

# CHAPTER I

## INTRODUCTION

### **A. The Background of The Study**

Communication is an important role in human's life. Without communication, people will not be able to understand each other when they have social contact. Social contact is very important to build the strong connection among the people in society. In communication, language is used as a tool in applying information. Language is a purely human and no instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols (Edwar Sapir, 18884). It means that language acts as conveyer to messages, thoughts, and ideas in communication.

Moreover, communication can be meant as a transmission of meaning from a person to another. A means of communication is really needed for people to fulfill their social needs. Variations in ways of communicating from time to time are always changing. To support social needs in communication, nowadays, there are some variations of media developed including electronic media to the printed one. The printed one serves information which just can be read by the users, such as : newspaper, letter, magazine. On the other hand, electronic media serves information which can be seen and listened by the users, for example: television, radio, computer, telephone. Almost all people prefer to use electronic media than printed one because electronic media is more easily and instantly to use. The development of media influences and increases the way of

communication and interaction. It means that the language used to communicate has been changed.

Social media is one of media that can be used to make interaction among people. Even, nowadays, social media has been popular, especially for young people. Social media includes social networking sites and blog, where people connect to each other, where it really helps the people in increasing the knowledge. Social media has been popular for all age groups. Almost all people now have social media because nowadays people who don't have social media are considered tacky.

Social media uses website-based technology or applications which can transform communication into an interactive dialogue. Some examples of social media that are widely used today are YouTube, Facebook, Blog, Twitter, Whatsapp and Instagram. Instagram is one application people used often nowadays. On instagram, people can find out informations and make an interaction with others. Moreover, by instagram, people also can contribute and show their talent. Almost all people try to show their talent through instagram to attract people's attention, so, they will be famous. The instagramuser will try to make a good and unique content to post on instagram to increase their follower. On instagram, there are many talented people in terms of photography and video. There are several types of video found on instagram, such as make up tutorial, cooking tutorial, and comedy video.

*Tiur Anak Medan* is one of the accounts that is quite famous because of his comedy videos. It always presents videos that contain funny and interesting

stories. In addition, the Batak accent pronounced by the actor made the videos more funny and interesting to watch. Besides that, the story of the videos was lifted from the daily problems which are experienced by all people, especially young people. So, the story of the videos seemed more natural. However, there are some conversations in the *Tiur Anak Medan* videos which contain taboo words.

Taboo words are usually used to show the people expression, especially the anger. According to Allan and Burridge (2006: 2-3), taboo or known as *tabu* is a term that denotes a person, object, or act which is dangerous and therefore it must be avoided, for instance, *kimakkau* (means Woman's genital organ), *eh bagudung* (means mouse). The taboo word originally referred to the acts which were forbidden or were avoided. It may refer to action and reference. Either action or reference reflects the particular customs, cultural value and views of the society. In this study, the taboo words which used refers to Batak Toba culture.

The existence of taboo words can be seen from various sources such as movies, song lyrics, television shows, even social media contents. It is considered as the best way to deliver the strongest feeling. But, the use of the taboo word is increasingly being used by people, especially, social media users today.

So, this study tries to analyze the taboo words and how the taboo words in the *Tiur Anak Medan* videos affect the people who watch them, especially young people. The researcher is interested in *Tiur Anak Medan* because almost all the videos contain taboo words and almost all *Tiur Anak Medan*'s followers are young people.

## **B. The Problem of The Study**

Based on the background of the study, there were two problems formulated related to the study :

1. What are the types of taboo words used on *Tiur Anak Medan*'s Instagram Videos ?
2. How do the taboo words affect the viewers on *Tiur Anak Medan*'s Instagram Videos?

## **C. The Scope of The Study**

The study was aimed to identify the taboo words on *Tiur Anak Medan* Instagram videos and how it affected the viewers. In analyzing this study, 10 videos which contained the most taboo words were taken to be analyzed. Next one, an interview was held with *Tiur Anak medan* followers based on the questionnaire that has been made. The questions focused on the viewer's responds about taboo words which were used on *Tiur Anak Medan* Instagram videos. It was recited become 10 questions.

## **D. The Objective of The Study**

Related to the problems above, the objectives of the study are :

- a. To identify the types of taboo words on *Tiur Anak Medan* Instagram videos.

- b. To analyze how taboo words affected the viewers in *Tiur Anak Medan* Instagram Videos.

#### **E. The Significance of The Study**

Findings of the study were expected to offer the theoretical and practical significance.

1. Theoretically, this study was expected to :
  - a. To give the more specific theories about taboo word.
  - b. To give information, knowledge, for those who had interests in the taboo word, especially new researchers.
2. Practically, this study was useful for readers and viewers Instagram videos specially in common because through this study.
  - a. The readers had new knowledge about taboo words.
  - b. The readers was able to understand that taboo words are bad forms of language that cannot be spoken in any situation.
  - c. To the other researchers, this study was used as a valuable reference in investigating the same subject.
  - d. To consider the reader that there was the benefit watching *Tiur Anak Medan*'s videos.