

CHAPTER I

INTRODUCTION

This chapter of the study will discuss the research background, research problems, research objectives, research significance, scope and limitation, and definition of key terms.

1.1 Research Background

People urgencies of using dysphemism based on (Allan and Burrige, 2006) is to disgrace others whom are not in the same ideology and perfectness based on their own beliefs, so those aspect is a gap for them to humiliate people that does not meet with their standard. In addition to make ashamed of people, dysphemism also used to express what each individual feel about some kind of situation that frustrate them and jealousy. Furthermore (McArthur et al., 1992) also stated that dysphemism is an aggressive act of words addressed for a person and object, for instance, “*My wheels a jalopy*”.

(Kubrak, 2020) examine how “*The Best Exotic Marigold Hotel*” 2011 movie affect Russian student attitude in their stage of adolescence, 19 years old average of age, it is resulted after seeing the movie, their behavior become worse than before towards elderly. (Ghazaly & Munusamy, 2020) conduct a study on 400 teenagers in their 15 to 19 years old, at Selangor, watch Tamil movies more than 4 hours per day, the study resulted Tamil movies have influenced in the exposure of violence and the excessive increase of violent behavior. (Nasucha & Sari, 2019) there is no change of attitude from indigenous Indonesian on average age of 13 to 25 after watching “*Ngenest: Kadang Hidup Perlu Dितertawakan*” about Chinese ethnic

experience living in Indonesia, even though the data resulted there is a negative influence on the movie toward Chinese ethnicity. (Ahdiyati, 2020) Some famous gamer and musician youtuber from Indonesia like Reza Oktovian, Ericko Lim, and Younglex tend to say rude words as their trademark when they take a video of themselves playing game or making a hip-hop song that intend to dissing people. It could be seen that most of their subscribers is a teenager or kids, and the viewers express their joy seeing their content by replying on the comment section by using a bad words but they does not know the danger of using the word recklessly.

(Rashatbekovna, 2021) stated that, teenager could easily influence by what they see and hear, everything that going on in a movie looks real to them, whereas, it is only an acting, so this is the point where movie could be a dangerous media if we are not carefully watch a movie suitable for our age because it could influence the way we behave and get away from our normative discipline and culture. Even though there is no journal discussing how foreign movie influence Indonesian negatively, there are still many cases, especially on social media about the use of bad words and social media like YouTube could be one of the factors beside movie that have a high potential to transmit a bad example towards younger audience.

According to (An Nissa et al., 2020) on the bar chart of Netflix streaming subscribers in Indonesia from 2017 until 2020, showing a significant of increase starting with 100.000 viewers to 900.000 in a span of 5 years. Based on (Media Partners Asia, 2021) the total of streaming subscribers in Indonesia for Disney+ Hotstar on mid-January 2021 is 2.5 million, and Netflix also increasing into 0.85 million from the chart before. It is shown that people are enthusiastic enough to

watch movies and tv shows from a streaming service that almost have all different genre from every different part of world like Spain, South Korea, America, even Indonesia.

In the past few years, many derogatory words are frequently use to underestimate celebrity, responding to some issues, and use it among social media users when they are in a heat argument through social media especially in Indonesia, and the issues occurring from 2018 to 2021 in a shape of non-verbal abuse on famous social media account in Indonesia. (Hermawan et al., 2018) found that there are 59 dysphemism used by haters on Ayu Ting Ting Instagram account, the researchers not only dissect and explain the meaning of the words but at the end of the research emphasize that, the users need to be considerate of each other and be careful not hurting others by insulting people, because our attitude define our countries. (Ans, Devi, Masdita & Ardiansyah, 2020) analyze the use of dysphemism on @AREAJULID twitter account which use by almost twitter users to writing things that concerning to them by sending the story through a direct message so the admin of the account could post it up, and let the story known by everyone without spilling the person whom send the message in the first place, and the only person who know their real identity is the admin. From the results it could be seen that a lot of people still use harsh words to describe their feeling on some situation or people that have been bothering them with different circumstances that happening like family issues or quarrel between friends at school or colleague at work. (Utoro, Susetyo & Ariesta, 2020) found 166 verbal abuses on Facebook, the researchers also stress the same thing to the readers that from the results that they found, there

are still a lot of Indonesian that use inappropriate words when replying on some issues that happening, and they are very concerned with it and insist government, education institutional, and every possible field that can reach out the the problem that still haunting around Indonesian media social user.

In 2018, there are several study about dysphemism and one of them conducted by Firdaus using the newest theory by Keith Allan in 2012 on X-phemism are choosen by the researcher to searching for the type of dysphemism and searching for the function of using dysphemism based on the gender, age, and their role in the civilization, it is resulted that woman in the tv series use dysphemism is to defend themselves, meanwhile man have a tendency to use dysphemism to joking with their group of friends, the teenagers also did, they are more prefer to use dysphemism between friends. There is also another previous research on dysphemism conducted by Putri in the same year, the researcher uses Allan and Burrige theory in 2002 in order to analyze the type and the function of dysphemism. Both of the previous study encourages future researcher to broaden the analysis of dysphemism in any aspect that have not been reach but forget to warn the readers what they should do or what they should not with dysphemism, so this current researcher ought to improve the study of previous researcher by reminding the readers through animation tv series and selected theories.

Almost from every popular social media like Facebook, Instagram, Twitter, YouTube there is a verbal abuse. After looking at the graphic, the most streaming service that Indonesian use is Disney+ Hotstar so researcher think it is a good opportunity to convey that *Gravity Falls* tv series could be a good media for people

to learn, to understand that even the slightest word, or the word that does not seem rude at all could hurt others, so it helps reader to be more pay attention toward each other feeling. Researcher wanted to show which word contains dysphemism and its meaning and make the readers learn from that, researcher wanted to stress that it is not applicable to say or to do towards other people, even friends or family, we have to be good to each other, we need to speak politely and spread kindness not hatred. But researcher also wanted to emphasize that there is a positive side that readers could take from watching the tv series, that it could be a good learning source to learn English for a non-native speaker, like learning its vocabulary or accent, because we tend to be more engaging in learning other language by seeing tv-series or movies that interesting or entertaining for us, because it is does not only show the formal way of how do we have a conversation with others but in daily, researcher also think that *Gravity Falls* are interesting to watch for all ages not only kids above 7.

Through this additional source of dysphemism, researcher could make people more aware, this research could contribute to all people not only for those who can read it through UMM respiratory, researcher hope the readers who still use bad words to bad mouth others could have a change of heart or attitude when playing on social media, the readers need to be more careful on what they say towards others or strangers/people that they does not even know, even a celebrity. Researcher expected it could reduce the bullying case, hate speech case in social media, and through Rawson and Ljung theory, researcher hopes that it could be

delivered well, because the theory is simple and straightforward so those who read it could take the point of what kind of word that they need to avoid to use.

1.2 Research Problems

This study is conducted based on the following questions:

1. What type of dysphemism that used in *Gravity Falls* Season 1?
2. What are the purposes of using dysphemism in *Gravity Falls* Season 1?

1.3 Research Objectives

Based on the research problems, the objectives of this study are:

1. To identify the type of dysphemism that used in *Gravity Falls* Season 1
2. To find out the function of dysphemism in *Gravity Falls* Season 1

1.4 Research Significance

Researcher expected it could be a new source for English Language Education Department in University of Muhammadiyah Malang in sociolinguistic filed about dysphemism, moreover becoming a reminder for all of the readers that we all need to be careful when using words that not appropriate like dysphemism, and it can be seen through the results found by researcher later in the chapter 4, to make people aware that even the slightest word that we thought it is not offensive could be offensive to other. Researcher hopes it could reduce bullying cases that spread through social media, and increase the readers awareness on the use of bad words.

1.5 Scope and Limitation

Gravity Falls tv series have two episodes in total but researcher only use season 1 because it is more than enough to explain why this research was conducted. Also,

researcher use all of the character of *Gravity Falls* tv series because researcher does not want to left out every single example of dysphemism that have been found to show the readers an example of dysphemism that could make use for them to learn from this research. Even though it is a sociolinguistic research, researcher will only explain dysphemism based on the research problem that have been written based on Rawson (1989) and Ljung (2006) theory.

1.6 Definition of Key Terms

- a. **Dysphemism** : Dysphemism is the use of offensive or vulgar word or phrase which triggered by emotions; anger, depressed feeling. But on the other side, they may also use to show intimacy (Allan, 2012:6). In the opinion of Mohammed (2011) dysphemism is an insulting/impolite/taboo words and dysphemism is opposite of euphemism/polite words to soften things up.
- b. **Gravity Falls** : A tv series release by Disney Channel in 2012-2016, a story of twins, Dipper and Mable throughout the summer spent in *Gravity Falls, Oregon* discovering mystery and magic within.