

SWEAR WORDS ON THE INSTAGRAM ACCOUNT @PLAYITSAFEBABYREBORN

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Abstract

Today's swear words or expressions are increasingly found, especially on social one of them is swearing expressions on the social media account Instagram @playitsafebabyreborn. Many netizens comment as they please without attaching importance to proper grammar and what can be caused by the words thrown at the victim. This study aims to describe any swear expressions obtained and analyze them by mentioning one by one the forms of swear words on the Instagram account @playitsafebabyreborn, including the data in the form of screenshots. This study uses a descriptive research method because this research describes swearing words found on the @playitsafebabyreborn account. Furthermore, this research approach is qualitative because the data is qualitative, namely the comments of netizens in the @playitsafebabyreborn Instagram comment column which contain swear words. The data collection technique used is the free-involvement listening technique because the data collection is done without involving Instagram users or netizens who comment on the Instagram account @playitsafebabyreborn but only observe from Instagram. The data analysis method used is the equivalent method with the determinant element sorting technique. Furthermore, the distribution method is used with the direct element division technique. From the results of this study, there are 15 swear words originating from the comments column and the Instagram account @playitsafebabyreborn. Based on this research, swear expressions can be found in several forms, namely animal lexical, profession lexical, object lexical, state or mental lexical, creature lexical, and epithet lexical.

Keywords: swear words, social media, Instagram, 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).

Instagram is one of the social media applications that is currently very popular in various parts of the world including Indonesia, important people to ordinary people can use it. People usually call it IG or insta. Similar to other social media, Instagram has the concept of followers and following. Instagram provides users to be able to upload content in the form of photos and videos, not only that through Instagram humans can interact with direct message or just like posts and comment on uploaded photos and videos. The freedom of users in

uploading and commenting makes it easier for swear words to be generated, language that violates norms and is not concerned with ethics in language. Instagram's social media capabilities allow users to share a wide variety of images and videos, including humorous, rumored, and educational content. With millions of followers, the uniqueness and appeal of these accounts can catapult a person into celebrity status (Handono, 2018)

@playitsafebabyrebon is one of the many gossip accounts on Instagram, has more than 300 million followers and is known as PISB, which distinguishes this account is always updated even often the rumor originated from this account which then spread widely to other social media. Cases of celebrities that were previously unexpected, making netizens busy discussing. However, not a few responses from @playitsafebabyreborn Instagram account posts bring controversy, often involving celebrity lives that are private and outside of cases that should be a limitation. It is not uncommon for PISB accounts to be deported or disappear suddenly because of some violations. Instagram comments and stories that show the response of netizens about celebrity cases that are being discussed by PISB are often found inappropriate swear words and violate linguistic norms.

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).

Cursing is language that contains vile words or swearing as an expression of emotion, anger, and annoyance. Swear words can be in various forms such as animal language, physical conditions, professions as an example in the PISB Instagram account, @cigaratteaftersad "lonte anjjjjjj", @kiranazzahradinda "goblog arawinda", @chanyeol.forever.mine "jablay bet ni org", @flow_arena2 "turns out BO an tak mba nyahh" and many more.

For this reason, this research is shown to readers as an example of the lack of wisdom of Instagram users by throwing swear words on the @playitsafebabyreborn Instagram account and to always give importance to linguistic norms in everyday life both in real life or social media.

Several previous studies have become benchmarks in this study, such as research conducted by Rachmawati (2017) conducted in 2017, entitled "*Makian dalam komentar di akun instagram @lambe_turah*" This research is descriptive qualitative research. This research aims to describe the cursing in the comment's column on the @lambe_turah Instagram account. This research examines the lingual form of cursing, cursing reference, and emotive function of cursing in the comments on the @lambe_turah Instagram account.

The second previous research was conducted by Almani et al (2019) with the title "*Makian Pada Kolom Komentar Berita di Instagram*" This research uses descriptive methods and qualitative approaches. The results of this study first found three forms of cursing, namely in the form of words, phrases and clauses. The second is the function and meaning of swear words seen from the context. Both results of this study were obtained from 20 comment data taken randomly on Instagram. This research is motivated by the comments that use swear words in the news comment column on Instagram. This study aims to describe the form of swearing contained in the Instagram news commentary column and explain the function and meaning of swear words contained in the news commentary column on Instagram.

Further previous research was conducted by Umroh (2019) with the title "*Ujaran Kebencian (Hate Speech) pada Jejaring Media Sosial*". This research is qualitative research. The subject of this research is hate speech uploaded through social media from 2018 to 2019. The object of this research is the form of hate speech on social networks and the meaning of hate speech on social media networks. Data were obtained using reading, note-taking, and recording techniques.

The fourth previous research was conducted by Fadhoil (2020) entitled "*Analisis Kata Makian pada komentar Ujaran Kebencian di Facebook*". This research is a descriptive qualitative research type of library. The data in this study are curses in the comments of hate speech posts on Facebook. The data is obtained by using the method of listening (*simak bebas libat cakap*), and note taking. For data validity, checking the data found with observation persistence is done. Data analysis was carried out using the *agih* method assisted by the direct element division technique (BUL) to analyze the form of cursing. This research shows the following results. First, the form of cursing found amounted to 26 comment data. The form of cursing is in the form of words, phrases and clauses. There are 7 data in the form of words, 18 data in the form of phrases, and 1 data in the form of clauses. Second, in this study, the types of curses found are the types of conditions, there are 7 data, the types of professions, there are 4 data, the types of spirits, there are 4 data, the types of animals, there are 8 data, the types of objects are 2 data, and the body parts are 1 data.

The last previous research was conducted by Febry (2021) with the title "*Ujaran Kebencian Netizen Indonesia dalam Kolom Komentar Instagram selebgram Indonesia: Sebuah kajian Linguistik Forensik*". This study aims to discuss in more depth the hate speech of Indonesian netizens in Rahmawati Kekeyi Putri Cantikka's Instagram comment section which is studied using forensic linguistic analysis. This research is a qualitative study using a forensic linguistic approach. Where data collection is obtained by observing and analyzing evidence of language crimes in the form of hate speech of Indonesian netizens in Rahmawati Kekeyi Putri Cantikka's Instagram comments column. The results showed that there were 15 netizen utterances out of 22 data analyzed that could be said to be valid and further said to be hate speech, as stated in Article 27 paragraph (3) juncto Article 45 paragraph (1) of Indonesian Law No. 9 of 2016 concerning Restrictions on Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE).

The difference between this research and previous research is that previous research examined hate speech in the Instagram account comment section while this research examined cursing speech in the Instagram account comment section. The similarity between this research and previous research is the data sourced from the comment section of the Instagram account.

2. Method

This type of research is descriptive research because this research describes the cursing utterances contained in the @playitsafebabyreborn account. According to Samsu (1902: 65) that descriptive research is "A research method used to find the widest possible knowledge of the object of research at a certain time". As for Punaji Setyosari, he explains that descriptive research is "Research that aims to explain or describe a situation, event, object whether people, or everything related to variables that can be explained either with numbers or words". Moleong (2013) argues that qualitative research is a type of research that does not merely describe but is more important in finding the meaning the meaning contained in it. Furthermore, the approach of this research is a qualitative approach because the data is qualitative, namely netizen speech in the @playitsafebabyreborn Instagram comment section which contains swear words. So it can be concluded that this research is

descriptive qualitative research because it describes or explains the swear words found on the @playitsafebabyrebon Instagram account.

The data in this study are the utterances of netizens or Instagram users that contain swear words. According to Taliak et al (2022) data is "Rough facts about people, places, events, and something important organized". Furthermore, data is obtained from primary data sources, namely the speech of netizens or Instagram users on the @playitsafebabyreborn account. According to Subkati (2012: 456) primary data is "Data sources that directly provide data to data collectors". The data is collected by the researcher himself directly from the first source or where the research drug is carried out. So it can be concluded that the data in this study is Instagram and the data source is the comment column and story @playitsafebabyreborn.

The data collection technique used is the free listening technique because data collection is carried out without being involved with Instagram users or netizens who comment on the @playitsafebabyreborn Instagram account but only observe from Instagram. The advanced technique used is the screenshot technique. The point is that the fans' utterances containing swear words or utterances are screenshotted. Furthermore, the note-taking technique was used. The point is to record the cursing speech of netizens on the @playitsafebabyreborn account in the screenshot image.

3. Results and Discussion

Based on the results of the research that has been carried out, the research data obtained in the form of cursing utterances in the form of animal language, physical or mental state of a person, profession, objects, spirits. The data of cursing utterances contained in this research are 15 data. The curse words found in this study are lexical form of curse of a person's physical or mental state, lexical animals, lexical professions, lexical objects, lexical subtle creatures and lexical nicknames.

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).

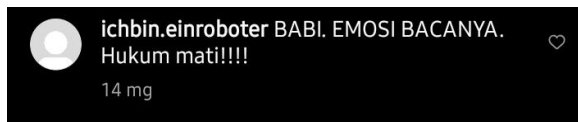
Based on the research results, the data will be presented and described in the form of screenshots.

1. Swearing expressions using lexical animals

When expressing curses explicitly, adjectives are frequently used to describe the traits of the person being cursed. Animal-related insults are figurative; they emphasize certain characteristics of animals that are comparable to the person or circumstance being insulted. While certain animals are not suitable for usage as swear words, they usually have repulsive, taboo, or unsettling qualities (Febriningsih, 2020)

Data 1:

"BABI, EMOSI BACANYA. Hukum mati!!!!" (@ichbin.einroboter)



The data contained in the comments column (1) shows the swear word **pig**, which is one of the wild mammals or livestock considered by some people to be unclean and dirty. In this context, the word pig reflects a form of annoyance at someone.

Data 2 :

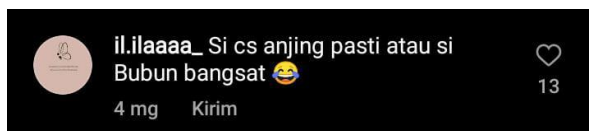
*"Udh ge baca ampe akhir lhohhh. Jadi mana klarifikasinya??? Bacot doangg **anjjnkkk**" (@redsscarlett22)*



In the data contained in the comments column (2) shows the word **dog**, which is a pet known to be the most loyal, but there are also some people who think that the animal is unclean. In this data, the word is shown as an overflow of emotions in a person.

Data 3 :

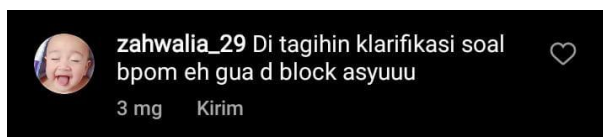
*"Si cs anjing pasti atau si Bubun **bangsat**" (@il.ilaaaa_)*



In the data contained in the comments column (3) shows the word **bangsat**, which is a type of animal found in mattresses and is often referred to as bedbugs. In this context Bangsat is used as an assumption of the similarity of someone's rotten nature, it can also be a description of someone's evil behavior.

Data 4 :

*"Di tagihin klarifikasi soal bpom eh gua d block **asyuuu**" (@zahwalia_29)*

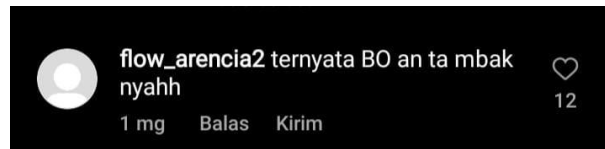


In the data contained in the comments column (4) shows the word **asu** which comes from the Bugis language and has the same meaning as dog but increasingly this word is used as a form of swearing or annoyance.

2. Swearing expressions using lexical professions

Data 1 :

"ternyata BO an ta mbak nyahh" (@flow_arena2)

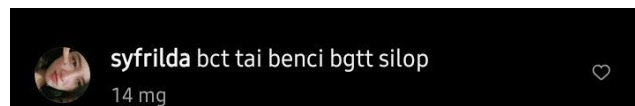


In the data contained in the comments column (5) shows the word **BO** stands for booking out, this term is commonly used as a code for selling yourself or doing prostitution. In this data, the word BO is shown as an insult to the profession.

3. Swearing expressions using lexical objects

Data 1 :

"bct tai benci bgtt silop" (@syfrilda)

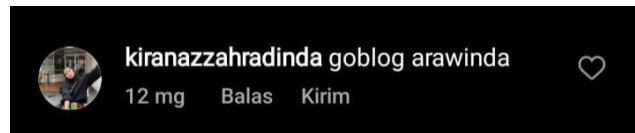


The data contained in the comments column (6) shows the word **tai**, which is dirt. This word can be shown as annoyance at the nature of someone who is considered dirty similar to the object.

4. Swearing expressions using the lexical state or mentality of a person

Data 1 :

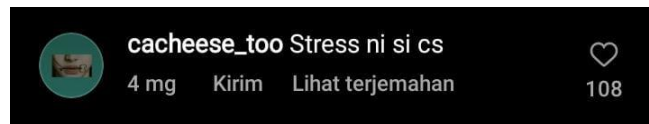
"goblog arawinda" (@kiranazzahradinda)



The data contained in the comments column (7) shows the word **goblog** which means stupid. The word goblog refers to the mind of someone who is considered annoying.

Data 2 :

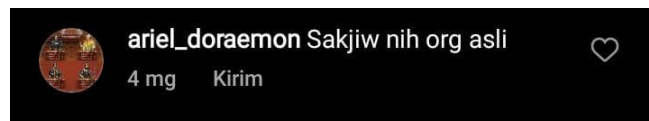
"Stress ni si cs" (@cacheese_too)



The data contained in the comments column (8) shows the word **stress** which is a person's reaction mentally or psychologically. Actually, stress is a normal thing that happens in life, but in this context the word stress is used as a form of annoyance and emotional overflow.

Data 3 :

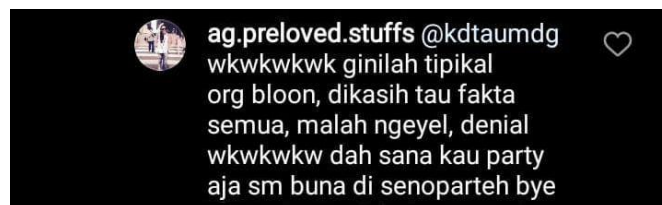
“Sakjiw nih org asli” (@ariel_doraemon)



The data contained in the comments column (9) shows the word **mental illness** which means a mental illness. The word mental illness here is shown as a form of insult to someone's mentality.

Data 4 :

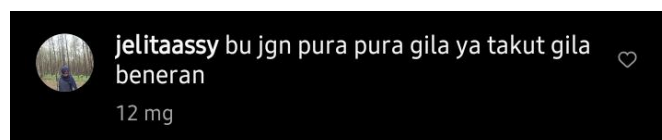
*“@kdtaumdg wkwkwkwk ginilah tipikal org **bloon**, dikasih tau fakta semua, malah ngeyel, denial wkwkwkw dah sana kau party aja sm buna di senoparteh bye” (@ag.preloved.stuffs)*



In the data contained in the comments column (10) shows the word **bloon** which has the same meaning as stupid, so this word is shown on a person's intellectual ability or it can also be a form of annoyance.

Data 5 :

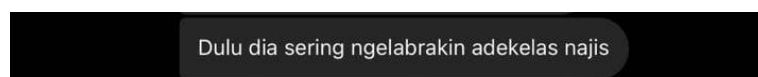
*“bu jgn pura pura **gila** ya takut gila b eneran” (@jelitaassy)*



The data contained in the comments column (11) shows the word **crazy**, which is a mental or mental disorder in a person. The word crazy in this context is shown as an insinuation or insult to the mentality.

Data 6 :

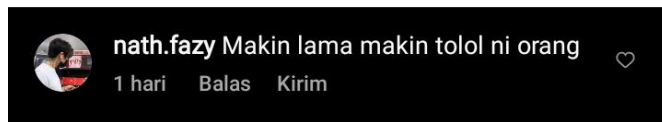
“Dulu dia sering ngelabrakin adekelas najis” (instastory @playitsafebabyreborn)



The data contained in the comment column (12) shows the word **najis** which means something that is condemned or considered dirty. The word najis in this data refers to the nature of a person who is considered dirty.

Data 7 :

*“Makin lama makin **tolol** ni orang” (@nath.fazy)*

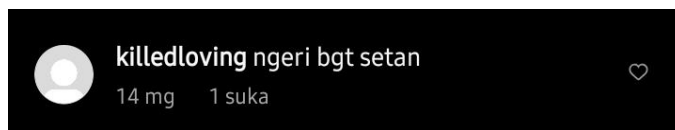


The data contained in the comments column (13) shows the word **moron** which means very stupid. The word is expressed as an outburst of emotion or anger at someone's mind that is not expected.

5. Swearing expressions using lexical ethereal creatures

Data 1 :

"ngeri bgt setan" (@killedloving)

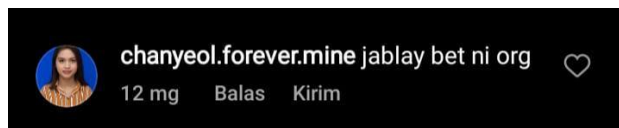


In the data contained in the comments column (14) shows the word **satan**, which is an evil spirit, likes to disobey and always tempts humans to always do bad things. The word satan here is shown for someone who is considered to have similar characteristics to these spirits.

6. Cursing expressions using lexical epithets

Data 1 :

"jablay bet ni org" (@chanyeol.forever.mine)



The data contained in the comments column (15) shows the word **jablay** which means rarely caressed. The word jablay in this context is intended as a form of satire or demeaning someone's character.

4. Conclusions and Suggestions

Based on the results of research on swear words or utterances on one of the gossip accounts on Instagram @playitsafebabyreborn, there are several forms of swear words, namely lexical animals that are thrown in the comments column by netizens as a form of annoyance or equating the nature of the animal to someone such as pigs, dogs, bastards and asu. Cursing expressions using lexical professions are shown as a form of insult or demeaning the work such as BO and jablay. Cursing expressions using lexical objects found by researchers such as tai are used as a form of annoyance or equate the object to someone which means dirty or disgusted. Lexical state or mental state of a person as an expression of anger, emotion with negligence or characteristics that are not as expected such as stupid, stress, mental illness, bloon, crazy, unclean, and stupid. Cursing expressions using ethereal creatures that are considered to reflect a person's nature similar to that of the creature, for example, the devil.

This research was conducted by researchers by analyzing only from one source, namely Instagram, the form of swear words obtained is limited and only a few, one of the data obtained by researchers sourced from anonymous instastory or unknown who the culprit is. With that, the researcher hopes that future researchers will explore more and not

only focus on one source so that the form of swear words obtained is more and more able to describe how many swear words are found on social media.

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