

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is all forms of communication in which a person's thoughts and feelings are symbolized to convey meaning to the others. Moreover, According to Genelti (2014) language is a means of communication between one individual and other. Language is formed through a variety of systems. According O'Grady and Archibald (2016) Language is a sound system sign that serves as a crucial component in human life as a means of communicating thoughts, messages, intentions, and opinions to others, humans would be unable to communicate with others if language did not exist.

The study of language is called Linguistic. According to Martinet (1987) linguistic is the study which takes language as an object, how it is put together and how it functions. Sociolinguistics is one of the many fields of linguistics. Sociolinguistics is the study of the relationship between society and language, it examines how people use language in social contexts. As is common knowledge, language has a relationship to society and just like what have been said by

Hickerson (1980) stated that sociolinguistics is a growing branch of linguistics that examines how speech variation relates to society, and Hudson (1980) defined sociolinguistics as the study of language with society. We study language and society in sociolinguistics in order to understand as much as we can about what language is. The subject of sociolinguistics has many different aspects, one of which is Taboo words.

One word that people use is the word "Taboo." Words that are prohibited cannot be used in specific contexts. Because bad language is associated with taboo words. According to Trudgill (2000) taboo is associated with things which are not said, and in particular with words and expressions which are not used. It indicates that a few words are considered taboo and should not be used in every situation. In other words, a taboo word that is typically only used in informal situations. Because of their negative connotations, taboo words have a powerful effect. People who heard that can feel embarrassed or even insulted.

Jay, T. (2009) states that taboo words can be used to achieve a variety of personal and interpersonal outcomes that may be positive, negative, or inconsequential in terms of their impact on others, although some might argue all uses of taboo words are harmful to some degree. Some people hold the opinion and belief that taboo is anything that has a bad connotation, emotion, and expression to convey negative types of feelings toward others, especially when it is used in public places or with

an older person. On the other hand, attitudes toward the purpose of taboo words have already changed in modern times. a statement by Anggita (2015)

Many taboo words can also be found in music. Almost all people enjoy music or songs because they have the power to make people feel happy or sad and because so many people take the time to play and listen to them. As defined by (Longman, 1982) a song is a short piece of music with words for singing. Because the song is a way for people to convey their feelings about something, it is very relatable to humans. In addition, we all know, music and songs have meanings and we may learn from them what is being discussed. However, many songs today use bad or taboo words in every single song.

The researcher wants to analyze some of the song in Ariana Grande's album Position. This album Position tells the story of Ariana Grande's life explained by taboo words. Researchers will analyze all the songs in that album. Positions is the sixth studio album by American singer Ariana Grande. The album was released on October 30, 2020 through Republic Records. The album 'Positions' contains romantic and sensual songs with a personal touch from Ariana. On the first day of release (October 30, 2020), 14 tracks from the album 'Positions' made it into the 'United States

Top 50' chart and the title single Positions sat at number 1 on the Billboard 100 chart. It was noted that Ariana Grande's album was the first US singer to have all the songs from her album enter the charts.

B. Problem Formulation

Based on the background of the study, the problems are formulated as follows:

1. What types of taboo words are found in Ariana Grande's album position?
2. What is the function of the Taboo Words that are found in that album?

C. Objectives of the Study

Based on the formulation of the problem, the objectives of this study are:

3. To analyze the kind of Taboo Words in Ariana Grande's album position.
4. To analyze the function of the Taboo Words that are represented in that album.

D. Review of the Related Studies

This section contains the previous studies namely in the form of reviews of research results that have a topic related to research proposals and journals. The studies which are taken by the author can be presented as follows.

First, Putri (2019) conducted a research entitled "*An Analysis of Taboo Words in Rich Brian's Song Lyrics*". The researcher used Battistella's theory

to define the types of taboo words and Wardhaugh's theory to describe the functions of taboo words. The researcher then used Battistella's theory to explain the types of taboo words and Wardhaugh's theory to describe the functions of taboo words to find the meaning of taboo words in Rich Brian's song lyrics. The researchers then used multiple dictionaries, the internet, and articles to supplement the data in order to determine the meaning of taboo words in Rich Brian's song lyrics. This study used descriptive qualitative research. Descriptive qualitative analysis is a method in which data is described using words, clauses, phrases, and sentences. Rich Brian's song lyrics contained 89 taboo words, according to the results. Obscenity (f***ng, f**k, s**t) took center stage. The second most common type of taboo word was epithet (m*****f**ker, n**ga, and p*g, b***h), vulgarity (a**, p*ssy, d*ck n*ni), and profanity (j*sus C*rist, g*ddamn, d*mn).

Second, David Bonaris (2016) conducted a research entitled “*Taboo Word in Nicki Minaj Songs*”. This research looks at several forms of taboo words in Nicki Minaj's song lyrics. The study's objectives were to discover the categories of taboo words used in Nicki Minaj's song lyrics, to identify the dominant type of taboo words used in song lyrics, and to define the uncategorized types of taboo words used in song lyrics. The descriptive qualitative research method was used in this study. This research discovered four kinds of taboo words in Nicki Minaj's song lyrics, namely belief or religion, body parts, sexual activity, and toilet or excretion.

The third study is An Analysis of Taboo Words in Rnb Songs in Pitbull’s Album “*Globalization*” by (Lubis et al., 2018). The current study

used a descriptive qualitative method to examine all of the lyrics of Pitbull's "Globalization" album R&B songs. There are four types of taboo words used in Pitbull's album "Globalization": Offensive Slang, Profanity, Sexual Referent, and Scatological on Pitbull's album "Globalization," the main kind of taboo word that appears in all of the songs is sexual referent. Pitbull's songs in all of his albums are characterized by the use of sexually related taboo words. Pitbull's distinctive character has earned him MTV Music Awards and Nickelodeon Kid's Choice Awards. (www.mtv.com).

The fourth study is conducted by Hasibuan, A Saragih, and R Husein (2000) entitled "*Taboo Words in Rap Song Lyrics*". The goal of this research is to identify the various types of taboo words in Eminem's song lyrics. This is a descriptive qualitative study. The data has been collected by selecting and evaluating lyrics that contained taboo words, and it was evaluated using Batistella's (2005) theory of taboo word classifications. According to the data analysis, obscenity is the most prevalent form in this study since it is thought to be the most efficient technique for hurting someone. Profanity is the least commonly used taboo word. As a result, profanity is not effective enough to be employed as an insulting word to debase other people's pride because it is usually classified as religious cursing and includes the disgusting-mouthed usage of what is deemed sacred. The information was gathered by obtaining Eminem's song lyrics from the internet. According to the data gathered by the researcher, there are taboo words in the lyrics of Eminem's songs. It is divided into four categories: epithet, profanity, vulgarity, and obscenity. Obscenity is 20 one of the types most frequently discovered by researchers in Eminem song

lyric albums.

In comparison, the studies above have something in common. The four studies have similarities in examining taboo words in a song, data collecting techniques, using qualitative descriptive research methods, and theories used to analyze research. This study analyzes the taboo words described in the lyrics of Ariana Grande's song in the album "Position" by using the theory of Battistella (2005) to analyze the types of taboo words and Wardhaugh (2006) to analyze the function of the taboo words.

E. Methods of Research

The research method is an important way for researcher to collect the data presented. The method of this research is divided into three parts, namely data and source of data, method, and technique of collecting data, then method and technique in analyzing data. To analyze the data, researchers use descriptive qualitative methodologies. According to Moleong (2014, p.2), qualitative research is research that does not use calculations or numbers. Meanwhile, qualitative research methods are define by Bogan and Bikle (in Kaelan, 2012, p.5) as a research procedure that examines descriptive data in the form of words (may be oral for religious, social, cultural, philosophical research), notes related meaning, values and understanding.

1. Data and Source of the Data

The researcher obtained the data source from Ariana Grande's Position album which consists of 14 songs and the data obtained totaled 19 data. The

data will be examined in this study are words and phrases of Ariana Grande's position album song lyrics entitled (1) *SHUT UP*, (2) *34-35*, (3) *MOTIVE*, (4) *JUST LIKE MAGIC*, (5) *OFF THE TABLE*, (6) *SIX THIRTY*, (7) *SAFETY NET*, (8) *MY HAIR*, (9) *NASTY*, (10) *WEST SIDE*, (11) *LOVE LANGUAGE*, (12) *POSITION*, (13) *OBVIOUS*, and (14) *POV*. In addition, words and phrases from the album lyrics were also taken as data. The researcher used 14 songs in the album to get more data to analyze the types and functions of taboo words. The song lyrics were taken from the official website www.genius.com.

2. Method and Technique of Collecting Data

Method of collecting data is method to gain the data related to the research. There are two methods of collecting data namely observation method and interview method (Sudaryanto, 1993). Observation method is a method which is done by observing the use of language itself attentively. When learning a language, this method can be used both written and spoken. In this research, researcher used the observation method to analyze the data. The basic technique of this method is *Teknik sadap* (Tapping Technique) and the advance techniques are *Teknik Simak Bebas Libat Cakap* (Non-Participant Observation Technique) and *Teknik Catat* (Noting Technique).

In collecting data, the researcher employed *Teknik Simak Bebas Libat Cakap* (Non-Participant Observation Technique) and *Teknik Catat* (Note Taking Technique) proposed by Sudaryanto (2015). According to Sudaryanto

(2015), *Teknik Simak Bebas Libat Cakap* is a technique where the researcher only as an observer while *Teknik Catat* is the following technique that notes the observational data of the conversation. In collecting the data, the researcher used several steps:

1. Preparing and search then listening and download the song's lyrics from the official website www.genius.com.
2. Collecting the data, in this process the collected song's lyrics by Ariana Grande from album *Position* and print the lyrics.
3. Reading the lyrics on the official website which contain taboo words.
4. Identifying the words and phrases which contain taboo words on the song lyrics.

3. Method and Technique of Analyzing Data

Method of data analysis is a method that shows how the data are going to be analyzed. According to Bogdan as cited in Sugiyono (2010, p.334) "data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others". Sudaryanto (2015) explains that there are two methods of data analysis namely *Metode Padan* (Identity method) and *Metode Agih* (Agih method). Identity method is a method that is used to determine the identity of linguistic unit which the determiner tool is outside apart and not become the part of language (langue) concerned. While *Metode Agih* is a

method in which the determiner tools are inside the language itself.

In this research the researcher used the identity method (*Metode Padan*) to analyze the data because one of the research objectives was to analyze the types and functions of the use of taboo words in Ariana Grande's *Position* album. The researcher analyzes the data through several steps as follows:

- a. Identifying the use of taboo words and phrases in Ariana Grande's *Position* album.
- b. Analyzing the types of the taboo words that is found in Ariana Grande's lyrics using Battistella (2005) theory.
- c. Analyzing the function of taboo words that is found in Ariana Grande's lyrics using Wardhaugh (2006) theory.
- d. Drawing a conclusion from the data analysis.