 22
G: *And so before you try to figure out the hook or the secret, or I'm gonna give you some* **fucking** (**28**) *secret to do on* **fucking** (**29**) *instagram, before you think about that, go home and look at your* **fucking** (**30**) *credit card bill and stop buying* **dumb shit** (**31**).

There are 3 *fucking* appeared in Datum 22 act as the adjective of different nouns. *Fucking* is related to a sexual and erotic activity which is supposed to be private, which is why it is categorized as an obscene word. However, it is a bit vogue to explain whether each of the taboo words implies positive or negative tone. If we see the whole context, they must be interpreted positively since Gary tried to suggest the audience to do a certain thing that might save their cash. They cannot be translated as *very, really* or *excessively* since it does not act as an adverb, rather be an adjective instead. However, the use of *fucking* intensifies each of the nouns and make it seems either cheaper or more important.

For instance, the use of *fucking* that modifies *secret* (which refers to this suggestion that Gary made) makes the *secret* sounds necessary and a must-heard advice from Gary. Meanwhile, the nouns *instagram* and *credit card bill* are made to be interpreted as something negative or cheap. *Instagram* is made to be the antagonist that supports people to keep buying unnecessary or worthless things. Meanwhile, to make the audience come to their senses, Gary emphasized the *credit card bill* with the adjective *fucking* to make them realize how bad it looks— thus they have to avoid *buying dumb shit.* Therefore, the use of *fucking* is made to intensify the noun and make it either looks really necessary or the other way around, yet in the end, it leads into a positive advice.

The other taboo phrase that came after was *dumb shit.* It can be used as a swear word as an expletive swearing (Kristiano, 2018). However, in this case, it is used as the object of the sentence that is referred to something unnecessary and worthless that people have to avoid. *Dumb* literally means stupid, while *shit* means something unnecessary. Hence, when both words are combined, *dumb* becomes an intensification strategy to make *shit* looks more extreme, thus it can be interpreted as something that is *extremely unnecessary* or *very worthless.* By emphasizing this object, Gary has also intensified his advice and it might be perceived as a strong or a must-do suggestion for the audience.

Datum 23
*G: What the **fuck** (32) is karma?*

Datum 23 was taken from the 11th video titled: *Nice guys don't finish last.* In this speech, Gary talked about the common social perception when people think that whoever is doing well will receive well. *What the fuck* as portrayed in

Datum 23 is also considered as English swear words that have been commonly used either in direct or indirect social interactions, such as in social media that abbreviated as *wtf*. This expression can be used as an exclamation to express how someone is shocked or surprised.

In Datum 23, *what the fuck* is used to begin a question and to ask the meaning of *karma.* In this case, Gary tried to portray that his definition of *karma* might be different and is not as theoretical as what people have been talking about. It can be proved that he opposes the idea of expecting something good in return (if someone is being a nice guy) in the end of the speech, he mentioned that: *you can't live by giving without expecting anything in return, and then knowing. I always tell people karma is practical.* Therefore, it can be implied that *what the fuck* can be used to assert the opponent stance of a particular statement as what Gary did.

Datum 24
*G: This is what's so **fucking** (33) me up about our culture right now.*

The use case of taboo word *fucking* in Datum 24 is somehow similar to the other cases in different data where *fucking* is used as a verb. Nonetheless, it might share a different meaning with the other data. The *culture* that Gary talked about referred to the common perception in society: "*Doing the right thing is always the right thing. That is actually human work. It's why we're still here. Human are inherently phenomenal. <u>This is what's so **fucking** me up about our culture right now.</u> People are so confused right now, cause there's so much political tension, there's so much anger, and there's so much stuff going on in our world pre-COVID that people super confused.*" *Fucking* is used to explain the act of *messing*

up, confusing, disgusting, or any word that implies disagreement or opposition toward another person, thus it tends to be negative in this case.

Obscenity is the type of taboo word that was mostly mentioned by Gary in his speeches. There were 33 taboo words in varied sentences in 7 different videos that were taken as the data. Most of the words mentioned were based on the word *fuck* and *shit.* Both of these words could also be categorized into vulgarity, since they were literally directed into sexual activities. However, there is a slight difference between these two categories—that is in terms of prurience (Masitha, 2016). This difference has also been clearly highlighted in Merriam-Webster Dictionary, where obscene words are referred to taboo words that might be offensive, yet regarded as taboo in polite uses. Meanwhile, vulgar words tend to be morally crude, as Jay highlighted in Doyle (2009) that vulgar taboo words tend to be the raw expression of street language (in Masitha, 2016).

The 33 data were categorized into obscenity, instead of vulgarity, because a word such as *fuck* and *shit* are considered socially accepted, and is a common spread in an English country like the US—where Gary also came from (Kirk, 2013, in Fjeld et al., 2019), even though it might be considered taboo in different social context in varied countries.

b.   **Epithets**

The second type that was found in the data is the epithets. Some words that are referred as epithets are the types of slurs, such as *bitch* and *fag*, or any insults related to gender, sexuality, ethnicity, disabilities, or appearance (Anggita, 2015).

Compared to obscene taboo words, epithets were less to found in the data, as it is also not commonly used as much as obscene words. There were only two data found within 13 speeches as elaborated below.

> **Datum 25**
> *G: I'm like,* "No, **motherfucker (34),** sleep's important."

> **Datum 26**
> *G: And are the peeps getting ansty around you like,* "Hey, **motherfucker (35),** do one!"

The word *motherfucker* in Datum 25 was taken from the 8th video where Gary talked about his sleeping behavior and how people wrongly take his behavior. The taboo word is literally related to sexual activities, yet it is used as a word to call out annoying, disgusting, or wrongful people, community, or organizations. *Motherfucker* in this case is used for people that have mistaken his behavior, as Gary began with: *"I sleep six, seven, or eight hours a night. Everyone's like,* "You only sleep what, three hours?" *I'm like,* "No, **motherfucker**, sleep's important." From the whole sentence that began the speech, Gary tried to express how he is in the opposite stance and prove that those people were wrong and mistook his behavior.

Meanwhile, the *motherfucker* in Datum 26 was taken from the 12th video titled: *Why McConaughey turned down $14.5 million?*. It was not a speech, but a conversation between Gary and McConaughey. In contrast to the previous use case of *motherfucker* in Datum 25 where Gary directly called out the people as *motherfucker*, in this case, Gary used *motherfucker* to ask McConaughey whether people did him so. The whole conversation went as figured out below.

> *M: And I went off back down to Texas and hit out and called my agent and money people and everything said,* "I'm not doing this anymore." *20 months, nothing, no work.*
> *G: 20 months?*
> *M: About. 20 months.*
> *G: And are these peeps getting antsy around you like,* <u>"Hey, **motherfucker**, do one!."</u>*?*

Nonetheless, the different use of this taboo word does not change the meaning, even though it is used when Gary positioned himself as the people or peeps who came towards McConaughey

c. **Profanity**

Profanity can be classified as a cursing that refers to something religious, and it usually includes the foul-mouthed use of anything considered sacred (Batistella, 2005, in Anggita, 2015). In other words, it is defined as the use of taboo words or curse word that contains spiritual meaning. In the whole data, there was only one Datum found as follows.

> **Datum 27**
> *G: When you realize,* **"Holy fuck! (36)** *He's right! 100 hours, maybe."*

The Datum above was taken from the 7th video where Gary had a talk with Michelle, an audience, who cried over people commenting her appearance on TikTok. In this case, Gary used *holy fuck!* as an exclamation as if Michelle comes into her realization that anything that she has been crying for has wasted her time—as presented later: *100 hours.* The word *holy* literally means something sacred and spiritual, yet when it is combined with the word *fuck,* it becomes a phrase that is used to express a shock, surprise, or even excitement. Therefore, the meaning of *holy* as something sacred has been shifted as it is combined with an

obscene taboo word: *fuck.* Therefore, this Datum can be classified as a fusion of both obscenity and profanity.

Table 1: The Percentage of The Types of Taboo Words

No.	Types of Taboo Words	Frequency	Total	Percentage
1	Obscenity (examples: *fucking, fuck, shit)*	33		91.6%
2	Epithets (example: *motherfucker*)	2	36	5.6%
3	Profanity (example: *holy fuck!)*	1		2.8%

2. **Functions of Taboo Words**

This section provides an elaboration of each of the taboo words functions. There are three functions found in the data, they are: to draw attention to oneself, to show contempt, and to be provocative.

a. **To be provocative**

According to Farisi et al. (2019), to be provocative means that the speaker is intended to provoke a certain response from the audience. It was a bit vague to tell whether it is used to emphasize and highlight the speech (which makes it interpersonal).

Datum 1
*G: Create a product that has some **fucking** value to somebody beside you.*

Datum 1 was taken from the third video titled: *if another fucking 24-years-old tells me* "I'm going to be a millionaire by 30!". The function of the taboo words that Datum 1 is classified to is the provocative function. Furthermore, seeing the context of the speech where it is used to motivate others, the word

fucking is classified to be provocative and provoke the audience to follow the advice. At this point, since Gary emphasized the importance of the *value,* the audience will be more convinced and the use of the positive taboo words makes the speech more impressive.

b.   **To draw attention to oneself**

The first function of taboo words is to draw attention to oneself. This function is intrapersonal, meaning that the taboo words under this function are used to emphasize the speech with a strong word choice that might be offensive. Furthermore, to draw attention also means that the speaker intends to make the counter-speakers or the audience to focus on their speech and gained their attention with a strong connotation (Rahmayani & Fitrawati, 2018). Here, the researchers took some examples from the data in the findings to categorize them into their functions.

Datum 2
G: We want it **fucking** fast.

Datum 2 and 3 were taken from the video titled: *If another fucking 24-years-old tells me* "I'm going to be a millionaire by 30!" where Gary stood in front of a lot of audience and motivate them. In Datum 2 and 3 are classified into the same function: to draw attention to oneself. In Datum 2, the word *fucking* is merely used to make the adjective stronger and replace the intensification of the adjective to highlight the importance.

Datum 3
G: I **fucking** actually love it.

On the other hand, Datum 3 which was taken from the same video contains the same word: *fucking*. This taboo word is intended to speak up about Gary's personal feeling. It expresses his feeling and emphasizes his perspective that the audience also needs to pay attention to, this is why both data are classified to draw attention to oneself.

Datum 5
*G: Let me promise you something super real as **shit.***

Datum 5 was taken from the same video with Datum 2-3 which were categorized to draw attention to oneself. In Datum 6, Gary tried to highlight *something* that is very important and very real. *Shit* in this case is used to intensify the reality and importance of the subject, which makes the audience consider this as what Gary expected them to.

Datum 6
*G: I don't give a **shit.***

Datum 6 was taken from a video titled: *I've been doing this for 1 year but can't get people to "BUY IN".* Even though it came from a different video with a different context, the word *shit* that is found in Datum 6 s categorized into the function to draw attention to the self. At this point, Gary tried to highlight his feeling as if it is something that has to be taken into account by the audience. He did not care/pay attention and the audience should understand that he did.

Datum 7
*G: I'm talking about real **shit.***

Datum 7 was taken from a video titled *Next time someone calls you ugly, do this.* This video is intended to be addressed to one of the audience called Michelle who felt insecure about her looks, yet it might be also perceived by

public in general. Datum 7 contained an obscene taboo word: *shit* that is classified to draw attention to oneself. The word *shit,* as analyzed before, is used to replace either a positive-toned or negative-toned noun. The highlight on the noun is replaced with a taboo word to give a strong impression to the audience that they will be attached more to the speech.

Datum 8
G: *Like, let it set in, because what happens then is when you go on your normal day, that other **shit** is **fucking** trivial.*

Meanwhile, Datum 9 implies a taboo word to show contempt. As explained before, *shit* in Datum 9 refers to comments that he receives and ignores every day and it is toned negative. Since showing contempt means showing disrespect and finding out that something is worth less, this taboo word is classified under this classification.

Datum 11
G: *Like, I always do this, like, on the day when you got your nastiest fifty comments on TikTok, you're getting a phone call from your mom crying that your grandma died, how much do you give a **fuck** about TikTok?*

Datum 11 was also taken from the same video. The function of taboo word that describes Datum 11 is drawing attention. The phrase: *give a fuck* which means *care* (verb) is categorized as drawing attention since the audience is expected to give an instant response from the audience and strengthen his motivational speech that the audience might get it better.

Datum 12
G: *This is how you see the **fucking** world.*

Datum 13
G: *And I want you to be where I'm at, badly. Michelle, they don't **fucking** matter.*

Similar to some of the previous data, Datum 12 and 13 were delivered in the same video where Gary advised Michelle about being careless upon internet comments. Both of the data implied the same function: to draw attention to oneself. It happens because the taboo word *fucking* was used to intensify Gary's utterance and stance upon the words that surround the word *fucking*, such as *world* and *don't—matter.*

Datum 14
G: *You know, a lot of people ask,* "How much do you sleep?" *and my answer's six, seven, or eight hours, and it **fucks** with people, right? Cause they think I'm sleeping like an hour.*

Datum 14 was taken from a video titled: *How many hours do you sleep?.* This video was intended to provide an advice to the audience about his behavior in sleeping which was often questioned by a lot of people. Similar to Datum 12 and 13, the taboo word in Datum 14 is classified into the function to draw attention. However, rather than being interpersonal and triggering the audience to give a response, Gary tried to be provocative and highlighted his opinion by saying: *it fucks with people, right? Cause…* which implies how he wants the audience to pay attention of his opinion and take it into account. The word *right* that is put as a question explains how Gary expected the audience to be in the same opinion as his and his statements are acceptable. Therefore, this drawing attention function is not merely interpersonal, but also provocative, and it is not used to draw attention to his presence, but it is more into his argument.

Datum 16
G: *But for so many people, like why so many of you are here, if you're hungry for something, I hope you understand that you're hungry to have this or have great **shit** or you're gonna buy the Maple Leaves or talk **shit** like that, you have to **fucking** work.*

There is one function that covers the three taboo words used in the speech: draw attention to oneself. The word *fucking* is used to draw attention to Gary's statement and emphasize the importance of his advice: *to work.* By using this strong language, the audience would perceive his advice as a crucial statement and they cannot ignore it. Meanwhile, the word *shit* which implies a positive meaning is also classified into the function to draw attention to the self. Although it happens to replace a certain noun (the same case as the previous Datum), it contains a positive tone, which actually refers to something good. Therefore, rather than showing contempt or referring the taboo word to something negative and worthless, Gary wants to highlight the importance of that thing and how it is positive to have them. Therefore, it is also used to strengthen the argument and the advice as how he employed the word *fucking* right after.

> **Datum 17**
> *G: But if you're **fucking** grinding, and you need a day to be with your boyfriend or girlfriend or your family or just **fucking** veg out, that's fine.*

> **Datum 18**
> *G: Like, I don't know, I have a friend that makes $42,000 a year work nine to five and are **fucking** pumped.*

Still with the same video titled *How many hours do you sleep?* Where Gary gave an advice on healthy sleeping behavior, Datum 17 and 18 were used for the same function. Both data can be classified into one function that is to draw attention to oneself. As explained in the previous data, the word *fucking,* despite the positive or negative tone that it implies, is used to strengthen the word that is being modified. Therefore, in this circumstance, Gary wanted to ensure that the

audience gets his advice and takes it into account by emphasizing the tone, as well as the modified verb.

Datum 22

*G: And so before you try to figure out the hook or the secret, or I'm gonna give you some **fucking** secret to do on **fucking** instagram, before you think about that, go home and look at your **fucking** credit card bill and stop buying **dumb shit**.*

Datum 22 was taken from a video titled: *stop buying dumb shit.* This video is intended to give a motivation for the audience to save their money and stop spending them for something useless. The function of *fucking* in Datum 22 is to draw attention. It is clearly seen that the use of this taboo word modifies the noun that comes after. However, rather than just strengthening the tone of the sentence or highlight the importance of the noun, it is used to provoke the audience with his advice, making it sound more certain and give either a positive and negative tone of the modified noun. In this case, *secret* is toned positive and it is referred to his advice that comes after, which means Gary tried to attract the attention of the audience to focus on what he would say after. Meanwhile, both *Instagram* and *credit card bill* are toned otherwise as *instagram* is referred into something that influences negatively to people to buy *dumb shit*.

Datum 23

*G: What the **fuck** is karma?*

Datum 23 was taken from the same video titled: *stop buying dumb shit.* In Datum 23, the word *fuck* is associated with *karma,* and this taboo word is toned negatively, yet the word *fuck* is used to emphasize the negativity of *karma.* In other words, it also means to highlight Gary's stance upon the object.

Datum 24

*G: This is what's so **fucking** me up about our culture right now.*

Datum 24 was taken from another video titled: *Nice guys don't finish last.* This is a video that compiles Gary's sayings from different places, but with the same theme where he talked about karma. In Datum 24, the word *fucking* is used to express Gary's stance upon the culture. The word *fucking* in Datum 24 means *annoying* or *disturbing* that is replaced with the taboo word. It is categorized to be functioned to draw attention because Gary tried to highlight his own feeling and position, as he said: *what's so fucking me up about.*

Datum 25
G: I'm like, "No, **motherfucker,** sleep's important."

Datum 25 was taken from a video titled: *how many hours do you sleep?* which is related to some of the previous data. The taboo word that was found is *motherfucker* that is intended to emphasize and highlight Gary's reaction on a certain argument. It is categorized to be functioned as drawing attention because it reflects Gary's stance and reaction and it makes the audience focused on what he stated after.

Datum 26
G: And are the peeps getting ansty around you like, "Hey, **motherfucker,** do one!"

Datum 26 was taken from a video titled: *nice guys don't finish last.* The word *motherfucker* in Datum 26 is also categorized to draw attention to oneself. As discussed previously, taboo words that are functioned to draw attention is used to attract the audience and make them pay attention to the speaker. At this point, Gary tried to emphasize his attitude towards the opponent that he pointed out (which is not the audience at this context) and reached the audience's attention by emphasizing how he was going to behave to that imaginary counter-speaker.

Datum 27
G: When you realize, **"Holy fuck!** *He's right! 100 hours, maybe."*

Similar to the previous analysis on Datum 25-25, Datum 27 is also functioned to draw attention to the self. In this context, Gary tried to place himself as Michelle, the audience he was advising on, and talked as if Michelle saying *holy fuck* as a point of realization—showed by how he referred himself as the *he* in the sentence, referred to Gary as the one who gave her the advice. Here, Gary emphasized how this realization would occur and highlighted that what he advices is right that Michelle would use the taboo words as an exclamation to arrive at her realization.

c. **To show contempt**

According to Merriam-Webster Dictionary, contempt means a feeling that a person or a thing is not worthy of approval or respect. In other words, it also means a lack of respect to something or someone. Here, the researcher highlights every single data that are classified under this function.

Datum 4
G: If another **fucking** *24 years old rolls up to me and says,* "I'm gonna be a millionaire before I'm 30!" *I'm gonna punch them in the throat.*

Datum 4 was taken from a video where Gary gave a financial advice and emphasized it into a 240years-old person, which made the video titled: *if another fucking 24-years-old tells me,* "I'm going to be a millionaire by 30!" Seeing the context of the sentence in Datum 4, Gary tried to highlight how the 24-years-old person is not worthy of attention and that they are talking nonsense. This is why he put the word *fucking* before the noun and emphasized the lack of respect he

gave to that kind of person by using a taboo word, making this Datum categorized as showing contempt.

Datum 9
*G: Like, everyday I've got **shit.***

Datum 10
*G: Every 20 minutes, you spend on crying about Rick Thompson says you look **shitty,** is 20 minutes you could be FaceTiming your grandma.*

The same analysis of taboo word functions goes similar from Datum 9 and Datum 10 that were also coming from the same video titled: *next time someone calls you ugly, do this.* In this video, Gary talked to a lot of audience, yet he centered his advice to a woman called Michelle who felt insecure about her looks due to other people's comment. In Datum 10, Gary used the word *shitty* to explain what Rick Thompson said to Michelle, which means he was talking about Rick's *comment* on Michelle's look. This kind of comment is described as something *shitty* and it is toned negative, which means that Gary lost respect and found the comment bad. This is why the taboo words in Datum 9 and 10 function to show contempt.

Datum 15
*G: My big thing is people complain, and people talk **shit** and if you do either one of those two, I need to see you working.*

Datum 15 came from a video titled: *how many hours do you sleep?.* As it is used to replace a noun, *shit* in Datum 15 is categorized to function to show contempt. It is somehow in the same case as Datum 9 where the word *shit* replaces the people's commentary as Gary said: *people talk shit.* It is categorized as contempt as it explains how Gary disrespected the noun and found it worthless that it is toned negative. The analysis on the functions of the taboo words are

somehow similar to that of Datum 9 where *shit* is classified to function to show contempt. As seen in each Datum, *shit* is referred as something negative and worthless, making it toned negative as well. Therefore, rather than saying it is just to emphasize the sentence or the advice with a strong language, it is also used to replace something that Gary considered less worthy and less crucial without explicitly mocking to the reference

Datum 19
G: *When you don't buy **dumb shit**, that money stays in the **fucking** bank, and you can do something with your **fucking** life, instead of having a new pair of **fucking** off-whites.*

Datum 19 was taken from a video titled: *stop buying dumb shit.* The video is a combination of different videos and Datum 19 was posted as the prologue where *dumb shit* is highlighted on the title as well. There were 4 taboo words found and categorized as obscene taboo words. As *dumb shit* and *fucking* are used to emphasize the words that Gary was trying to say, he intended to intensify and make the audience put their attention to his words, which is why it is classified into the function to draw attention to oneself.

Datum 20
G: *If you spend money on **shit** you don't need, you're going to lose.*

Datum 21
G: *I'm like,* "Cause I lived in a $1,100-a-month-apartment that was a piece of **shit** in Jersey."

Both Datum 20 and 21 were taken from the same video: *stop buying dumb shit* where Gary highlighted his advice about saving money and manage the finance. Both Datum 20 and 21 employed the word *shit* to replace or refer to a negative noun. While in Datum 20, it is referred to something that is *useless* (since he stated: *(thing) you don't need),* the *shit* in Datum 21 is referred to a $1,100-a-

month-apartment that Gary tried to belittle. Both of the sentence portray Gary's disrespect towards the referred stuff, which makes it classified into the function to show contempt.

Table 2: The Percentage of Taboo Words Functions

No.	Function of Taboo Words	Frequency	Total	Percentage
1	To draw attention to oneself (examples: *fucking, fuck, shit)*	29		80.5%
2	To show contempt (examples: *shitty*)	6	36	16.7%
3	To be provocative	1		2.8%

B. Discussions

There were 3 types of taboo words found in the data: obscenity, epithets, and profanity. Obscenity dominated the findings with 33 data with a huge gap from the other two classifications. The words *fuck* and *shit* were mostly found in the data. According to McArthur (1996), these two words indicate sex and excretion, which are the basic biological processes. Even though these biological processes are basically not offensive, *fuck* and *shit* are considered as private terms that cannot be brought to the public. However, Garyvee used these words the most in his speech, either as a verb, noun, adverb, or adjective. As a verb, the obscene taboo words tend to replace a negative word as portrayed in Datum 14 which means: *messing* with oneself. However, *fuck* as an adverb or adjective are used to intensify the words and replace the intensified discourses, such as *very* and *extremely* that are noted as intensified metadiscourse based on Hyland (2005)

The researchers found that the most dominant types of taboo word Gary used on Garyvee's IGTV was obscenity. Taboo words obscene like fuck and shit. The word fuck is often used when people want to express emotion, even though the word has a bad connotation. In the Oxford dictionary, the word fuck means having sex with someone. This is in line with Bastistella's theory, which is described as a term that roughly describes sex-specific anatomy or sex and excretory function.

Similar research that use Batistella (2005) theory about four types of taboo words that has been conducted by Rahmayani and Fitrawati (2018). The object of this study is movie, the wolf of wall street . The most types of taboo words found that used by the characters in the movie is obscenity. Other reseachers conducted by Marbun (2020) the researchers are also conducting the types of taboo word using the theory of Batisttela (2015) and the object is Tiur's video on Instagram, but the result is different, in *Tiur Anak Medan movie,* the type of taboo words most used by the characters in this movie is epithets while in this present study most used obscenity types of taboo words.

On the other hand, *shit* is also used a lot to replace a noun and it has different tones: positive and negative tone. For instance, in Datum 15 and 19, *shit* is used to refer to useless thing that are being said by people, which is why it is negative. On the other hand, Datum 5 provides an example on how *shit* is used to replace a positive tone to emphasize the adjective *real* that came before the taboo words. These findings indicate that the meaning of obscene taboo words cannot be literally fixed, which supports the argument on semantic flexibility: the meaning

of a word or an expression depend on the other words combined with, which made a lateral influence (Recanati, 2009). In other words, the meaning of an utterance cannot be interpreted without seeing the context (Kamp, Genabith & Reyle, 2011).

Epithet is the second type that occurred the most in the data with the word: *motherfucker*. This kind of word is used to describe a person's characteristic and show the speaker's stance or attitude towards that person. It supports a statement according to Aziz et al. (2020) where epithets occur a lot as an expression of frustration and a higher degree of outrage towards the opponent. Gary employed this word to emphasize his speech and show his disagreement towards a certain argument that he opposes. For instance, in Datum 26, the *motherfucker* is referred the people who got nasty around, while in Datum 25, it is referred to the people who thought he does not have enough sleep. This word highlights Gary's strong opposition towards those people, and strengthens his argument as well, which is why the audience might take the motivation even better.

The last dominant type used by Garyvee on Garyvee's IGTV is profanity. Profanity refers to show no respect for a god or a religion, especially through language. According to the Cambridge dictionary, profanity means an insult that brings up religiosity. In this case, *holy fuck* is used as an exclamation and intended to attract the audience's attention to Gary's speech where he acts as Michelle and thought *he was right*. It emphasizes Gary's self-image as the motivator at that moment. Therefore, it strengthens the idea that these taboo words are not merely used negatively. In this reseach garyvee in his videos on his IGTV just use only

one word of profanity. The word is *"holy fuck"*. It does not means to the act of no respect for the god but for showing that he reflects to use the words when he just realize about something that it is right. Similar research has been conducted by Aditya (2011), she conducts the types of taboo words in how high movie. The last dominant type that use by the character of how high movie is Profanity. The taboo words profanity such as jesus, holy shit, holy fuck, etc. it can be noticed that profanity is not effective enough to be used as an offensive word to debase other people's pride. Instead of using epithet as offensive language.

The only type of taboo word which did not appear was vulgarity. Although vulgarity is also referred to anything sexual, it defines a different meaning to the other types. Vulgar taboo words are usually made to deal with the sexual anatomy and excretory function such as *dick* and *pussy* which are referred to male and female private part. It did not occur in any of Gary's speeches at all, supporting the idea that vulgar taboo words are commonly used by a person who come from a lower social class or under-educated (Sari, 2020). This background is backlashing Gary's background, where he came from a high social class and well-educated.

The use of taboo words to express and highlight the speech, as Jay (1999) claimed, can be used to reach one's goal effectively. In this case, Gary as a motivator used these taboo words to highlight each of his statement that the audience would most likely accept and get motivated. However, these taboo words are not definitely considered offensive for its social context. As Ningjue (2010) stated, sex jokes might be taboo, but it is popular in the internet (in Wene

& Ena, 2020). It indicates a social acceptance of these obscene taboo words, especially in the United States context, where the public could tolerate the use of taboo words in public domain (Goddard in Bednarek, 2019). This is why rather than finding these words offensive, it would rather emphasize the motivations given by Gary and the audience would accept them in the end.

It supports the research did by Christianson et al. (2017) on the context and individual differences on the processing of taboo words. The research highlighted that the context plays a dependable role in deciding the interpretation of the taboo words. Context, in this case, could simply be defined as the location where one individual takes time and place (Kuh et al., 2003) which could affect their cultural and/or social background. It is in-line with the findings where the taboo words could either be used to interpret different meaning with different tone, even though it is literally similar. Olsen (2018) also argued that taboo words could provide a necessity in language, which is why it is not always toned negative, but it might provide a positive interpretation (in Wene & Ena, 2020).

In thirty six data above, by using the theory from Wardaugh (2006). From four functions of taboo words, the researcher found only three functions of taboo words used by Garyvee in the videos on Garyvee's IGTV. To draw atetntion, To show contemp, To be profocative. The researcher found that the most dominant function used by Garyvee on his IGTV videos is to draw attention to oneself. To draw attention to oneself means that the speaker tried to highlight the utterances by using strong word choices. It means, the speaker wanted the audience to focus and give their attention to whatever the speaker is saying, which fits the context

where Gary stands as a motivator. Since it dominates the findings, it supports McEdward's statement that this function is intended to gain the listener's attention with the strong connotation and that the speaker have power over it (in McGuire, 1973).

Similar research has been conducted by Putra (2016) the researchers are also conducting the function of taboo word using the theory of Wardaugh (2006) but the object is movie. The result of his research is that most of the functions of taboo words used by the characters of the Jackas movie is To draw attention oneself. Another research that also used the function of taboo words by Wardaugh's theory (2006) and the object was a film. It was conducted by Miarta (2019) but the result was different, most of the functions of taboo words used by the actors in the movie crank 2: high-voltage movie is to show contempt while in this present study is to draw attention to oneself was the most dominant findings.

The use of the functions was also not fixed into particular types. For instance, the first function is used to explain different types. Some of them were the obscene taboo words containing *fucking* and *shit* such as in Datum 1 and 4, and others are the epithets represented by the word *motherfucker* (Datum 25 & 26) as well as the profane taboo words: *holy fuck* (Datum 27). The second-most-used function is to show contempt. This function is used to oppose a certain thing, party, or statement which Gary most likely disagree on. For instance, in Datum 4, it is used to refer to the 24 years-old person who might likely to say he is going to be a millionaire before he is 30. Gary disagreed with this statement and uttered: *I'm gonna punch them in the throat,* which shows his feeling of disgusted.

On the other hand, the other function found was to be provocative. It is used to provoke the audience, such as in Datum 1 where Gary tried to emphasize his suggestion and asked the audience to move and get triggered with his motivation. However, unlike the Jay's (in Doyle, 2006) statement that this function triggers anger from the audience, in Gary's case it is rather used to provoke the audience to do a positive thing in business. Finally, the only function of taboo word that did not appear in the data is to mock authority. McGuire (1973) stated that this function of taboo words is specifically directed to be hatred towards a dominating power, as well as society's rule, or things that are considered sacred. Since Gary's speeches were mostly directed to motivate his audience for their personal improvement, there was nothing mentioned to mock a certain authority in his speech.

This result also goes similar to Farisi, Adi, & Astuti (2019) who studied taboo words in the Alpha Dog movie. The context of the movie also represents the occurrence of taboo words in real life society, which means it explains how taboo words are also functioned in daily conversation of the Western society. Meanwhile, 6% of the findings indicate the use of taboo words to show contempt. This function is employed to express a personal disagreement, disgust, or disrespect towards a certain action, which indicates how Gary tried to orient the speech to his own arguments and statements. Finally, the least use of taboo words function in Gary's speeches is to be provocative. This function is used to trigger someone to accept Gary's suggestion, which is indicated in Datum 1 where he tried to encourage the audience to create a *fucking* value. In this case, even though

Gary employed a taboo word, the message is delivered to be perceived positively because the other words are toned positive. Therefore, it supports Olsen's (2018) idea that a taboo word can be interpreted both positively and negatively depending on the context.

Similar research has been conducted by Ika Maelani (2020). The researcher is analyzing the English taboo word using the theory of English taboo words by Batistella (2005), they are; Epithet, Obscenity, Vulgarity, and Profanity. The researcher is also analyzing the English taboo words using the theory of function of Engslih taboo words by Wardaugh (2006), they are; to draw attention to oneself, to show contempt, and to be provocative. The object in the research is PUBG Gamers on Litomatoma Youtube Channel. The result of her research is that the most frequently type used by PUBG Gamers is an obscenity. Obscenity appears 82 data out of 210 total data. The rarely used in her research is epithet with 9 data out of 210 total data. Obscenity becomes the most frequently used taboo words in her research because it is the most effective way to insult someone. Moreover, in this game, the type of taboo words that often used by players when they want to show disrespect to their interlocutor so they will use taboo words which are mostly included in the type of obscenity. Different from that, the result of this present study was obscenity appears 33 data out of 36 total data. The rarely is profanity with 1 datum. Obscenity becomes the most frequently used taboo words because it is considered as the most effective way to get people's attention. Furthermore, obscenity type is dominantly used by Garyvee when he wants to get people's attention.

This present study only uses three functions of taboo words. Since garyvee on his igtv does not mention anything about government, law or country, the function of the taboo words To Mock Authority is not used by Garyvee. This function can occur when people say taboo words because they are not satisfied with the public image such as government and institutions. Therefore to show their distrust of government goods, they utter taboo words aimed at mocking the rulers. While garyvee has nothing to do with the government so he never utters the word taboo related to it. Therefore, the function of the word taboo to mock authority was not found in this study.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestions from the research. There are two points elaborated based on the objectives of the study and several suggestions are made for further studies.

A. Conclusion

Based on the results of research and discussion in Chapter three, the following conclusions can be drawn. The first objective of this research is to identify and describe the types of taboo words used by garyvee on igtv garyvee. Three types of four taboo words consisting of profanity, vulgarity, epithet and obscenity appear in the video. The three types are epithet, profanity and obscenity. The main type used by Garyvee is obscene. Obscene taboo word appears 33 figures out of a total of 36 figures. The words *fuck* and *shit* mostly appear in the data. The lowest frequency is profane taboo words 1 datum. The word obscene is the most commonly used taboo word, because it is considered the most attractive to people. Furthermore, obscenity type is dominantly used by Garyvee when he wants to get people's attention.

The second goal of this study was to describe the function of Garyvee's taboo words in his videos on IGTV. From Wardhaugh's Four Functions of Taboo Words (2006), three functions emerge in the video: to be provocative, to show contempt, and to draw attention to oneself. To draw attention to oneself was the highest with 29 data, while the lowest feature in this study was to be provocative,

with only 1 data appearing in all videos. To draw attention to oneself is the most popular feature in Garyvee videos on Garyvee igtv. It can use taboo words to represent the speaker's intention. This means showing other people their attention. For this reason, people use taboo words that are believed to catch the attention of the audience due to their strong connotations.

In addition, there are also several studies on taboo words that have been carried out by several researchers in various research objects such as movies, musics, games and others. From these several studies, there are studies which the results show similarities in the most use of the types of taboo words as well as the functions of taboo words, such as the results of research by Putra (2016) regarding the similarity of the results of research on the most taboo words used in the study is obscenity type. In addition to having similarities in the results, there are also differences in the results of the study. The difference is in what types or functions are often found in the greatest number, such as the research conducted by Miarta (2019) regarding the differences in the results of the most commonly found taboo word functions. There is also a difference in the use of theory about the types and the functions of these taboo words. This happens because of differences in the objects studied.

B. Suggestions

Based on the conclusion, the researcher tries to suggest some points for the further studies. First of all, researchers can continue this study by pointing out the use of taboo words in different languages in different social contexts. Since this research has added an extension to the literature by analyzing a Western speaker, the researcher suggests the next researches to be done by analyzing non-native English speakers in the Eastern point-of-view.

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CURRICULUM VITAE

Laily Rahmah was born in Pembantanan on October 27, 1996. She graduated from Elementary School of Landasan Ulin middle 2, Banjarbarru. Then she graduated from Junior High School of Al-falah Boarding School, Banjarbaru. She continued her study at MA Assalam Islamic Boarding School, Surakarta. She began her higher education in 2016 at UIN Maulana Malik Ibrahim Malang's Department of English Literature and completed it in 2021.

APPENDIX

Video		Sentence	Taboo Words	Amount	Datum No.	Analysis	
No.	Title					Type	Function
3	If another fucking 24 years old tells me, "I'm going to be a millionaire by 30!"	Create a product that has some **fucking** value to somebody beside you.	Fucking	1	1	Obscenity	To be provocative
		We want it **fucking** fast.		1	2	Obscenity	To draw attention
		I **fucking** actually love it.		1	3	Obscenity	To draw attention
		If another **fucking** 24 years old rolls up on me and says, "I'm gonna be a millionaire before I'm 30!" I'm gonna punch them in the throat.		1	4	Obscenity	To show contempt
		Let me promise you something super real as **shit.**	Shit	1	5	Obscenity	To draw attention
4	I've been doing this for 1 year but can't get people to "BUY IN"	I don't give a **shit.**	Shit	1	6	Obscenity	To draw attention
7	Next time some calls you ugly, do this	I'm talking about real **shit.**	Shit	1	7	Obscenity	To draw attention
		Like, let it set in, because what happens then is when you go on your normal day, that other **shit** is fucking trivial.		1	8	Obscenity	To draw attention
		Like, everyday I've got **shit.**		1	9	Obscenity	To show contempt
		Every 20 minutes, you spend on crying about Rick Thompson say you look	Shitty	1	10	Obscenity	To show contempt

		shitty, is 20 minutes you could be FaceTiming yout grandma.					
		Like, I always do this, like, on the day when you got your nastiest fifty comments on TikTok, you're getting a phone call from your mom crying that your grandma died, how much do you give a **fuck** about TikTok?	Fuck	1	11	Obscenity	To draw attention
		When you realize, **"Holy fuck**, he's right! 100 hours, maybe."	Holy fuck	1	27	Profanity	To draw attention
		This is how you see the **fucking** world.		1	12	Obscenity	To draw attention
		And I want you to be where I'm at badly, Michelle, they don't **fucking** matter.	Fucking	1	13	Obscenity	To draw attention
		Like, let it set in, because what happens then is when you go on your normal day, that other shit is **fucking** trivial.		1	8	Obscenity	To draw attention
8	How many hours do you sleep?	I'm like, "No, **motherfucker,** sleep's important."	Motherfuc ker	1	25	Epithets	To draw attention
		You know, a lot of people ask, "How much do you sleep?" and my answer's six, seven or eight hours, and it **fucks** with people, right, cause they think I'm sleeping like an hour.	Fucks	1	14	Obscenity	To draw attention
		My big thing is people complain, and people talk **shit** and if you do either one of those two, I need to see you working.	Shit	1	15	Obscenity	To show contempt
		But if you're **fucking** grinding, and you	Fucking	2	17	Obscenity	To draw attention

		need a day to be with your boyfriend or girlfriend or your family or just to **fucking** veg out, that's fine.					
		Like I don't know, I have a friend that make $42,000 a year work nine to five and are **fucking** pumped.	Fucking	1	18	Obscenity	To draw attention
		But for so many people, like why so many of you are here, if you're hungry for something, I hope you understand that you're hungry to have this or have great shit or you're gonna buy the Maple Leaves or talk **shit** like that, you have to **fucking** work.	Shit & Fucking	2	16	Obscenity	To draw attention
10	Stop buying dumb shit	When you don't buy **dumb shit,** that money stays in the **fucking** bank, and you can do something with your **fucking** life, instead of having a new pair of **fucking** off-whites.	Dumb Shit & Fucking	4	19	Obscenity	To draw attention
		If you spend money on **shit** you don't need, you're going to lose.	Shit	1	20	Obscenity	To show contempt
		I'm like, "Cause I lived in a $1,100-a-month-apartment that was a piece of **shit** in Jersey."		1	21	Obscenity	To show contempt
		And so before you try to figure out the hook or the secret, or I'm gonna give you some **fucking** secret to do on **fucking** instagram, before you think about that, go home and look at your	Fucking	3	22	Obscenity	To draw attention

		fucking credit card bill and stop buying dumb shit.					
11	Nice guys don't finish last	What the **fuck** is karma?	Fuck	1	23	Obscenity	To draw attention
		This is what's so **fucking** me up about our culture right now.	Fucking	1	24	Obscenity	To draw attention
12	Why McConaughey turned down $14.5 million	And are the peeps getting ansty around you, like "Hey, **motherfucker,** do one!"	Motherfuc ker	1	26	Epithets	To draw attention
Total of Taboo Words				**36 Words**			