

A Motivator's Taboo Words in Garyvee's IGTV

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DOI: <https://doi.org/10.18860/lilics.v1i1.2371>

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How to Cite: APA Style 7th edition

Submission Track: Received: 01-08-2022 Available online: 31-10-2022 Corresponding Author: Laily Rahmah 16320019@student.uin-malang.ac.id	ABSTRACT <i>Taboo words on social media are often used for various purposes. In certain cultures, taboo words may be considered offensive and shameful. In addition, taboo words are also used to emphasize something, which means that not all of taboo words are considered as negative words. Therefore, a public figure named Gary used taboo words to express his opinion and provide motivation through his posts on Instagram. Methodologically, this research was included in qualitative descriptive research. In general, this study examined the use of taboo words with the aim of identifying the different types and functions of taboo words in a motivator's post on Instagram using the theory of types of taboo words by Batistella (2005) and the functions of taboo words by Wardhaugh (2006). The findings in this study revealed that Garyvee used 3 types of taboo words, namely obscenity, epithets, and profanity. From a total of 36 data, there were 27 obscenities, 2 epithets, and 1 profanity. However, this study also found that although taboo words were literally considered as negative words, in Garyvee's case, it was found that taboo words could have both negative and positive meanings. Furthermore, in this study, from the 4 functions of taboo words, 3 functions were found, namely to be provocative, to draw attention, and to show contempt. The most common function found in the findings was to draw attention to other people because in this case taboo words were used to express the speaker's messages and attract the audiences to keep giving attention on the motivator's contents.</i> Keywords: sociolinguistics, taboo words, Instagram
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INTRODUCTION

In the past decade, the communication has developed from a face-to-face or direct interaction to indirect talks through posts and phones or tele-communication (Licoppe & Smoreda, 2005). To begin with, people speak with their own language variation, either in real-life communication or social media communication, which is why different language variations appear. In theory, language variation is a form of linguistics that is used based on

the social situation. It includes the vocabulary, grammar, dialect pronunciation, or even spelling in different languages (Holmes, 2001). Therefore, language might change and it depends on society, the background, social status, education level, and the degree of formalization in using the language.

To express a feeling, each person may have a certain way of using language to convey it. For example someone who uses bad language when he is frustrated, angry or when disappointed. The assumption of bad language in society is a language that is considered impolite or inappropriate in daily life when talking to the other person. In sociolinguistic studies, the term bad language is called taboo. According to Allan and Burridge (2006), taboo must be avoided because it refers to things that indicate someone's object or actions are dangerous. Therefore, taboo words need to be studied apart from the differences in some words that can be said by other people because taboo words also have a function according to the words and situations experienced by someone when they communicate.

In most languages, taboo words are still regarded as offensive and brutal words (Anggi, 2015). However, this time, people's attitudes towards the functions of taboo words seem to have changed. This change occurred because legal sanctions disappeared, and now people are more relaxed and accept taboo words. Therefore, people now usually use taboo words when expressing emotions. Results show that participants spent the greatest amount of time on Instagram (Alhabash & Mengyan, 2017). From this phenomenon, people are competing to make posts on Instagram, including motivators.

The researcher chooses Garyvee's IGTV because there is a lot of content about motivation that displays motivational utterances that contain taboo words. Garyvee is an American who is a motivator who often uploads his motivational content on Instagram with 9.5 million followers. The researcher wants to analyze the taboo words used by Garyvee in Garyvee's IGTV using the theory of taboo words by Bastistella (2005), they are: epithet, profanity, vulgarity, obscenity, and the theory of function of taboo words by Wardaugh (2006), they are; to draw attention to oneself, to show contempt, to be provocative.

Several researchers have conducted study of taboo words. They investigate the use of taboo words in various context, for example, the use of taboo words in translation from Lovihandrie, Mujiyanto, and Sutopo (2018) and Robati and Zand (2018). The first one used Davoodi, Robinson, and Brownlie's theory to investigate the strategies in translating taboo words, the second one used the categorization of the taboo words by Cabrera's (2014). The next one is the use of taboo words in movie from Putra (2016), Rahmayani and Fitrawati (2018), Miarta, Muliana, and Mahayana (2019).

Another previous study is the analysis of taboo words in social media by Fajriyah (2013) on social media twitter, Timur (2017) and Maelani (2020) on You tube, Muhanovic, Babic and Latic (2018) on Facebook, Kusyaman (2019) on @farrahbraham's Instagram comment column, and Marbun (2020) also analyze taboo words on the Instagram comment column.

From those several previous studies, the researcher finds the gap in this research. The gap of this research is the researcher analyzes taboo words used by Garyvee in Garyvee's IGTV. The researcher uses the theory of types of taboo words by Bastistella (2005) and the function of taboo words by Wardaugh (2006). To make a difference from all previous studies, the present researcher shows the pattern of taboo words used by a motivator, Garyvee in IGTV.

The significance of this study lies in providing practical contributions, especially in the field of sociolinguistics. Practically, this research will give information to the students and lecturers of the English Literature Department of giving additional information about taboo words in motivation context, specifically, to give more information about the types and functions of taboo words used by a motivator, Garyvee in IGTV.

The scope of this research is the field of sociolinguistics because this study analyzes the taboo words spoken by the motivator in his Instagram account, Garyvee. The researcher only uses posts that have many viewers, at least 2 million viewers. This is interesting because a motivator who uses taboo words can reach 2 million and more viewers in each video he uploads on IGTV. The researcher only limits this research to the types of taboo words and the functions of taboo words used by the motivator in his Instagram account Garyvee because of the exciting videos and it presents many taboo words.

This research uses descriptive qualitative method, because the data are in the form of taboo words rather than numbers. In this study, the researcher tried to investigate the phenomenon of taboo words that are often used by a motivator when providing motivation on social media. In this study there is only one research instrument, namely the researcher herself because the main instrument in qualitative methods is the researcher. Therefore, the researcher acts as a person who collects and analyzes the research data. To obtain this data, researcher watches and observes the videos on Garyvee's IGTV.

In collecting data, the researcher takes data through several steps. First, the researcher browses the Garyvee's Instagram account in <https://www.instagram.com/garyvee/>. Second, the researcher begins to watch his IGTV videos to be used as data. Third, the researcher transcribes the text that Garyvee said in the videos and checks it by comparing with the subtitles. Forth, the researcher checks the transcript by herself by watching the videos again. The last step is the researcher gives underline the transcript of utterances that contains taboo words by Garyvee.

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

RESEARCH METHOD

This research uses descriptive qualitative method. In this study, the researcher tried to investigate the phenomenon of taboo words that are often used by a motivator when providing motivation on social media. It is hoped that the results of this study can provide a deeper contextual understanding of the types and functions of taboo words commonly used by a motivator on social media including Instagram. In this study there is only one research instrument, namely the researcher herself because the main instrument in qualitative methods is the researcher. Therefore, the researcher acts as a person who collects and analyzes the research data. To obtain this data, researcher watches and observes the videos on Garyvee's IGTV.

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FINDINGS & DISCUSSION

Types of Taboo Words

Obscenity

The sentence in Datum 1 is taken from the third video titled "If another fucking 24 years old tells me, 'I'm going to be a millionaire by 30!'. In Datum 1, the word fucking is identified as an obscene taboo word that describes the noun value. It is literally mean having sex and referring to a sexual activity, which is supposed to be private. Based on the tone of the sentence and the context of the speech, the connotative meaning presents a positive meaning, even though the literal meaning of fuck is somehow negative and points out a sexual activity.

The sentence that came before or after the Datum would explain the tone and the connotative meaning of the taboo words used in the Datum. At this point, the researcher found out that the adjective fucking is used to refer to something valuable, thus it has to be interpreted. as important value, thus the interpreted sentence has to be: create a product that has some important (valuable) value to somebody beside you.

Datum 2

G: We want it fucking (2) fast.

In this case, the identified taboo word is fucking. In other words, it is used to replace the word very or really which, in meta-discourse, is marked as an intensification of the modified part of speech.

Datum 3

G: I fucking (3) actually love it.

Both contained the same taboo word: fucking which connotatively means very or extremely, that is replaced by a word that literally refers to a sexual activity, which is why it is categorized as an obscene word. However, the word fucking acts as modifier to a different part of speech. In Datum 2, fucking which denotatively refers to an erotic activity is used to describe the adjective fast, while in Datum 3, it is used to describe the verb love that comes after another adverb actually.

Considering the sentences that came before and after the speech, fucking in Datum 2 is showing a positive tone. Everybody wants it so fast." The word it referred to the next big thing that is related to the important value delivered in Datum 1, which was also toned positive. Therefore, it is justified to say that the word fucking is the replacement of so which

means very, really, or extremely that indicates the intensification of fast as the modified part of speech. The word fucking is also used to modify the verb love which tends to be positive. At this state, since fucking might be considered to replace really, it means that Gary used double adverb since it was continued with the word actually—which also intensify the discourse. This finding indicates that fucking as a means of intensification might provide a new variation in the syntactic structure of the sentence.

Datum 4

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

The obscene taboo word fucking in Datum 4 used in the same position as that of Datum 1, it is as a modifier of a noun. However, in this case, fucking is used to modify a person, or in other words, put an indication and attribute to a person that is a 24 years old.

Datum 5

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

Another Datum taken from the 8th video is the use of shit as a noun. Talk shit as a phrase has been used widely as slang utterance. The use of this phrase will always be negative and it also implies a mock to another person's statement since talking shit also means anything someone's talking about is in a poor quality (The Daily Dot, 2016).

Datum 6

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

There are two words found in Datum 16: shit and fucking. Each of them can be literally interpreted as an erotic word that explains sexual activities, making them counted as obscene taboo words. While the great shit sparks a positive tone, since shit is referred to something needed and something that one wants, the shit in talk shit implies a negative tone as it was also explained in Datum 15. On the other hand, the taboo word fucking becomes a modifier of work. Even though the word fucking might have no fixed meaning that makes it act as an adjunct, it is somehow intensifies the verb and implies the importance of Gary's suggested action to the audience: to work.

Datum 7

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

The same case goes to Datum 18 where Gary emphasized how working nine-to-five has made his friend feel extremely pumped. The pump, in this case, could be interpreted negatively as he put fucking which might mean excessively or too much. Therefore, the

taboo word added a tone and explains the certain meaning of the verb, thus the phrase can be interpreted as: excessively pushed (employed too hard).

Datum 8

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

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

Datum 9

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

Datum 20 came from the same video as Datum 19, but a new setting where Gary wore a different top after the prologue (Datum 19). Therefore, the researcher assumed that both data were coming from different videos with different settings, but both of them contain the same idea to deliver. While Datum 19 came for a different context, Datum 20 and 21 were delivered under the same setting with the same word found: *shit* which literally means something related to sex in a vulgar way.

Epithets

The second type that was found in the data is the epithets. Some words that are referred as epithets are the types of slurs, such as *bitch* and *fag*, or any insults related to gender, sexuality, ethnicity, disabilities, or appearance (Anggita, 2015). Compared to obscene taboo words, epithets were less to found in the data, as it is also not commonly used as much as obscene words. There were only two data found within 13 speeches as elaborated below.

Datum 25

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

Datum 10

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

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

important." From the whole sentence that began the speech, Gary tried to express how he is in the opposite stance and prove that those people were wrong and mistook his behavior.

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

M: And I went off back down to Texas and hit out and called my agent and money people and everything said, "I'm not doing this anymore." 20 months, nothing, no work.

G: 20 months?

M: About. 20 months.

G: And are these peeps getting antsy around you like, "Hey, motherfucker, do one!"?

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

Profanity

Profanity can be classified as a cursing that refers to something religious, and it usually includes the foul-mouthed use of anything considered sacred (Batistella, 2005, in Anggita, 2015). 100 hours, maybe."

The Datum above was taken from the 7th video where Gary had a talk with Michelle, an audience, who cried over people commenting her appearance on TikTok. In this case, Gary used holy fuck! The word holy literally means something sacred and spiritual, yet when it is combined with the word fuck, it becomes a phrase that is used to express a shock, surprise, or even excitement. Therefore, the meaning of holy as something sacred has been shifted as it is combined with an obscene taboo word: fuck.

Functions of Taboo Words

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

To be provocative

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

Datum 1

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

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

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

To draw attention to oneself

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

Datum 2

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

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

Datum 3

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

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

Datum 5

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

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

Datum 6

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

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

into account by the audience. He did not care/pay attention and the audience should understand that he did.

Datum 7

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

Datum 7 was taken from a video titled *Next time someone calls you ugly, do this*. This video is intended to be addressed to one of the audience called Michelle who felt insecure about her looks, yet it might be also perceived by public in general. Datum 7 contained an obscene taboo word: *shit* that is classified to draw attention to oneself. The word *shit*, as analyzed before, is used to replace either a positive-toned or negative-toned noun. The highlight on the noun is replaced with a taboo word to give a strong impression to the audience that they will be attached more to the speech.

Datum 8

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

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

Datum 11

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

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

Datum 12

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

Datum 13

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

Similar to some of the previous data, Datum 12 and 13 were delivered in the same video where Gary advised Michelle about being careless upon internet comments. Both of the data implied the same function: to draw attention to oneself. It happens because the

taboo word *fucking* was used to intensify Gary's utterance and stance upon the words that surround the word *fucking*, such as *world* and *don't matter*.

Datum 14

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

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

Datum 16

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

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

Datum 17

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

Datum 18

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

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

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

Datum 22

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

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

Datum 23

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

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

Datum 24

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

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

Datum 25

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

Datum 25 was taken from a video titled: *how many hours do you sleep?* which is related to some of the previous data. The taboo word that was found is *motherfucker* that is intended to emphasize and highlight Gary's reaction on a certain argument. It is categorized

to be functioned as drawing attention because it reflects Gary's stance and reaction and it makes the audience focused on what he stated after.

Datum 26

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

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

Datum 27

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

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

To show contempt

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

Datum 4

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

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

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

Datum 10

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

The same analysis of taboo word functions goes similar from Datum 9 and Datum 10 that were also coming from the same video titled: next time someone calls you ugly, do this. In Datum 10, Gary used the word *shitty* to explain what Rick Thompson said to Michelle, which means he was talking about Rick's comment on Michelle's look.

Datum 15

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

Datum 15 came from a video titled: *how many hours do you sleep?* As, it is used to replace a noun, *shit* in Datum 15 is categorized to function to show contempt. It is somehow in the same case as Datum 9 where the word *shit* replaces the people's commentary as Gary said: *people talk shit*. It is categorized as contempt as it explains how Gary disrespected the noun and found it worthless that it is toned negative. The analysis on the functions of the taboo words are somehow similar to that of Datum 9 where *shit* is classified to function to show contempt. As seen in each Datum, *shit* is referred as something negative and worthless, making it toned negative as well. Therefore, rather than saying it is just to emphasize the sentence or the advice with a strong language, it is also used to replace something that Gary considered less worthy and less crucial without explicitly mocking to the reference

Datum 19

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

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

Datum 20

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

Datum 21

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

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

Datum 21 is referred to a \$1,100-a-month-apartment that Gary tried to belittle. Both of the sentence portray Gary's disrespect towards the referred stuff, which makes it classified into the function to show contempt.

There were 3 types of taboo words found in the data: obscenity, epithets, and profanity. The words fuck and shit were mostly found in the data. As a verb, the obscene taboo words tend to replace a negative word as portrayed in Datum 14 which means: messing with oneself. However, fuck as an adverb or adjective are used to intensify the words and replace the intensified discourses, such as very and extremely that are noted as intensified metadiscourse based on Hyland (2005)

The researchers found that the most dominant types of taboo word Gary used on Garyvee's IGTV was obscenity. Taboo words obscene like fuck and shit. In the Oxford dictionary, the word fuck means having sex with someone. Similar research that use Batistella (2005) theory about four types of taboo words that has been conducted by Rahmayani and Fitrawati (2018). The most types of taboo words found that used by the characters in the movie is obscenity. Other researchers conducted by Marbun (2020) the researchers are also conducting the types of taboo word using the theory of Batistella (2015) and the object is Tiur's video on Instagram, but the result is different, in Tiur Anak Medan movie, the type of taboo words most used by the characters in this movie is epithets while in this present study most used obscenity types of taboo words. On the other hand, Datum 5 provides an example on how shit is used to replace a positive tone to emphasize the adjective real that came before the taboo words.

Epithet is the second type that occurred the most in the data with the word: motherfucker. Gary employed this word to emphasize his speech and show his disagreement towards a certain argument that he opposes. This word highlights Gary's strong opposition towards those people, and strengthens his argument as well, which is why the audience might take the motivation even better. Therefore, it strengthens the idea that these taboo words are not merely used negatively. In this research, Garyvee in his videos on his IGTV just use only one word of profanity. It does not mean to the act of no respect for the god but for showing that he reflects to use the words when he just realize about something that it is right. Similar research has been conducted by Aditya (2011), she conducts the types of taboo words in how high movie. The last dominant type that use by the character of how high movie is Profanity. The taboo words profanity such as Jesus, holy shit, holy fuck, etc. it can be noticed that profanity is not effective enough to be used as an offensive word to debase other people's pride.

The only type of taboo word which did not appear was vulgarity. Vulgar taboo words are usually made to deal with the sexual anatomy and excretory function such as dick and pussy which are referred to male and female private part. It did not occur in any of Gary's speeches at all, supporting the idea that vulgar taboo words are commonly used by a person who come from a lower social class or under-educated (Sari, 2020).

The discussion is written to critically interpret the significance of the research findings in light of what was already known about the issues being investigated, and to explain any new understanding or insights about the problem after taking the findings into consideration. It should connect to the introduction by way of the research questions or hypotheses mentioned and the literature reviewed earlier in the introduction. However, it

does not simply repeat or rearrange the introduction. This section should also explain how the study has moved the reader's understanding of the research problem mentioned earlier in the introduction.

CONCLUSION & SUGGESTION

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

The second goal of this study was to describe the function of Garyvee's taboo words in his videos on IGTV. From Wardhaugh's Four Functions of Taboo Words (2006), three functions emerge in the video: to be provocative, to show contempt, and to draw attention to oneself. To draw attention to oneself was the highest with 29 data, while the lowest feature in this study was to be provocative, with only 1 data appearing in all videos. To draw attention to oneself is the most popular feature in Garyvee videos on Garyvee IGTV. It can use taboo words to represent the speaker's intention. This means showing other people their attention. For this reason, people use taboo words that are believed to catch the attention of the audience due to their strong connotations.

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LILICS

Journal of Literature, Linguistics, and Cultural Studies

Vol. 1, No. 1, pp. 101-118

E-ISSN: 2986-9552

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LILICS

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Vol. 1, No. 1, pp. 101-118

E-ISSN: 2986-9552

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