

CHAPTER I

INTRODUCTION

A. The Background of study

Communication plays a huge role in humans' life, particularly in the area of social interaction. It is a cognitive ability that truly makes us human. In order to understand each other and interact with other people in society, people need language to share their feelings, ideas, information, and opinion.

There are many ways of using language that people can use to express their feelings. Besides using the politeness strategies, people also use the impoliteness strategies and one of them is by producing swearwords.

Swearword is a word or combination of some words that produces swear meaning that is usually used by someone when he or she is angry. (Nasution and Rosa, 2012:2)

Swearing has always been regarded as an undereducated, obscene, rude and profane language in society. Swearing is regarded to reflect bad behavior, lack of education and linguistic poverty. As a public figure, a politician has to pay attention to his behavior by being polite.

However, some politicians such as Vice president Joe Biden, Senator John Kerry, George W. Bush who have a good educational background often

use informality including swearing in political language. This phenomenon occurs all around the world. Not only in America, but also in Indonesia, where the Governor of Jakarta namely Ahok often broke the principle of politeness by using assertive language.

Lately, Donald Trump has earned his place as one of the most controversial politicians. He swears a lot. He has also made many controversial quotes throughout his presidential campaign. He is a racist, particularly by cursing a specific group which often belongs to the minority. He usually directs his controversial comments for Muslims, illegal immigrants, and other people.

Other politicians have sworn. However, those were all private moments. Trump has regularly used curse words at public events, especially on the campaign trail where he sprinkled his speeches liberally with swearing. In a notorious speech in Las Vegas in 2011, he dropped the f-word repeatedly. (Beckwith,2017)

However, there are still many politicians who pay attention to his behavior by using politeness strategies when expressing their emotions. For example, Tribunnews released the article about the difference between Donald Trump and Barack Obama when responding bad news about them. Although both of them sometimes did not like the article written by journalists, how they respond, it is very different. Barrack said to mass media, even though he is not enjoyed every story that journalists have filed about him, but Barack

appreciates the journalists because they are not sycophants. On the other hand, Donald responding bad news about him with saying, that mass media is a fake news organization and terrible.

Many people predict Trump will not be elected. Pro and contra about his politic are coloring his political campaign in USA presidential election in 2016. Trump collapsed many politician experts prediction about him. Some of them are Richard Gutsy a democratic politician, he predicted that Trump would not be elected as the nominee of Republican Party. The 44th USA President Barack Obama quoted that Trump can not be the President of United States of America. Being a President is a really serious job and this is not a reality show, Trump's politic is not serious politic. Ted Cruz quoted that if Trump becomes the nominee of Republican and becomes US President, it will be a disaster for Republican Party and American government. (Khurniawan,2017:5)

In fact, even Donald Trump using impoliteness strategy, he can lead the pole in Republican Party. He is able to make controversial statements to be something that can make people interested in what he said on stage. The fact proves, his impoliteness strategy is really effective. This is proof that now Donald Trump won US presidential election in 2016.

In a context like political campaign debates where politicians compete for a determinate political office, and continuously attempt to damage and dominate the counter candidate as a result, it would be unimaginable to

conceive of impoliteness towards the rival differently from intended impoliteness in terms of aggravation or attack against his/her persona. (Bousfield and Locher, 2008: 104).

Culpeper (1996:357) support his idea with saying Impoliteness strategies challenging the idea that the speaker does not always want to protect the face of the recipient but wants to attack the face. It must be stressed that the list of the impoliteness strategy is not exhaustive and that the strategies depend upon an appropriate context to be impolite. (Culpeper, 1996: 357)

Swearing has two opposite effects, it can be positive or negative. Cavazza and Guidetti (2014:544) found that informality in political language makes the audience feel close to that politician because vulgarity is widespread and particularly associated with friendly conversation and context. The use of swearing makes the politicians sound less formal which may make people feel close to the politicians and thus perceive them in a more positive way. Wang (2013:71) support their idea with saying swearing have a positive function such as to express emotions, verbal emphasis, and group solidarity.

However, Vingerhoets (2013:1) having a different opinion with saying people who swear are often judged negatively because the uttered swearing can shock and disturb others.

Based on the explanation above, this study tries to find out the function of swearing in Donald Trump's presidential debate in 2016.

B. Identification of Problems

Based on the background of study, this study formulated the problem as the following:

1. What types of swearing were found in Donald Trump's utterances in his presidential debate?
2. What were the functions of swearing uttered by Donald Trump?

C. The Objectives of Study

1. To investigate the types of swearing uttered by Donald Trump in US presidential debate in 2016.
2. To describe the functions of swearing uttered by Donald Trump.

D. The Scope of Study

The scope of this research was pragmatics. In order to avoid a broad discussion, it was necessary for the researcher to limited the discussion because there were many elements in this research that could be analyzed. The researcher limited her studied only on swearing. The researcher focused on types of swearing and the function of using swearing in Donald Trump's presidential debate.

E. The Significances of the Study

Findings of the study were expected to offer the theoretically and practically significance.

1. Theoretically, this research was expected can be the reference to give a contribution to further study.
2. Practically, this research was expected to enrich the knowledge about types and functions of swearing. Then, give easier and more interesting way to understand swearing in a presidential debate.

THE
Character Building
UNIVERSITY