

ABSTRACT

Samosir N, Widya. 2151220036. The Impacts of Taboo Language Expression Towards Customers in Batak Toba at Traditional Market Medan. A Thesis. Faculty of Languages and Arts. State University of Medan. 2020.

The aim of this study were to find out the types, the impacts, and the perceptions of use taboo words that are uttered by sellers and customers in the Batak Toba language at Pajak Sore Padang Bulan Medan. The research was conducted by using descriptive qualitative method. Dialogues script of bargaining process were used as the instrument of eliciting the data. The data were taken from dialogues script of male and female participants who were sellers and buyers in Pajak Sore Padang Bulan Medan. The findings showed that there were 20 taboo language used in Batak Language at traditional market Medan, they were the types of Insult and Slur, Scatology, Epithets, Cursing, Profanity, Blasphemy, Obscenity, Vulgarity. There were also 3 impacts causing the use of taboo language towards customers at traditional market Medan such customers become the aggressive people, they become someone who is hated by others and they become the people who have irrational thinking. Then, there were 2 perceptions of the using taboo language such as taboo words could have a bad impact on children because children would replicate and pronounce the taboo language and they assumed that the language can affect to listeners and customers because not all people can not tolerate the language.

Keywords : *Taboo Words, Bataknese Taboo Words, Types, Impacts, Perceptions.*

