SWEARING SPEECH IN THE COMMENTS COLUMN AT @JAKARTAKERAS

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Abstract

Swear words on social media are increasingly widespread, many netizens are issuing swear words on anyone's Instagram account, including this @jakartakeras Instagram account. This study aims to describe swear words on the Instagram account @jakartakeras. This study examines the utterances of swear words into several forms and models of the swear words. This research is a qualitative descriptive study. The subject of this study is the comment column on the Instagram account @jakartakeras. The object of this research is to study swear words into several categories. The technique used to collect data in this study used the techniques simak bebas libat cakap. Advanced techniques used to collect data then use screenshot techniques or screenshots. Then use note-taking techniques to record swear words in the comments column of the Instagram account @jakartakeras. The method used in this study uses the padan method. then using the technique of sorting out the determining elements of the speech of Instagram users which contain swear words divided based on the shape and model of the swear words. Then the agih method is used with the direct element division technique to divide the forms of swear words based on their grammatical. Based on the research that has been analyzed, the results in this study are, swear speech is divided into seven categories or forms, namely first lexical swear words of animals, second genitals, third physical or mental state of a person, fourth object, five spirits, six professions, and seven sexual activities. So the conclusion of this study is to describe swear words into several categories or forms originating from the comments column of the Instagram account @jakartakeras.

Keywords : *social media, swear words, instagram, comment column, netizens*

1. Introduction

Interaction and communication are fundamental to human nature, media and other technological innovations make communication easier and allow people to interact with each other around the world (Andriani, 2022). People can create communities around common interests and expand their social networks by exchanging ideas, experiences and information quickly and effectively through social media platforms. Media enhances human social life by bridging cultural and geographical gaps in addition to serving as a medium of communication.(Haniza, 2019).Social media is an online platform that gives people the ability to engage, collaborate, share, communicate, and portray themselves in a positive light with other users while also forming moral social relationships (Dewa,2021).

In this day and age, human activities cannot be separated from the internet, because with the internet we can search for anything easily. One of the social media nowadays that is owned by many netizens is Instagram. On Instagram we can upload anything such as photos, videos and we can also provide comments and opinions that we want in the comments column of our Instagram account. Instagram can not only upload photos and videos, but on Instagram there is also a photo feature which is equipped with various filters. And also other features such as Instagram Stories, live broadcast feature, Instagram Insight feature and many others. On Instagram we can also socialize with many friends. Because of the freedom to comment, it becomes easier for netizens to utter curse words. Swear words are harsh, disparaging words used to convey displeasure, anger, or disappointment; they are often considered inappropriate or insulting. Profanity is a type of profanity that comes in many forms and is widely considered inappropriate in formal or official settings. Swearing differs in many languages and cultures (Almani, 2019)

Hate speech is a harmful communication phenomenon that demonstrates a failure to respect differences and communicates disagreement in an unkind way. It includes contempt for physical appearance and unhappiness with attitudes. It can cause psychological harm to those targeted, as well as disrupt relationships (Saadillah, 2023) Physical humiliation may create an unhealthy and destructive atmosphere by provoking remarks about one's own appearance, psychological discomfort, stress, and mental health problems including eating disorders and depression (Hayari, 2022) People should be careful in communicating either in person or through social media because language crimes are regulated by law (Pratiwi, 2022).

The word curse has the same meaning as swearing, namely, dirty words spoken when angry or disappointed with something. Swear words are words used to channel human emotions. On the @jakartakeras Instagram account, many netizens also uttered curse words in the account's comments column. Swear words are also divided into several models, namely swear words in animal language which are caused by similarities in the characteristics of these animals which are also shared by humans, for example from the Instagram account @palennntr *makan anjing* (eating dogs) then from the circumstances, these conditions can be mental and mental. physical examples from the account @hairinnisaaaa_ "I'm embarrassed that I'm big but stupid" and there are also those that come from body parts or genitals, for example from the account @denyluthfi_ *"minimal cantik kontol"* (at least a pretty dick).

The Instagram account @Jakartakeras is an account that has 3.4 million followers and more than 10 thousand content that has been uploaded. The @jakartakeras account uploads things containing various kinds of content, ranging from small change, viral, to funny behavior from people. This account was created by Ivan Fanny and Noval Fadillah. From the photos and videos that have been uploaded, this account also likes to create funny captions so that they can entertain netizens. But sometimes some of the videos and photos uploaded by this account trigger netizens to use dirty words.

The reason the researcher chose the @jakartakeras Instagram account for research was because the comments column of the account contained many swear words, and also wanted to show readers that they could use social media in positive ways and could use language according to good language rules. and right. This research was conducted because it wanted to describe swear words in the Instagram account @jakartakeras

This research takes its starting point from several previous studies, namely as follows. First, research conducted by Waristha (2021) in her research entitled *Makian Dalam Komentar Video Klip Smash di Youtube (Kajian Pragmatik)* (Swearing in Comments on Smash Video Clips on YouTube (Pragmatic Study)). The results of this research were published in the Indonesian literary journal Ark. The object of this research is swearing in comments on smash video clips on YouTube. The data in this research were analyzed using a theoretical approach, namely, pragmatic theory. The method used in this research is a descriptive research method, the data described is in the form of swear words in the comments column regarding smash video clips on YouTube which are analyzed using qualitative analysis.

Second, research conducted by Jannah et al (2018) in their research entitled *Bentuk dan Makna Kata Makian di Terminal Purabaya Surabaya dalam Kajian Sosiolinguistik* (The Form and Meaning of Swear Words at the Purabaya Terminal, Surabaya in Sociolinguistic Studies). The results of this research were published in the scientific journal phonema. The object of this research is the form and meaning of swear words in the Surabaya terminal. The method in this research uses two methods, namely the proficient free-involved listening method and the note-taking method, the method is carried out by listening which is paralleled with observation, showing and studying carefully the object being studied, the researcher intercepts curses in one event, the curse data is then recorded on a card. data to analyze. The

results of this research are that terminal residents in Surabaya mostly use curses in the form of words and also curses in the form of phrases.

Third, research conducted by Rachmawati (2017) in her research entitled *Makian Dalam Komentar di Akun Lambe Turah* (Invective in Comments on the Lambe Turah Account). The results of this research were published in the Indonesian language and literature journal. The object of this research is to describe swearing in comments on the Instagram account @lambe_turah. This research will examine the lingual form of swearing, references to swearing, and the emotive function of swearing in comments on the Instagram account @lambe_turah. In this study, data was obtained using the listening method and the agih method assisted by the BUL technique to analyze the form of swearing, while the reference to swearing was analyzed using the referent matching method. To analyze the emotive function of language in swearing, the pragmatic equivalent method is used. The results of this research are first, the forms of lingual units of swearing found in this research, namely, swear words in the form of words, curses in the form of phrases, curses in the form of clauses, and curses in the form of sentences without clauses. Second, the references used by speakers to curse include eleven referents, namely circumstances, animals, certain objects, body parts, certain kinship terms, spirits, negative activities, negative work, interjections, certain places, certain foods, and human waste or animal. Third, the emotive function of language in the swearing used by speakers to express their feelings, namely, swearing as a means of expressing feelings: a) anger, b) annoyance, c) disappointment, d) regret, e) humiliation, and g) surprise.

Fourth, research conducted by ZAIN (2022) in its research entitled *Tindak Tutur Ilokusi Dalam Ujaran Kebencian Warganet pada Kolom Komentar Akun Media Sosial Instagram Doddy Soedrajat* (Illocutionary Speech Acts in Netizens' Hate Speech in the Comment Column of Doddy Soedrajat's Instagram Social Media Account). The results of this research were published in the research, education and learning journal. The object of this research is to focus on illocutionary speech acts in hate speech in the comments column of Dody Soedrajat's Instagram social media account. The method in this research uses a qualitative method with a type of descriptive research, which aims to collect information data related to the problem being researched now, which will then be compiled and analyzed in order to provide a description of the problem being investigated. and to interpret the meaning of netizens' speech, a pragmatic approach is used. The data analyzed is in the form of words and sentences that contain hate speech. The data collection technique used in this research uses the theory of Creswell (2008). The results of this research found forms, types and meanings of hate speech. Forms of hate speech were found to be 5 forms of insults, 4 forms of blasphemy, 4 forms of defamation, 5 forms of unpleasant acts, 3 forms of provocation, and 5 forms of incitement. The types of hate speech were found to be 3 types of assertive, 5 types of directive, 3 types of expressive, and 3 types of commissive. There are 2 types of meaning of hate speech, namely conceptual meaning and contextual meaning.

Fifth, research conducted by Umroh (2019) in his research entitled *Ujaran Kebencian (Hate Speech) Pada Jejaring Media Sosial* (Hate Speech on Social Media Networks). The results of this research were published in the journal education, research and learning. The object of this research is the form of hate speech on social networks and the meaning of hate speech on social media networks. The theory in this research uses the first two theories, namely the theory of freedom of opinion, namely the freedom to convey and disseminate ideas and information that can be seen from various sides which shows the breadth and scope of human rights law. Second, the theory of intimidation is an action carried out by someone to influence the surrounding environment to hurt the victim. The results of this research are the forms of hate speech on social media networks in the form of sentences, (1) declarative sentences, in the form of statement declarative sentences, active declarative sentences, passive declarative sentences, and indirect declarative sentences, (2) imperative sentences, in the form of prohibitive imperative sentences. , negative imperative sentences, imperative

sentences of hope or invitation, imperative sentences of request and (3) interrogative sentences.

In previous research, which took comments columns on social media, it studied the lingual forms of swearing, references to swearing, and the emotive function of swearing in comments columns. In contrast to previous research, this research focuses on violations of language use in the comments column on the @jakartakeras Instagram account, as well as similarities with previous researchers in describing utterances or swear words in the comments column of Instagram accounts.

2. Method

This type of research is descriptive research because this research describes swear words in the comments column of the @jakartakeras account. According to Setyosari in Samsu (2017:65) descriptive research is "research that aims to explain or describe a situation, event, object, or anything related to variables that can be explained either with numbers or words". This research approach is a qualitative approach. According to Strauss and Corbin in Hadi et al (2021:13), qualitative research is "a type of research where the findings are not obtained through statistical procedures or other forms of calculation". because this research data is qualitative, namely the speech of users of the @jakartakeras Instagram account which contains curse words. So it can be concluded that this research is qualitative descriptive research because it describes swear words which only come from 1 data, namely the comments column of the @jakartakeras Instagram account.

The data in this research are the speech of Instagram users which contain curse words. Data is "Information consisting of facts and figures processed in the research". Data was obtained from primary data sources, namely the speech of Instagram users. According to Kurniadi (2011:10) primary data is "the results of field findings in the form of interviews with respondents and the results of observations in the field". So it can be concluded that the data in this research is Instagram and the data source is the comments column of the Instagram account @jakartakeras.

The data collection technique used was a free-to-engage listening technique because data collection was carried out without being involved with Instagram users but only observing from the comments column of the @jakartakeras Instagram account. The advanced technique used is the screenshot technique, namely the speech of Instagram users which contain curse words in the screenshot. Then the note-taking technique was used, by recording the speech of Instagram users which contained swear words in the screenshot images.

The data analysis method used is the matching method which is used to determine swear words from Instagram account users on the @jakartakeras account. then using the technique of selecting the determining elements of the speech of Instagram users which contain curse words which are grouped based on the form and model of the curse words. Then the agih method is used with the technique of dividing direct elements, meaning that the forms of swear words are divided based on their grammatical construction.

3. Results and Discussion
1. Swearing expressions use animal lexical items

Animal abuse refers to the characteristics of a person who has similarities to that animal. The following references use lexical animals. Animal-related swear words are figurative; they emphasize certain characteristics of the animal that are comparable to the person or situation being sworn at. Although certain animals are not suitable for use as swear words, they usually have disgusting, taboo, or unsettling characteristics (Febriningsih, 2020). One controversial feature of internet communication is the use of animal swear words. These phrases, which convey disagreement, disappointment, or personal attacks, may have derogatory meanings (Kusumastuti, 2021). Animal swearing has the danger of causing friction and disagreement among users, which can elicit unpleasant responses and disrupt the dialog environment (Rini, 2018). Social media language has an effect on users' psychological health by damaging their perception of themselves and making them uncomfortable when interacting with others online. Therefore, it is important to develop a culture of better communication and mutual respect on social media (Siahaan, 2022)

Data 1 :

*"**Bangsat** lu siti" (@faizahramdin)*

Source : akun instagram @jakartakeras

In the comments column (1) shows the swear word "**bastard**", which in the sense of bastard is a type of animal that is on a mattress or bed. The word bastard is a swear word because the speaker uses the word bastard to curse someone by showing the speaker's annoyance with that person.

Data 2 :

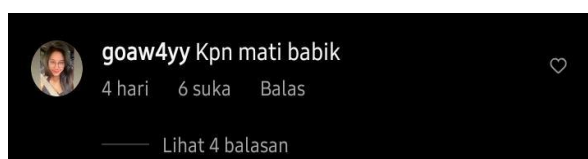*"jaga diri ya **anjing**" (@hamtaro_1211)*

Source : akun instagram @jakartakeras

In the comments column (2) shows the swear word "**dog**", which means that a dog is a type of four-legged animal that is used to guard the house and be a pet. The word dog is a swear word because it is used to describe someone's characteristics that are similar to that animal.

Data 3 :

*"kapan mati **babik**" (@goaw4yy)*
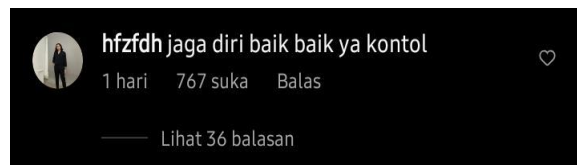

Source : akun instagram @jakartakeras

In the comments column (3) shows the swear word "**pig**", which means that a pig is a type of animal that has a big nose and a snout mouth. The word pig is a swear word because it is used to refer to someone when they are angry or annoyed.

2. Genital Lexical Abusive Phrases

Lexical genitals usually refer to female and male genitals to express feelings of annoyance towards someone. The following references use the swear word genitals.
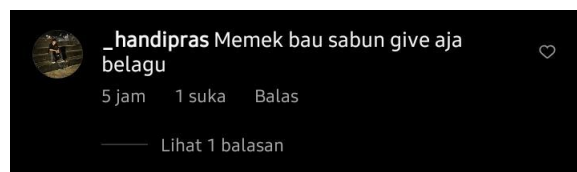
Data 1 :

*"jaga diri baik-baik ya **kontol**" (@hfzfdh)*

Source : akun instagram @jakartakeras

In the comments column (4) shows the curse word "**dick**", where the dick is the male genitalia. The word dick is included as a swear word because it is used as a form of annoyance by the speaker towards the speaker's opponent.

Data 2 :

*"**memek** bau sabun give aja belagu" (@_handipras)*

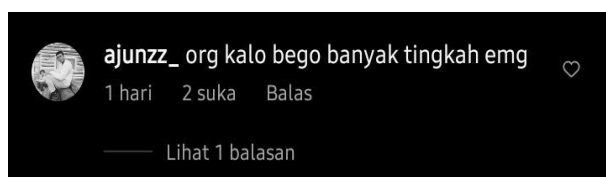*Source : akun instagram @jakartakeras*

The comment column (5) shows the swear word "**pussy**" which means pussy is a type of female genital organ. The word pussy is included as a swear word because of its harsh language and in this comment the speaker uses the swear word pussy by likening it to soap.

3. Lexical Invective Expressions of a Person's Mental or Physical Condition

Swearing in the form of circumstances usually refers to someone's characteristics that are disliked and not expected by anyone. The following references use expletives that refer to someone's mental or physical state. Slurs that make reference to someone's physical or mental health can have severe repercussions on the targeted person as well as society at large. Extreme or persistent name-calling can incite hostility and violent behavior. This may put the targeted person's bodily and mental health at danger as well as create a hazardous environment (Syarif, 2019)

Data 1 :
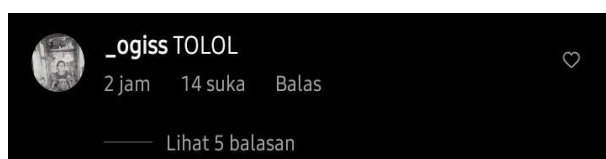
*"org kalo **bego** banyak tingkah emang" (@ajunzz_)*

Source : akun instagram @jakartakeras

In the comments column (6) there is a swear word "**stupid**" which emphasizes that someone is stupid. The word stupid is included as a swear word because in this comment ajunzz_ expressed his frustration at someone by comparing his behavior to someone who was considered stupid.
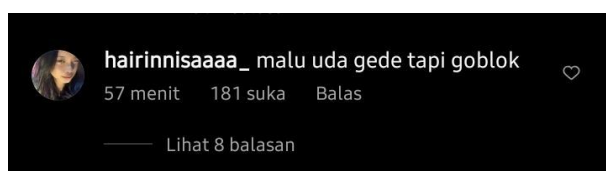
Data 2 :

*"**tolol**" (@_ogiss)*

Source : akun instagram @jakartakeras

In the comments column (7) it shows that the swear word "**stupid**" which means stupid also emphasizes that someone is stupid. The word stupid is included as a curse word because the comment expresses annoyance.

Data 3 :

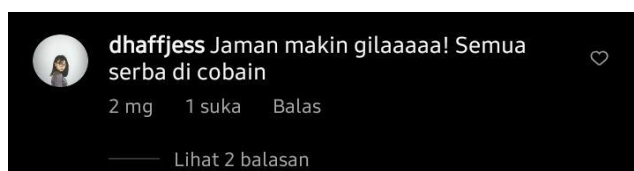*"malu uda gede tapi **goblok**" (@hairinnisaaaa_)*

Source : akun instagram @jakartakeras

The comment column (8) shows that the swear word "**stupid**" refers to an unpleasant situation. And emphasized that stupid means very stupid. And in this comment, the speaker hairinnisaaa_ equates the word stupid with a person's age.

Data 4 :

*"jaman makin **gilaaaa!** Semua serba dicobain" (@dhaffjess)*

Source : akun instagram @jakartakeras

The comment column (9) shows that the swear word "**crazy**" refers to a mental disorder or someone's disturbed nature.
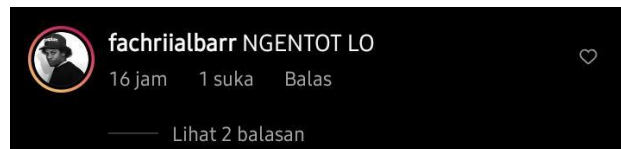
4. Sexual Lexical Swear Phrases

Swear words in the form of sexual lexical words usually refer to sexual intercourse between a man and a woman. The following references use the lexical word sexual. When someone uses offensive or demeaning language in a sexual

environment, such as profanity or harsh language about sexual organs, activities, or other parts of sexual life, it's known as sexual cursing. Particularly in official settings, this language can be viewed as impolite and immoral, creating a dangerous atmosphere and harming interpersonal connections (Sholihatin, 2019).
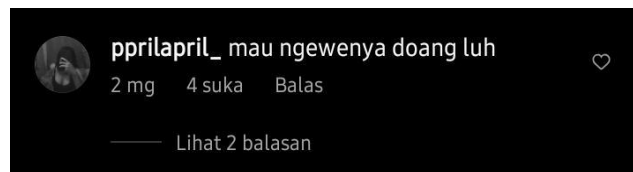
Data 1 :

*"**ngentot** lo" (@fachriialbarr)*

Source : akun instagram @jakartakeras

The comments column (10) shows the swear word "**fuck**" which refers to the sexual intercourse between a married man and a woman.

Data 2 :

*"mau **ngewenya** doang luh" (@pprilapril_)*

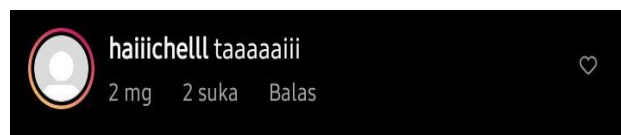*Source : akun instagram @jakartakeras*

The comments column (11) shows the swear word "**ngewe**" which means the same thing as "sex", namely sexual intercourse between a married man and a woman, but the word "ngewe" comes from the Betawi language.

5. **Lexical Swear Phrases Objects**

   Swearing in the form of lexical objects refers to ugliness such as obsolete, ancient, old and also smells bad. The following references use swear words for objects.

Data 1 :

*"**Taiiiiii**" (@haiiichelll)*
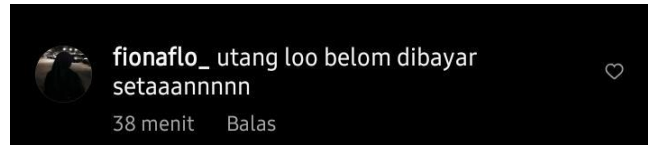

Source : akun instagram @jakartakeras

The comments column (12) shows that the swear word "**tai**" is animal or human feces which causes an unpleasant and disgusting smell. The word tai is a curse word because it refers to and equates someone's behavior.

6. **Lexical Swear Phrases for Spirits**

   The curses of these spirits are defined as insults expressed towards someone who has traits or characteristics like these spirits. The following is a reference that refers to swear words for spirits.

Data 1 :

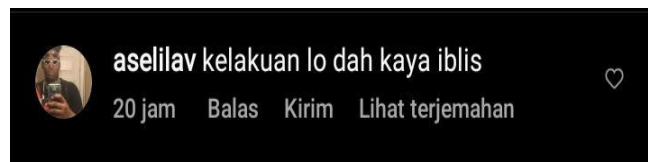*"utang lo belom dibayar **setaaann**" (@fionaflo_)*

Source : akun instagram @jakartakeras

In the comments column (13) shows the swear word "**setan**" which means that the devil is a magical or subtle creature that is scary and scary. In this comment @fionaflo_ tells someone to pay his debt by ending with the curse word "devil" because of his character or the character is similar to that spirit creature.

Data 2 :

*"kelakuan lo dah kaya **iblis**" (@aselilav)*

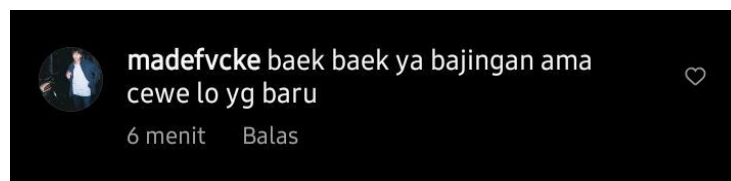*Source : akun instagram @jakartakeras*

The comments column (14) shows the swear word "**iblis**" which means that "devil" is a supernatural being whose job is to incite and mislead humans to do evil things. in the comment it says that someone is evil who has character or traits that are similar to the devil.

7. Professional Lexical Swear Phrases

This professional insult is interpreted as a degrading or haram profession and can also be used as a form of expressing irritation. The following are references that refer to professional swear words.

Data 1 :

*"baek baek ya **bajingan** ama cewe lo yang baru" (@madefvcke)*

Picture 15. Bajingan

Source : akun instagram @jakartakeras

In the comments column (15) shows the swear word "bastard". According to the Big Indonesian Dictionary (KBBI), the meaning of the word bastard is criminal. Another definition of scoundrel is pickpocket. In this comment, @madefvcke equates a person's nature with a criminal and a pickpocket, with the term in question being that someone is evil.

4. Conclusions and Suggestions

Based on the results of this research, regarding swear words in the comments column of the Instagram account @jakartakeras. Several categories of swearing expressions were found, for example, animal lexical swearing expressions which refer to the characteristics of someone who has similarities to that animal, such as dog, pig, bastard. There is also a lexical genitalia which usually refers to female and male genitals to express feelings of annoyance towards someone, for example, penis, vagina. And the lexical state or physical state of a person which refers to a person's characteristics that are disliked and not expected by anyone, for example crazy, stupid, stupid. Then there is lexical sexual activity which refers to sexual intercourse or intercourse between a man and a woman, for example, like fucking, fucking. and spirits which are expressed to someone who has the nature or character of these spirits such as devils and devils, and finally there is the lexical profession which is defined as a profession that is degrading or haram and can also be used as a form of expressing annoyance. for example like a bastard.

In this research, the researcher only examined 1 Instagram account, namely the Jakartakeras Instagram account and examined the account's comments column and looked for swear words generated by these netizens. The weakness in this research is that not all social media were examined in this research, so researchers cannot claim that the swearing expressions on social media are the same. Therefore, future researchers are expected to be able to examine swear words in other social media accounts such as Twitter, Facebook, TikTok, WhatsApp and so on.

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