

THE USE OF SWEAR WORDS IN LIVE SPEED'S YOUTUBE VIDEO: “LOSE THE GAME, SHAVE YOUR EYEBROWS”

Lamsahatma Silalahi

Universitas Putera Batam (UPB), Batam, Indonesia
pb171210045@upbatam.ac.id

Ambalegin Ambalegin

Universitas Putera Batam (UPB), Batam, Indonesia
Ambalegin@puterabatam.ac.id

Abstract

This descriptive qualitative research analyzed the swear words uttered by Speed's in his YouTube video: lose the game, shave your eyebrows. This research aimed to identify types of swear words based on context and which one the frequently appears. The data source of the research took video from Live Speed's YouTube channel who played FIFA game with a kid (30 may 2022). This research used observational method with non-participatory technique for collecting the data. This research used the referential identity method with technique to analyze the data. Based on finding, there were five utterances types of swear words in Live Speed's video. Those were 1 data of dysphemism, 3 data of idiomatically, 7 data of abusively, 4 data of emphatically, and 13 data of cathartically. The researchers made a conclusion that the cathartically of swearing is the most frequent uttered by Speed and kid in his video. In other words, all types of swearing were pronounced to express the feeling to gain the attraction of the viewers without insulting anyone.

Keywords: Speed, Swear Words, YouTube

1. INTRODUCTION

Swearing is an interesting part of the language that combines linguistic and emotional expression. It's present in most people's repositories, but it also has some taboo elements. Swearing are often taken from classmates or authorities who have different authority from parents or teachers, in contrast to how language is generally taught e.g. television or social media. Most people consider swearing as a bad language, unpleasant, inappropriate, and associated with low social class and low prestige. Swearing also have negative

connotations in their minds. However, Anderson, (1992) argued that, under the right circumstances, swearing can play an important role in children's cognitive and social development.

In modern trends it has been seen a change in the way swear words used. A person was once assumed to wish to punch or murder everyone nearby if they yelled an expletive at them in front of the public. swearing made it impossible for people to accept his attitude. Hearing a swear word is shocked, angered, hurt, insulted, and

disgusted them. Burrige, (2006) gives a definition of swear words. There are tight restrictions on their use and consequences for breaking these restrictions. 'Swear words are those that are considered insulting, startling, or obscene when used in particular contexts'.

Inadequately, many people used swear words without thinking, regretting, or even realizing that they are obscene, obscene, or disgusting by using the four letter word (*fuck*) in every sentence and conversation. Swear words have recently become commonplace in everyday conversation. Swearing which recognized as a deliberate malicious act intended for emotional expression. Every kind of swear word has a unique meaning and function in spoken language, and there are many distinct varieties of swear words. Describes swearing as language use in which the expression: (i) relates to anything taboo or stigmatized in the swearer's culture; (ii) is not intended to be taken literally; and (iii) can be used to communicate strong emotions or attitudes (Trudgill, 2007). An expression with increased expressive power is produced by combining these factors. Because of this, there are situations where cursing is more appropriate.

Social media is one place where swearing appears to be quite common. Social media has become an integral part of our daily lives over the last decade. Since the pandemic, the use of social media has increased dramatically, especially in Indonesia, according to industrycoi

(<https://www.industry.co.id/read/87933/sejak-pandemi-pengguna-media-sosial-tumbuh-63-persen-ini-dampak-negatifnya>) internet users in Indonesia are known to have increased by 15.5 percent or as many as 27 million people

during the pandemic. Meanwhile, active social media users grew by 6.3 percent or 10 million people according to Social-Hootsuit data in January 2021. The amount of data made creative people appear, namely by becoming content creators or YouTubers. Being a creative content creator is very necessary and of course has characteristics. The use of swear word is one of the hallmarks of the creator's content (industrycoi).

One of popular and interesting users in YouTube is Darren Watkins Jr better known online as IShowSpeed (or simply known as Speed, or Speedy), who has more than 3 million subscribers to his channel YouTube, where he broadcasts videos of him and his friend playing FIFA. In most of his videos, speed frequently uses swearing, and in every situation influences people's thinking about what form of language he would choose to convey his ideas. As a result, speed is a good example of how swearing is used now, how he will carefully choose his words, according to whom he is talking to, how his relationship with the hearer is, what information he would convey, and the type of situation between the speaker and the hearer is.

The focus of this research is swearing. Furthermore, swearing appears to be common on YouTube, for example in YouTube channel of "IMPAULSIVE" which discusses history of racist in America and takes a hard stance on the cataclysmic injustices taking place in land of the 'free'

(<https://www.youtube.com/watch?v=Jbh9OPpNmK0>).

Logan (31:00) : if you are white, if you look like me, use your previllage and for those who do not think white privillage exists, you are **fucking blind**, you are

delusional and you are part of the problem.

The words fucking blind above is one of the swear words. In this case that words fucking blind is emphatically types. in this context logan wanted to convey the powerful massage to people who pro with him. He suggested the white people who do not use the p8j rivilege for speaking up against injustice.

One of the phenomena of swear word was founded in “ Live Speedy” YouTube, where he is playing FIFA with his friend in that moment he said **black ass**.

Kid: *what do you want a win the world cup liverpol or realmadrid?*

Speed : *no...man fuck, come on bro now Pogba **black ass** man man.*

So, that phrase is dysphemism types because the word black ass is very negatively and can be provocatively. Direcly, Speed said it because he is very upset for his rival which can make more goal for him and he said it to make his rival downgrade.

In this research, there are several articles taken by the researchers in order to make the previous research as a comparison because they are relevant to the research's topic. Barli Bram & Pugh Kristanto Putra analysed the swear words that were used by the main character Jordan Belfort in The Wolf of Wall Street movie. This research used the Wolf of Wall Street movie as the data source. The swear words theory by Pingker, (2007). The result showed that there five types of swear words, namely descriptive (twelve times; 3.7 per cent), (19 times; 5.9 per cent), cathartic (26 times; 8.1 per cent), abusive (29 times; 9 per cent) and emphatic swearing (236 times; 73.3 per cent).

Secondly, Wulandari, (2017) analysed the types of swear word that were flouting in PewDiePie’s videos,

the data source were taken from YouTube from PewDiePie’s. This article applied the theory of Pinker, (2007) as the main theory. The result that there were five types of swear words used in PewDiePie’s videos Those were: 14 data of Dysphemistics, 38 data of Idiomatically, 1 data of Abusively, 24 data of Emphatically, 27 data of Carthartically.

Based on previous research, this study examined swear word from a Live Speedy’s content in YouTube. The content contained many kinds of swear words. The most recent swear words are widely used by the general public. There are many new swear words that appeared in the film that are worth studying.

From the description above, swear words are very common in every conversation. Swear words have various meanings, both negative and positive. Therefore, this research has the same with the theory from Pinker, (2007) which described types. The previous study used the Wolf of Wall Street movie and YouTube from Live Speed’s as the data source, the present study used Live Speed YouTube. The researchers took these data because there are many swear words uttered by people. This research analysed the swear words from Speed. Barli Barm used the descriptive and idiomatic as additional types meanwhile this present study used Dysphemistics, Idiomatically, Abusively, Emphatically and Carthartically.

2. LITERATURE REVIEW

2.1 Swear Words and Taboo Words

Swear words and taboo words have a close association. When linguistic taboos develop from social taboos, it is because swearing is seen as impolite and unacceptable in polite circumstances, which exists in most

languages and cultures (Hughes, 2006). Swear words is considered a taboo term since it usually always involves the usage of other words. Swear words and taboo words are shock less (Swan, 1996). Breaking the rules "may" be associated with strength or independence that people find appealing (Trudgill, 2007). Furthermore, it can also be "primarily because taboo words are often used as swear words, which is to say that they are strong.

According to Crystal, (2003), the word "usage" is possibly too weak because swearing is an eruption, an explosion that relieves surges of emotional energy. Swearing is the highly expressive use of a taboo word or phrase. Because taboo words can express emotion information (anger, disappointment) more easily than nontaboo words, swearing appears and continues as a uniquely human ability, and allows speakers to achieve a variety of persona and social goals with them (utility).

In this situation, swearing is not considered inappropriate when religious terms are used in their literal sense; however it will emphasize the strength of the term. The other words' potency is often the same whether they are used figuratively or in swearing (Beers Fägersten, 2012).

A swear word is a response to anything that is not liked. This typically occurs when someone begins to speak before other people in the room have had enough. When somebody can not manage their emotions, they will use foul language. A swear word is an explosion or eruption that relieves emotional energy surges. It can be directed at either people or objects and serves as a substitute for an aggressive physical reaction (Crystal, 2003).

2.2 Types of S wear Word

Swear word is a unique word because it can be used in a variety of contexts. It can be used as an interjection, an adjective, an adverb, or a noun. In fact, it may substitute for almost any term in a given sentence, like fuck, fucking, or the fuckers (Ljung, 2011).

There are fives types of swear words which people can choose to use swear words namely, Dysphemism, Idiomatically, Abusively, Emphatically, and Cathartically (Pinker, 2007).

2.2.1 Dysphemism

Dysphemism is a polite expression used in place of words or phrases that otherwise might be considered harsh or unpleasant to hear. It compels the hearer to consider things negatively or provocatively. The process through which the most derogatory aspects of swearing are emphasized with an insulting goal against the addressee or the audience, or even at the notion itself, produces a dysphemistic effect when used incorrectly. When discussing one's opponents, things one wants to appear to be downgrading, and other topics, dysphemism are often used. Example: Calling someone *hey Black* at stadium or for strangers that walk on street (Pingker, 2007).

2.2.2 Idiomatically

Idiomatically is swearing that does not actually address the issue. These swear words are merely used those who use them to attract attention, to brag about themselves, or to signal to their peers that the situation is casual. An further reason why someone could swear idiomatic language. It is employed to attract attention, pique curiosity about a particular subject, or project a macho image. This can be applied to demonstrate authority or to cement a bond (e.g. ass, fuck, man and hell, yeah.)

2.2.3 Abusively

Abusive swearing is exactly what it sounds like; it is used to abuse, intimidate, or degrade people. It can occur in an argument, a heated discussion, or just plain impolite behavior. Fuck you, son of a bitch, and other often used offensive phrases are only a few.

2.2.4 Emphatically

Emphatically is a swear word used to accentuate something by expressing its size, stature, or relationship to other objects. Swearing with emphasis is a way to make a point or emphasize something. Swearing can convey a powerful message. For example, *you are fucking lazy* and *this game is fucking hard*. These are two instances of profanity being used to emphasize something.

2.2.5 Cathartically

Through the honest expressing of intense emotions, offers the person some much-needed psychological relief. By doing this, the individual can temporarily escape a difficult environment. When anything horrible occurs, like coffee spilling, this kind of swearing is typically heard. It is intended to convey to the audience that you are experiencing a negative emotion, according to one evolutionary hypothesis. When something unpleasant occurs, such when a person is harmed or feels awful, cathartic swearing is utilized as a release. Swearing for catharsis is used to show an audience that a person is going through a difficult period or is feeling bad feelings.

3. RESEARCH METHOD

This research used descriptive qualitative method. The qualitative method used by the researcher is appropriate for the phenomena examined in this research. Bogdan & Biklen, (1992) stated that a qualitative

research is defined as "the description of a phenomenon that occurs naturally without the intervention of an experiment or an artificially contrived treatment. The utterances of swear word by Speed and his partner were taken as a data source. Collecting the data using the observatoinal method (Sudaryanto, 2015). This study used the referential identity method with competence in equalizing technique to analyze the data (Sudaryanto, 2015).

The researchers are currently took several steps to collect the data. The first was listening the swear words from the Live Speed video "*Lose the Game, Shave Your Eyebrows*." The researchers then examined the swear words in the utterances to determine their functions and meanings. Afterward, the swear words were classified depending on the situation.

The collected data was analyzed by used theory of Pinker, (2007) which include dysphemism, idiomatic, abusive, emphatic and cathartic types. The poin of view of this analysis is to identify the types of swear wrods that utteranced by speed and his partner. Finally, the researchers listed of swear words based on their types.

4. FINDINGS

This chapter draws on the data presented in the five-video script to address the first issue. Place it on the table after that. To assist readers in understanding the data, the author provides transcripts of swear words explained with context as well as explanations of various types of swear words from speech (time, address, topic). The researchers also described the different types of swear words and divided them into tables: (a) Dysphemism, which refers to swearing with a provocative meaning, (b) Idiomatically, which refers to swearing

without actually referring to the material, (c) Abusively, which refers to swearing. Directed at someone in a derogatory manner, (d) Empathically, swearing to describe something by its size or the things surrounding it, and (e) Cathartically, an open expression of strong emotions given by the user. The overall data were classified based on the research problems in this step.

Tabel 1. Types of Swear Word Used by Speed

No	Types of Swear Word	Frequence
1	Dysphemism of Swear Word	1
2	Idiomatically of Swear Word	3
3	Abusively of Swear Word	7
4	Emphatically of Swear Word	3
5	Cathartically of Swear Word	11
Total		25

5. DISCUSSION

In the table above, it can be seen that the number of swear words used in the YouTube Speed video appears 25 times. From the 25 data, some have the similiarity. Based on the theory of (Sugiyono, 2015), the large amount of data obtained from the field needs to be sorted out in detail. The reduction data aims to make it easier for researchers to collect data. In selecting the data, the researchers sorted by type of swear words: dysphemism, idiomatic, abusive, empathic and cathartic. Dysphemism took 1 data from data 6. Idiomatic took two data from data 34 and 8. Abusive took five data from data 10, 12, 22, 23, and 13. Emphatic took 3 data from data 23, 16 and 20. Cathartic took three data from data 14, 1 and 2.

This study discovered some results based on the data analysis described

above. Five of the six types of swear words which used in Live Speed's YouTube video. Specifically, dysphemism, idiomatically, abusively, emphatically, and cathartically. Pinker, (2007) theory of swear word is the foundation for this study. Each one is described in detail, followed by examples.

a. Dysphemism

Data 1

The first type that founded in video is dysphemism. According to Pinkers, (2007) dysphemism swearing refers to provocative and humiliate words.

Kid : *what do you want a win the world cup liverpol or realmadrid?*

Speed : *no..man come on bro now Pogba **black ass man***
(2:25 – 2:36)

The conversation beetwen kid and speed above shows the dysphemism of swearing. Speed said Pogba is black ass which it can be provocative and humiliate the people who have same colour. It shoulbe not spoken cause it is kind of racist words.

b. Idiomatically

In the second types of swear words also consist in *Lose the Game, Shave Your Eyebrows*. Based on Pinker's (2007) theory, idiomatically refers to swear without actually referring to the material. Idiomatically refers to express to disclose friends when the setting is informal.

Data 2

Kid : *(made an attack so tense to Speeds' team)*

Speed : ***hell no! hell no! hell no! hell no!***
(2:08 – 2:12)

The dialogue above indicates the idiomatic of swearing especially the bold sentence. The kid was made an attack to Speed's team as a result, speed was swearing. Speed was swearing just as an expression that he had a hard game. The words *hell no* itself was classified to idiomatically of swearing because not refers to interlocutor.

Data 3

Kid : *all your team is 90 radius i have 80 radius in my squad*
Speed : *no bro it's not. oh yeah dumb ass aha haha yeah...*
(3:15 – 3:34)

Idiomatically of swearing was employed in conversation above. Speed pronounced *dumb ass* when he had a chance to make goal. In other words, speed said it just to express his feeling. In this moment he was excited the he had a good chance and made it goal.

c. abusively

Abusive is swearing directed at someone in a derogatory manner. This type refers to said to express the speakers' feeling and it is addressed directly to the interlocutor.

Data 4

Kid : *bro but your team is better than mine..*
Speed : *yeah (goal) therty zero what. Westep on that come on Ronaldo yoo look at.... fuck around you boy*
(3:10 - 3:42)

The abusive type of swearing has pronounced in the dialogue above. Speed said *fuck around you boy* to swear at kid. In that moment, Speed had scored for the first goal after beeing left behind two goal. The kid mocked him up before Speed scored a goal. Speed

said the swear word to express his anger, and he thought would be insult the kid and make him felt down since the offensive word had utteranced.

Data 5

Kid : *well i'm playing my normal game like. What do tou mean...*
Speed : *just stop talking bro you keep talking dog. You keep talking.*
(4:26 – 4:36)s

The dialogue above happened beetwen Speed and Kid. It was classed as abusive of swearing. The kid cannot stop talking during the game and made speed disturbed. Direcly, Speed showed his anger by said *dog* to the kid. The word *dog* in the dialogue belonged to the abusive of swearing that chose as unpleasent word.

Data 6

Kid: *i got i got listen either you take off your eyebrows, eyebrow hair or you by message*
Speed: *already did it dumbass fuck (loud sound)*
(7:26 – 7:38)

In the dialogue above consist of abusive swearing when Speed already shaved his eyebrows. Actually, the kid had known it but he just want to mocked Speed and made him angry. In that moment, Speed expressed his anger which stated the words *dumbass fuck*. The word *dumbass fuck* itself one of the abusive of swearing that chose as annoying word

Data 7

Kid : *either you take off your ayebrows eyebrow hair or you by massage*

Speed : *already did it dumbass!
Fuck!. **stupid bitch** i
already did it.. why are
you just now saying that?*
(7:28 – 7:40)

In the dialogue above showed that Speed was very angry. Speed was swearing in three times. In this case the kid was just mocked speed because he was lose the game by asking Speed to take off eyebrows whereas speed already did it. It made Speed so angry that he let out the words *stupid bitch*. That words had categorized to abusive because Speed said directly to the kid full of emotions.

Data 8

Kid : *i knew i knew...*
Speed : ***fucking** his mouth bro this
kid think he...*
(4:28 – 4:36)

To get good results, full concentration is required so it will be break up when someone interrupts. The same as in the dialogue above, Speed gets annoyed when the kid keeps talking. Speed let out the word *fucking* to show that he was angry at the moment. In other words it is the emotional reaction to the kid.

d. Emphatically

This type has uttered in the *Lose the Game, Shave Your Eyebrows* many times. This types one of the way to express the emotional feelings. The different of this type is more stronger expression and emphasize what speaker said (Pinker, 2007). Usually, emphatically refers to assert the meaning delivered to the interlocutor. In spite of that, some lines or dialogue has categorized as emphatic of swearing in Live Speed's video.

Data 9

Kid : *you told me yourself that
we can double it. I didn't
want to double it*
Speed : *bro bro i already cutting
my **dam** hair you got the
nerf..*
(8:09 – 8:18)

In the dialogue above, they have made a deal that who lost the game would cut the eyebrows. In that moment, Speed had already cut his hair but the kid mocked him up again. Speed responded the kid by saying *dam hair* in order to emphasize that he had already cut his hair. In literal meaning, the word *dam* is negative meaning. In other words, people frequently pronounced the word *dam* to express the feeling particularly when they are unhappy.

Data 10

Kid : *(goal by Bruno Fernandes)*
Speed : *i.. what's... Bruno Mars go
back to **fucking** singing
like why is he playing
football*
(4:39 – 4:50)

In the dialogue above, Speed was annoyed because of the goal made by Bruno Fernandes. Due to speed's frustration, he changed the name of Bruno Fernandes to Bruno Mars. Speed emphasized his annoyance by saying *go fucking singing bruno mars*. In fact, Bruno Mars is an artist but Speed just want to make a little joke by changing the name.

Data 11

Kid : *i just scored a free kick a
goddamn free kick bro*
Speed : *(speechless)*
(5:31 – 5:50)

For the first time the kid was swearing. In that moment speed's team made foul as a result it would be free kick for kid's team. The kid just scored a spektakuler free kick but he said a *gooddam* free kick. The word *gooddam* in that dialogue was just want to emphasize that the goal was beautiful.

e. Cathartically

The last type is cathartically which stated cathartic swearing used to express the feelings when something happend (Pingker, 2007). In other words, it does not directly address when someone swearing. Cathartically is the most used in this video with total 11 times appears.

Data 12

Kid : *ouh no..... (almost goal) ouh...*

Speed : *oh my god bro what is it? I was **mother fucking**.*

(0:53 – 0:58)

Based on the dialogue above, the kid almost made a goal to speeds' team and after that speed made a mistake so, it would be the advatage to kid teams. In uncontrolled momen, speed was expressing his frustration to his fault which he pronounced *mother fucking*.

Data 13

Kid : *let's go (goal..)*

Speed : *oh my **fucking** guy*

(1:01)

In the dialogue above contains cathartically of swearing because speed was saying word *fucking*. It happened when the kid managed to score a goal for the Speed team. Speed used that word when he felt frustration and dissappointed at this moment. Speeds' psychological is under stress. Therefore, Speed expressed his frustration by saying the swear word.

Data 14

Kid: (*made a score goal*)

Speed: *oh **fuck***

(4:41)

The word in bold above type cathartically of swear word.the wod *fuck* becomes of cathartically of swear word because it was an expression from Speed. The kid made goal for the forth times to Speeds' team. Speed said the word *fuck* just want to express his frustration.

6. CONCLUSION

The first goal of this study is to identify and describe the different types of swear words in the YouTube Live Speed video. The video contains a variety of swearing, including dysphemism, idiomatic, abusive, empathic, and cathartic swearing. Cathartic swearin g is the most common type of swearing. Cathartic appeared 11 times in a total of 25 data points. With only one data point, the lowest score was obtained for dysphemism.

Cathartically is the most commonly used swear word because it is thought to be the most effective at attracting the attention of the audience while not offending them. Furthermore, Speed frequently uses the cathartic type to make it sound more relaxed, less awkward, and fun. The speaker can easily capture the audience's attention by using catharsis with no referential meaning. Dypshemism is the least frequently used type of swear word in Speed's videos. The As a result, it is clear that dysphemism is less effective because it can offend the audience and lower others' self-esteem. Instead of using harsh language as offensive language, Speed uses abusive and cathartic words to attract viewers' attention by naming their partner with specific types of insults, such as

sexuality-related words presented by the casual and formal methods in this study.

REFERENCES

- Anderson, L. and Trudgil. P. (1992). *An introduction to language and society* (Edition, F). Mishawaka: Penguin.
- Beers Fägersten, K. 2012. Who's searing now?: The social aspects of conversational swearing. Cambridge: Cambridge Scholars Publishing.
- Bogdan, R. C., & Biklen, S. K. (1992). *Qualitatif Research for Education: An Introduction to Theory and Methods* (Allyn and Bacon (ed.)).
- Burridge, allan. (2006). *Forbidden Words: Taboo and Censoring of Language*. New York: Cambridge University Press.
- Crystal, D. (2003). *English as a global language* (2nd editio). Cambridge: Cambridge University Press.
- Hughes, Geoffrey (2006). *An Encyclopedia of Swearing: The Social History of Oaths, Profanity, Foul Language, and Ethnic Slurs in the EnglishSpeaking World*. New York: M.E. Sharpe .
- industrycoi
(<https://www.industry.co.id/read/87933/sejak-pandemi-pengguna-media-sosial-tumbuh-63-persen-ini-dampak-negatifnya>)
- Jay, Timothy & Janschewitz, Kristin. 2008. The pragmatics of swearing. *Journal of Politeness Research* 4, 267-288
<https://doi.org/10.1515/JPLR.2008.013>.
- Kristiano, Johan, & Ardi, Priyatno. 2018. Swear words in Bad Boys II: A semantic analysis. *LLT Journal: A Journal on Language and Language Teaching* 21(2), 191-198. Retrieved from <http://ejournal.usd.ac.id/index.php/LLT/article/view/1586>
- Magnus Ljung. (2011). *Swearing: A Cross-Cultural Linguistic Study* (second). Basinstoke: Palgrave Macmillan.
- Pinker, Steven. (2007). *The stuff of Thought: Language as a Window into Human Nature*.
- Swan, M. (1996). *Practical English Usage*.
- Sudaryanto. (2015). *Metode dan aneka teknik analisis Bahasa [Method and technique of language study*. Yogyakarta: Sanata Dharma University Press.
- Sugiyono. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Trudgill. (2007). *Swearing*. Blackwell: Oxford.
- Wulandari, O. (2017). *Octavia Wulandari The Use of Swe ar Words in PewDiePie's YouTube Videos*. 04(02), 1-24
<http://repositori.uin-alauddin.ac.id/8077/>.