

## **An Analysis Of Taboo Words In Rnb Songs In Pitbull's Album "Globalization"**

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### **ABSTRACT**

Taboo words are commonly used in daily expression and in the songs lyrics. This is proved by the winning of many singer who always used taboo words in their songs. They win some trophies from music awards such as MTV Music Awards and Nickelodeon Kid's Choice Awards. Many people sing songs which contain taboo words publicly. Taboo words are used in RnB songs. Especially in Pitbull's album of "Globalization". The present study analyzed all the lyrics in the RnB songs in Pitbull's album of "Globalization" by applying descriptive qualitative method. There are four kinds of taboo words which are used in RnB songs in Pitbull's Album "Globalization", they are Offensive Slang, Profanity, Sexual Referent and Scatological. And in the Pitbull's album of "Globalization," the dominant kind taboo words which is used in all of the songs is sexual referent. The total of taboo words, which found were 35 where offensive slang consisted of 11 words (31.43%), profanity consisted of 1 (2.86%), sexual referent consisted of 20 (57.14%), and scatological referent consisted of 3 (8.57%). In relation to the conclusion, it is suggested that the songs which contain taboo words should not be sung publicly, especially in front of children. And for singer or songs writer, it is better not to use taboo words. So that the songs will sound better and politely.

**Keywords:** Taboo words, Slang, Sexual Referent, Scatological

### **Introduction**

Music is an art form and cultural activity. Music is performed with a vast range of instruments and with vocal techniques ranging from singing to rapping, and there are solely instrumental pieces, solely vocal pieces and pieces that combine singing and instrumental. Music can influence the emotion of people, being happy, being sad, being angry, being free, or being relax. So that's why most of people in the world listen to music and love music, from kids to adult. Music relates to a song. And every song has lyrics that help listener to get the message or to know what the song is talking about. Lyrics related to the language.

Language is always changed during the time, because the development of language is smooth. There will influence a language to the society then the progress of society will influence the language itself. The language has the flexible character to receive everything from the society which related to sociolinguistics. There are songs which are inserted taboo words in the lyrics. Taboo words are proscription of behavior that affects everyday life (Allan & Burrige, 2006: 1). Nowadays, taboo words is like universal language in this globalization era, the used of taboo words had been trademark of somebody to convey his emotional feeling. It is showed by many lyrics in some songs that contain of taboo words.

Song actually has many genres. Nowadays, the most popular genre of song is RnB. Many singer who concern with RnB genre because it has a fast beat of song that can burn up the spirits. This genre has been consuming for many societies. But some of the singers use taboo words in their song freely. People especially teenagers accept it as a trend in this present time and effect has included the children. Some of them know

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about the meaning but they still singing it, others do not know the meaning and singing it loudly.

Pitbull is an international RnB singer who is popular with his braveness to use taboo words in his songs. His songs which contain the taboo words reflect moral value to us. The moral value in the songs relevance to the behavior, ethics, and also language which using in daily activities, when people do interaction each other.

This paper aims to find out the kinds of taboo words in RnB songs of Pitbull's album "Globalization" and to find out the dominant kind of taboo words used in RnB songs in the album of Pitbull "Globalization".

The significance of this study, theoretically, the findings will add up more horizons to theories of sociolinguistics, particularly the use of taboo words. In addition, the findings can influence for further studies and practically, the findings can be useful for listeners in appreciating the songs. The findings can be also useful for students, lecturers, and future researchers to know more about taboo words and people who are interested in it. Furthermore, it will broaden the scope of taboo words in only one genre of song and one album of one singer, especially, focused in RnB songs in the album of Pitbull "Globalization"

### **Taboo Words**

Taboo words can intensify what is said, but the taboo words can shock or give offence. The use of taboo words is quite common on speaking. We often hear and use it both in private and in public settings and in films, music, on television and on the radio. The use of taboo expressions suggested that speakers have, or wish to have, a close personal relationship with others. We also use taboo expressions and swear words when express strong feelings, or when we wish to threaten or to be unpleasant to others.

Akmajian (2001: 289) says that "Taboo language is not limited to obscenity-sacred language can be also be taboo, that is, language to be avoided outside the context of sacred ritual. In many societies the language of religious or magical rites can only used by certain members of the society (priest or shamans). What counts as taboo language itself. There is nothing inherent in the sounds of the expression Shit! That makes it "obscene"-it is simply that in our cultural history the word has come to be known and used as a "swear word". So, a taboo word is a word that is forbidden reflects in the particular customs on point of view of the society. Taboo words are considered as something that cannot be talked publicly, and freely based on the context of social rules in the middle of the society. Besides, vulgar words and taboo words different actually, because vulgar words related to only parts of body (sensitive anatomy) where taboo words are something more than that.

The English word "taboo" derives from the Tongan tabu, which came to notice towards the end of the eighteenth century. (Radcliffe-Brown 1939:5f) state that taboo in language of Polynesia means simply to forbid and can be applied to any sort of prohibition. Cook and Anderson use taboo to describe the behavior of Polynesians toward things that were not to be done, entered, seen or touched. For instance, there are food taboos in most societies. Some of food can be taboo to religion: the cow for Hindus, the pork for Islam, the proscription of meat on Fridays among Roman Catholics.

### **Sources of Taboo Words**

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Nowadays, many people often use taboo words to express their feeling or their emotion to others. Some factors happened and be the reason why taboo words exist. On an institutional level, taboo words can examine and set by the media or schools, for example in movies or songs.

The second reason, taboo words can also observe the presence of euphemisms, which replace taboo counterparts. Euphemisms evidence the existence of problematic references to sexuality, death, illness, body products. For example, in polite company people say “shoot” or “sugar” instead of “shit.” Akmajian (2001: 289) says that “Discussion of verbal insults invariably raises the question of obscenity, profanity, “cuss words,” and other forms of taboo language. Taboo words are those that are to be avoided entirely, or least avoided in “mixed company” or “polite company”. Typical examples involve common swear words such *Damn!* Or *Shit!* The latter is heard more and ore in “polite company,” and both men and women use both words openly. Many, however, feel that the latter word is absolutely inappropriate in “polite” or formal contexts. In place of these words, certain euphamisms-that is, polite substitutes for taboo words-can be used, including words such as darn (a euphamism for damn), heck (a euphamism for hell), gee or jeez (a euphamism for exclamation Jesus!), and so on. An amusing example is the current expression, the “F” word, which is a euphamism for notorious English word that many newspapers spell as *f---*.” Taboos in English are placed primarily on sexual references (*blow job*, *cunt*) and on those that are considered profane or blasphemous (*goddamn*, *Jesus Christ*). Taboos extend to scatological referents and disgusting object (*shit*, *crap*, *douche bag*) ; some animal names (*bitch*, *pig*, *ass*) ; ethnic-racial-gender (*nigger*, *fag*, *dago*) ; insulting references to perceived psychological, physical, or social deviations (*retard*, *wimp*, *lard ass*) ; ancestral allusions (*son of bitch*, *bastard*) ; substandard vulgar terms (*fart face*, *on the rag*) ; and offensive slang (*cluster fuck*, *tit*)

### **Kinds of Taboo Words**

Taboo language is a broad conception, dividing kinds of taboo words in several categories: Offensive Language, Profanity, Sexual Referent, and Scatological Referent

#### **1) Offensive Slang**

Offensive slang or insulting is various types of slurs. It usually refers to race, ethnicity, gender, psychological, physical or sexuality. Word offensiveness depends on contextual variables and sensitivity to the context. Taboo words range from the mildly offensive to the very offensive. It related to lack of respect for others on the part of the speaker. Examples: *damn* (terkutuk), *fuck* (persetan), *wimp* (pengecut), *bitch* (perempuan jalang), *bastard* (bajingan).

#### **2) Profanity**

Profanity is religious related term. Profanity is based on the church’s distinction between Secular and religious speech. Examples: *o! jesus!* (*o! yesus!*), *oh my God!* (*oh Tuhan!*), *o! Christ!* (*o! kristus!*)

#### **3) Sexual Referent or Sexual Harassment**

Sexual referent refers to unwanted sexual remarks, dirty jokes, references to one’s appearance, or sexual behavior (Jay in Ekstrom, 2008:8). Actually, this term is constantly changing in its definition. It references to body parts and sex term. Examples:

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*pussy* (alat reproduksi wanita), *hole* (lubang/ alat reproduksi wanita), *blow job* (aktivitas sex), *cunt* (alat reproduksi wanita).

#### **4) Scatological Referent**

Scatological refers to disgusting object. it refers to the term of human waste product or process. For easy, people used more scatological referent that the scientific origin when they are in toilet. Example : a grandmother said do-do to her grandchildren when it means a faeces. Examples: *shit* (makian, umpatan), *crap* (omong kosong), *piss* (buang air kecil), *poop* (buang air besar).

#### **Functions of Taboo Words**

Taboo words can be included in offensive slang, profanity, sexual referent, scatological referent. Swearing injects a direct, succinct emotional component into the discussion, usually in order to express frustration, anger or surprise. Meanwhile, according to Allan & Burrige (2006: 1) say that taboo was not absolute. Thus, the use of taboo words in the songs is purposed to increase special feeling and emotional in the songs.

#### **Linguistic Characteristics in Song Lyric**

Lyrics of song refers to either poetry that has the form and musical quality of a song or usually short poem that expresses personal feelings. There are some characteristics of song lyrics that explained:

##### a. Forms

The most popular form of song lyrics is 14 lines sonnet and also a lyric appears in variety of forms. Ballads is other forms of the lyrics. In song, the refrain usually repeats throughout the poem, either exactly or slight variation.

##### b. Metrics: Many song lyrics depend on regular meter based on number syllables or unstressed.

The most common meters are:

- 1) Iambic: two syllables with the long or unstressed syllable following the short or unstressed syllable.
- 2) Trochaic: two syllables with the short or unstressed syllable following the long or stressed syllable.
- 3) Anapestic: three syllables with the first two short or unstressed and the last long or stressed
- 4) Dactylic: three syllables with the first one long or stressed and other short or unstressed.

Based on the four types of metrics above, usually some forms have a combination of meters and often used in the differences meter for the refrain.

##### c. Grammatical

The song lyric does not have a morphological forms or syntactic structures. For example, 'love em, cuz or coz'. The song lyrics also contains a special vocabulary and censored word such as 'fuck' and the lyrics commonly has a metaphorical meaning.

##### d. Repetitions

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The song lyric is rarely found to be written completely. Rather, song lyric makes a repetition especially the chorus. The repetitions of the chorus have two or four lines repeated.

e. Meaning

The meaning of song lyric can be viewed based on pragmatic. For example:

*It's like candy, candy!*

*Get it how you want it*

*Whip it, twist it, pop your whip upon the corner.*

Through this lyric, the meaning of *candy* which refers to *marijuana*.

### **RnB Song**

In (Wikipedia/RnB Song), Rhythm and Blues, often abbreviated as R&B or RnB, is a genre of popular African-American music that originated in the 1940s. The term was originally used by record companies to describe recordings marketed predominantly to urban African Americans, at a time when "urbane, rocking, jazz based music with a heavy, insistent beat" was becoming more popular. In the commercial rhythm and blues music typical of the 1950s through the 1970s, the bands usually consisted of piano, one or two guitars, bass, drums, saxophone, and sometimes background vocalists.

R&B lyrical themes often encapsulate the African-American experience of pain and the quest for freedom and joy. Lyrics focus heavily on the themes of triumphs and failures in terms of relationships, freedom, economics, aspirations, and sex.

Rhythm and blues or RnB, a popular music genre combining jazz, gospel, and blues influences, is a musical term for post-war musical chart listings which mainly encompassed the rich and varied folk music of the African Americans as well as other Americans. First performed by African American artists, rhythm and blues became the biographical mirrors of work songs, ballads or lyrics from minstrel shows, church hymns and gospel music, and some of the secular music of America in the 1900s.

### **Contemporary R&B**

It was not until the 1980s that the term "R&B" regained ordinary usage. During that time, the soul music of James Brown and Sly & the Family Stone had adapted elements from psychedelic music and other styles through the work of performers like George Clinton. Funk also became a major part of disco, a kind of dance pop electronic music. By the early 1980s, however, funk and soul had become sultry and sexually-charged with the work of Prince and others. R&B today defines a style of African-American music, originating after the demise of disco in 1980, that combines elements of soul music, funk music, pop music, and (after 1986) hip hop in the form known as contemporary R&B. In this context only the abbreviation "R&B" is used, not the full expression.

### **Methods**

#### **A. Research Design**

This study was conducted by using a descriptive qualitative method. This method accounts for accumulation of the basic data. It means that this study does not intend to find out a new theory but this study was aimed to describe the theory.

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**B. Source of Data**

This study used pitbull’s latest album in recent five years (2010-2015). The writer took the album of Globalization by Pitbull which was released on 2014.

The writer choose the songs which contain many vulgar words based on (www.mtvchart.com) that this album had been available and is popular all around the world including Indonesia. And the data are all concerned with the taboo words in the songs of Pitbull’s album “Globalization”.

This table shows the songs in Pitbull’s album “Globalization” that writer took as the data for this thesis.

**Table 3.1**

**List of Songs**

No	Title
1	Ah Leke (feat Sean Paul)
2	Fun (feat Chris Brown)
3	Fireball (feat John Ryan)
4	Time of Our Lives (feat NeYo)
5	Celebrate
6	Sexy Beaches (feat Chloe Angelides)
7	Day Drinking (feat Heymous Molly)
8	Drives You Crazy (feat Jason Derulo and Juicy J)
9	Wild Wild Love (feat G. R . L)
10	This Is Not A Drill (feat Bebe Rexha)
11	We Are One (Ole Ola) (feat Jennifer Lopez and Claudia Leitte)

**C. Data Collection**

The data of this research were collected by reading all of the song lyrics of Pitbull’s album “Globalization”. After that the writer identified the kinds of taboo words in Pitbull’s songs which meant the identification of the kinds of taboo words in RnB genre used the previous theory that explained in chapter two.

**D. Data Analysis**

After collecting the whole data of taboo words in Pitbull’s songs, the data analyzed. The techniques of analyzing data were as follows:

- a) Identifying the taboo words into four kinds: offensive slang, profanity, sexual referents, and scatological referents

**Table 3.2**

<b>Kinds of Taboo Words</b>	
No	Kinds of Taboo Words
1	Offensive Slang
2	Profanity
3	Sexual Referents
4	Scatological Referents

The writer will use tables to classify the taboo words.

- b) Converted the occurrences into proportion of percentages

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- c) Finding out the dominant kinds of taboo words in the song lyrics. It meant that the dominant kinds of taboo words in the song lyrics was taken by the writer, after that they were calculated by using the formula above.
- d) Finding out the most dominant taboo words between the songs. It meant that the dominant taboo words in RnB genre in the album of Pitbull were known after the classification. It was aimed to draw a conclusion of taboo words which were dominant for used in the song lyrics.

## Discussion

### A. The Data

This chapter discussed and elucidated all examples of taboo words in RnB songs, in Pitbull's Album named "Globalization". The data were taken from eleven song's lyrics of Pitbull's Album "Globalization in 2012". The data were classified according to the kinds of taboo words. The kinds were: a) Offensive Slang, b) Profanity, c) Sexual Referent, d) Scatological Referent.

- **Offensive Slang**

**Table 4.1**

**Data of Offensive Slang in RnB Songs in Pitbull's Album "Globalization"**

Song Titles	Taboo Words	Meaning	Occurance
1. Ah Leke	-	-	-
2. Fun	-	-	-
3. Fireball	1. Boogie 2. Oogie	1. To refer to black person 2. To refer to black person	2 2
4. Time of Our Lives	1. Freaky	1. Weird, strange	2
5. Celebrate	-	-	-
6. Sexy Beaches	1. Freak	1. Weird, strange.	1
7. Day Drinking	1. Mutha fuckers 2. Damn	1. Have sex (with) 2. Bad	1 1
8. Drives You Crazy	-	-	-
9. Wild Wild Love	1. Freaky 2. Bitty	1. Weird, strange 2. Too small, tiny	1 1
10. This is Not a Drill	-	-	-
11. We are One	-	-	-
<b>TOTAL</b>			<b>11</b>

Meaning source : Oxford Dictionary

Based on the table above. The total number of taboo words of offensive slang in Pitbull's Album "Globalization" songs are 11 words in occurrence. They are *Boogie*, *Oogie*, *Freaky*, *Freak*, *Muthafuckers*, *Damn*, *Freaky* and *Bitty*. *Fireballs* song has four offensive slang words, *Time of Our Lives* has two offensive slang words. Then, *Sexy Beaches*, *Day Drinking*, *Wild Wild Love* has one offensive slang word in each song. In the other hand, some songs such as *Ah Leke*, *Fun*, *Celebrate*, *Drives You Crazy*, *This is Not a Drill* and *We are One* don't have offensive slang word.

- **Profanity**

The total number of taboo words of profanity in Pitbull's Album "Globalization" were only one word. It is *Lord* in the lyric *I'm Lord* in *Ah Leke* song. And there is no other profanity word was found in Pitbull's Album "Globalization".

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- **Sexual Referent**

**Table 4.2**  
**Data of Sexual Referent in Songs in Pitbull's Album "Globalization"**

No	Song Titles	Taboo Words	Meaning	Occurance
1	Ah Leke	1. Pit 2. Booty/Booeties 3. Noogie	Hole (Woman's vagina's hole). 2. Buttocks, the vulva and vagina, sexual intercourse, woman regarded as sex as objects. 3. A light blow or jab, usually to a person's head, back, or upper arm and accompanied by a twisting motion, with the extended knuckle of the curled-up second or third finger: done as a gesture of affection or painfully as a prank	4 2 1
2	Fun	-	-	-
3	Fireball	1. Booty 2. Naked 3. Pat	1. Buttocks, the vulva and vagina, sexual intercourse, woman regarded as sex as objects. 2. Without any clothes, sexual intercourse. 3. To stroke or tap gently with the palm or fingers as an expression of affection, approbation, etc.	3 1 2
4	Time of Our Lives	1. Ass 2. Booty 3. Lust	1. Buttocks 2. Buttocks, the vulva and vagina, sexual intercourse, woman regarded as sex objects. 3. Intense sexual desire or appetite.	3 1 1
5	Celebrate	-	-	-
6	Sexy Beaches	1. Booty	1. Buttocks, the vulva and vagina, sexual intercourse, woman regarded as sex as objects.	1
7	Day Drinking	-	-	-
8	Drives You Crazy	-	-	-
9	Wild Wild Love	1. Pet	1. To engage in kissing, Caressing, and other sexual activity with one's partner, But not sexual intercourse.	1
10	This is Not a Drill	-	-	-
11	We are One	-	-	-
<b>TOTAL</b>				<b>20</b>

Meaning source : Oxford Dictionary

The total number of taboo words sexual referent in RnB songs in Pitbull's Album "Globalization" were 20 words in occurrence.

- **Scatological Referent**

**Table 4.3**  
**Data of Scatological Referent in Hip Hop Songs**

No.	Song Titles	Taboo Words	Meaning	Occurance
1	Ah Leke	1. Spit 2. Shit	To express hatred, contempt, etc., by or as if by ejecting saliva from the mouth. 2. Feces/curse	1 1

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2	Fun	-	-	-
3	Fireball	-	-	-
4	Time of Our Lives	-	-	-
5	Celebrate	-	-	-
6	Sexy Beaches	-	-	-
7	Day Drinking	-	-	-
8	Drives You Crazy	-	-	-
9	Wild Wild Love	-	-	-
10	This is Not a Drill	1. Shit	2. Feces/curse	1
11	We are One	-	-	-
<b>TOTAL</b>				<b>3</b>

Meaning source : Oxford Dictionary

Based on table above, the total number of taboo words of scatological referent in RnB songs in Pitbull's Album "Globalization" were only three words. They were found in *Ah Leke* and *This is Not a Drill* songs. There were two words found in *Ah Leke* song. They are *Spit* and *Shit*. Then only one word in *This is Not a Drill* song, and it is *Shit*.

It was clear why I found so many taboo words inside of the lyrics, especially for offensive slang and sexual referent. The total number of taboo words appeared 35 times for all kinds of taboo words.

#### B. The Data Analysis

The whole data presented in the table above, it were found that the total number of taboo words were 35 words. They were divided into four kinds of taboo words. They were 1) Offensive Slang, 2) profanity, 3) Sexual Referent, 4) Scatological Referent.

The following table shows the total number of taboo words which were found in RnB songs in Pitbull's Album "Globalization" into 4 kinds of taboo words.

**Table 4.4**  
**Total Number in Occurance**

No	Kinds of Taboo Words	Occurance
1.	Offensive slang	11
2.	Profanity	1
3.	Sexual referent	20
4.	Scatological referent	3
<b>TOTAL</b>		<b>35</b>

The following table shows the percentage of four kinds taboo words in RnB songs of Pitbull's Album "Globalization".

**Table 4.5**  
**Percentage the Kinds of Taboo Words in RnB songs in Pitbull's Album "Globalization"**

No	Kinds of Taboo Words	Percentage (%)
1.	Offensive slang	31.43%
2.	Profanity	2.86%
3.	Sexual referent	57.14%
4.	Scatological referent	8.57%
<b>TOTAL</b>		<b>100%</b>

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### C. Research Findings

After analyzing the data, some findings were found that the most dominant kind's of taboo words used in RnB songs in Pitbull's Album "Globalization" was Sexual Referent where the percentage reached 57.14%. There were many of taboo words in RnB songs of Pitbull's Album "Globalization". The total number of offensive slang words were 11 words (31.43%), for profanity were 1 (2.86%), sexual referent were 20 (57.14%), and scatological referent were 3 (8.57%). Through the elucidation of taboo words in RnB songs in Pitbull's Album "Globalization", Sexual Referent was the most dominant kind with 20 words in 11 songs.

### Conclusion

After analyzing the data, some conclusions could be drawn as follows.

1. Four kinds of taboo words were used in the song lyrics of RnB songs in Pitbull's Album "Globalization". They are: offensive slang, profanity, sexual referent, and scatological referent.
2. The total number of all taboo words used in RnB songs in Pitbull's Album "Globalization" were 35 words where 11 for offensive slang, 1 for profanity, 20 for sexual referent and 3 for scatological referent. The most dominant kind of taboo words used in RnB songs in Pitbull's Album "Globalization" was Sexual Referent.
3. The characteristic of Pitbull's song in all of his albums is the using of sexual referent taboo words. And this characteristic makes Pitbull won some trophies from MTV Music Award, Nickelodeon Kid's Choice Award. ([www.mtv.com](http://www.mtv.com))

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