

ANALYZING SWEAR WORDS USED IN THE COMIC “LOOKISM”

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ABSTRACT

Language is a communication tool that allows individuals to convey meanings and ideas to others. Language can be used for a variety of purposes, including to inform, persuade, entertain, and express emotions. Whereas swear words can be seen as a taboo form of language, and different cultures and societies have different attitudes towards it. While some people may find swearing inappropriate or offensive, others may use it as a way to bond with others or to express themselves more authentically. Through quantitative and qualitative research methods, this research identifies and categorizes the different types of swear words used in the comic, as well as their context or function in the narrative. The writer uses Wardhaugh's theory, categorizing swear words in this comic, there are; sex-type swear words, the highest percent is 41.9%; the type Mother-in-law gets 29%; with the type Death there are 19.3%; the Excretion type getting 6%. The results show that swear words are used extensively in this comic, and there are variations in the intensity and meaning contained in the words. In addition, this research also discusses how the use of swear words can affect the reader's perception of the characters and the story as a whole. The results of this study provide a deeper insight into the use of profanity in comic media and its impact on audiences.

Keyword: *Comic, Linguistics, Lookism, Swear Words*

INTRODUCTION

Language is a complex and dynamic human phenomenon that linguists study and attempt to understand. As a whole, language can be defined as a system of conventional spoken, manual, or written symbols used by a group of people to communicate thoughts and feelings. Language involves generating meaning by selecting from an established set of symbols, rules, and patterns. Within the broad scope of language, linguistics examines specific components of language structure and usage. Phonetics and phonology are the study of speech sounds and sound systems. Morphology looks at how the smallest units of meaning called morphemes are structured into words. Syntax focuses on the order and combination of words to form phrases and sentences. Semantics deals with the meaning of words, phrases, and sentences. Pragmatics analyzes how context and social circumstance affect meaning.

In addition, sociolinguistics and psycholinguistics explore the relationships between language, society, and the human mind. Historical linguistics traces changes in language over time. Computational linguistics applies computer science to analyze language statistically and algorithmically. There are also subfields of applied linguistics focused on language teaching, learning, and policy. By breaking language down into more specific structures, capacities, and functions, the different branches of linguistics collectively aim to understand this uniquely human phenomenon. Linguistic study sheds light on how languages operate, how they change, how they are acquired, and how they reflect the cultures of their speakers. Starting from the broad definition of language, linguists narrow their focus to gain more specific understanding of this complex system. In summary, the field

of linguistics moves from the general scope of language as a whole down to detailed study of its component parts and dynamics. This introduction outlines how linguistics covers language broadly then breaks it down into specialized subfields of phonetics, semantics, sociolinguistics, and many others. Studying both the big picture and the specifics provides a fuller understanding of the intricacies of human language.

Language continuously evolves to reflect the cultures and societies that use it. An interesting example of this evolution is the prevalence of swear words, also known as taboo language, in modern usage. Swear words refer to language that is considered offensive, impolite, or shocking when used in certain social contexts (Pinker, 2007). While swear words have likely existed across cultures and eras, their usage and social acceptance has changed over time. In linguistics, studying swear words provides insight into the ever-shifting social norms, values, and tensions within a speech community. Swear words that are highly offensive in one generation may lose their shock value and become more widely accepted, while new taboo terms may emerge (McEnery, 2006). Additionally, the use and acceptance of profanity is heavily dependent on social context - using a swear word with friends may be perfectly acceptable, while using the same term with elders could be seen as disrespectful (Jay, 2009). A number of theories have been proposed to explain the widespread use of swear words in modern English compared to previous eras.

Some linguists point to the rise of mass media, entertainment, and influential counterculture movements that pushed social boundaries and made profanity more mainstream (McEnery, 2006). Films, music, and other media that featured strong language diffused taboo words into popular culture. The counterculture movement of the 1960s rejected social taboos and embraced provocative language as a form of protest (Pinker, 2007). The increasing emphasis on free speech and individual expression has also lessened censorship and social taboos against foul language (Jay, 2000). Meanwhile, psychological studies show people today are less inclined to regulate emotions and impulses, leading to more frequent outbursts of profanity as a cathartic release (Jay, 2009). Swearing allows people to vent strong emotions, convey humor or emphasis, or fit in with social groups (Pinker, 2007). Neurological research shows swearing lights up emotional centers of the brain and may trigger release of stress-relieving chemicals (Stephens et al., 2009).

Some linguists argue the taboo nature of swear words gives them a rhetorical power that plain language does not have (Kaye & Sapolsky, 2009). When used sparingly, profanity can convey very strong attitudes or emphasize a point. Frequent swearing, however, dilutes this rhetorical power. Critics also note extensive use of profanity correlates with aggressive behavior and can harm human relationships (Jay, 2009). In summary, the relatively high rates of profanity in modern English-speaking societies reflects ongoing cultural shifts as well as human psychology. Understanding swear words provides insight into the ever-evolving nature of language and its intimate connection with culture (McEnery, 2006). This introduction outlines key factors that explain the prevalence and acceptance of profanity in English today compared to previous generations. While swear words serve functions like emotional catharsis, they still risk harming social bonds when used carelessly or excessively. Further research can shed light on the interplay between culture, psychology, and society in the development of taboo language over time.

METHOD

Mixed methods allow for the understanding of broad patterns as well as personalized meanings. Qualitative research is exploratory and focuses on meaning, lived experience, and the perspectives of participants. The data collected is generally in the form of words, text, or images. Samples tend to be small and purposively selected. Data analysis is inductive. Content analysis -

Coding and counting the frequency of swear words in sources. The best approach depends on the specific research. Both qualitative and quantitative methods have deep insights to study swear words from multiple perspectives. In this research, data is collected from related comic websites. The data collected will be taken from chapter 1 to chapter 10. The data will be collected and grouped into the types of swear words that exist and enter into the function of swear words.

FINDINGS AND DISCUSSION

Wardhaugh's Theory in Lookism Comics

Swearing is a complex linguistic phenomenon deeply rooted in culture and society. Wardhaugh's theory, which focuses on the social functions of language, can be applied to understand why and how swear words are used in comics. According to Wardhaugh, language is not only a means of communication but also a social phenomenon shaped by cultural and social contexts. In the context of Lookism comics, the use of swear words might serve various functions. Swearing can act as a form of identity construction, expressing characters' emotions, attitudes, or affiliations. Wardhaugh's theory emphasizes the idea that language reflects social norms and values, and swearing in comics can provide insight into the characters' social worlds. In some cases, characters may use swear words to establish solidarity or camaraderie, conforming to Wardhaugh's concept of language as a tool for social bonding. On the other hand, characters might also use swear words as a means of asserting power or dominance, aligning with Wardhaugh's view of language as a resource for social influence.

The frequency and intensity of swear words in the comic might vary depending on the characters' backgrounds, relationships, and the overall tone of the narrative. Characters from different social groups may use swearing differently, reflecting Wardhaugh's idea that language is a marker of social identity. Moreover, the context in which swear words are employed is crucial. Wardhaugh emphasizes the importance of context in understanding language use. Swearing in Lookism comics may occur in moments of tension, conflict, or humor, each serving a unique sociolinguistic purpose. Wardhaugh's theory also addresses the role of power dynamics in language use. Swearing can be a tool for characters to assert authority or challenge existing power structures, aligning with Wardhaugh's notion of language as a dynamic element in social relationships.

In conclusion, an analysis of swear words in Lookism comics through the lens of Wardhaugh's theory would involve examining how language functions as a social tool, reflecting characters' identities, relationships, and power dynamics. This approach provides a deeper understanding of the sociolinguistic nuances embedded in the use of swear words in the specific context of the comic.

Result Swear Words Data

Based on Wardhaugh's theory, the data that has been collected from lookism comics chapter 1 to chapter 10 will be grouped by type. As well as how many swear words are used in lookism comics in chapter 1 to chapter 10 and what percentage of swear words come out in the 10 chapters. Presented in the following table.

NO	TYPES OF SWEAR WORDS	PERCENTAGE	WORDS
1.	SEX	41,9%	Fuck, Dick, Dickhead, Fucking
2.	Mother In-Law	29%	Bitch, Asshole, Bastard, Jerk

3.	DEATH	19,3%	Damn
4.	EXCRATION	6%	Piss, Shit

The table above shows data on swear words obtained from lookism comics chapters 1 to 10. Based on the table, it can be seen that the swear words that often come out or are used are sex-type swear words, the highest percentage is 41.9%. Which words that are included in the type of sex are Fuck, Fucking, Dick, Dickhead. In addition to Swear Words of Sex, there are also 3 types of swear words that come out in this comic, namely Mother-in-law, Death, and Excration. Swear Words with the type Mother in-law gets 29% with words that are included in this type are Bitch, Asshole, Bastard, Jerk. As well as swear words with the type Death there are 19.3% with words included in this type are Damn. Finally, the swear words obtained in this comic are the Excration type getting 6% with the words included in this are Piss, Shit.

Seeing the results of the research data obtained. Explaining this popular comic, in just 10 chapters there are a lot of swear words and their types. Which is where the majority of readers who read this comic are teenagers to adults. Not all swear words used in this comic are abusive. However, in this day and age many use swear words as communication to become more familiar or so.

Function Swear Words in Lookism Comic

The function of using swear words in this lookism comic will be of several kinds and will be discussed using data in the form of several conversations that exist and that occur in related comics. Before that, let's introduce the male lead of this comic. His name is Daniel Park, he was bullied at school because of his ugly face, and his short and fat body shape. Because he could no longer stand the treatment he got from his friends. He decided to transfer to another school that was outside his hometown. He lived in a shabby hut in the highlands on the outskirts of the city. But a strange thing happened the day before he entered his new school. He got a new body that he could use. The body is very handsome, tall and strong. Very inversely proportional to his original body. Finally, he has a secret that will not be understood by others, because this incident is beyond common sense. He used his new body to go to his new school.

Data 1:

Hyeji: Why are you Crawling? Why are you here?

Daniel: Um, Logan told me to come show you something...

Hyeji: What is that?

Daniel: "Congrats on 100 days!! Thunderbolt!!" (he did fart)

*Hyeji: Hey. Next time don't bother. I won't say anything. You're **damn Pathetic.***

The first data shows Hyeji's conversation with Daniel. Where Daniel was ordered by Logan, who is Hyeji's boyfriend, to give flowers and words to Hyeji who was in another class. However, when delivering what Logan ordered, Daniel had to crawl from his class to Hyeji's class like an animal. Daniel no longer cared about his pride; he obeyed the orders given by Logan. When giving the flowers and the words that Logan told him to address to Hyeji, after that he had to also deliberately fart. This made Hyeji feel disgusted by Daniel's actions. So Hyeji said the words "You're Damn Pathetic" to Daniel.

The words that Hyeji said to Daniel included swear words. Swear words are included in the Death type. The function of these swear words is **abusive**, which is where they degrade, offend and insult someone. Hyeji used this word because she was fed up and uncomfortable seeing Daniel who had no self-esteem anymore and was willing to be told to do crazy things by other people. Therefore, he said that to Daniel because he really looked pathetic.

Data 2:

Daniel: Mom, can I transfer to another school?

Mom: Transfer?

Daniel: Yeah, the kids at my school study so hard that my rank is so low. Better I transferred far away.

Mom: Son, you know how hard it was for me to find a job here. The rent is reasonable here too, I'm sorry. If you transferred, you'd be so far from your friends.

*Daniel: (friends??) **Shit!!!** I'm gonna study! Who cares about friends!*

Mom: Wh..what's wrong?!

Daniel: (I got angry to my mom.)

This data is taken from a conversation between Daniel and Daniel's mother. At that time Daniel was having dinner and his mother was washing the cooking utensils that had been used for cooking earlier while preparing dinner. Daniel quietly asked his mother for permission to move him to another school. The reason is that the children at his school study very hard, which causes his ranking to drop. He wants to move to a school where he can focus on his studies. But Daniel's mother refused because she had just gotten a new job in that area. It was not easy for him to find a new job again. Moreover, he is struggling to get his current job, so he can pay school fees and feed his child. Daniel's mother also said, if Daniel moves what will happen to his friends? If he moves, he will be very far from his friends. Daniel was very angry when his mother mentioned "friends", because his mother didn't know that Daniel had no friends at school. He shouted loudly, "Shit!!! I'm gonna study! Who cares about friends!". Daniel's words really shocked his mother.

Daniel's words when talking to his mother included swear words. These swear words are included in the Swear words excretion type. However, the function of swear words here is used to add emphasis to a statement, meaning these swear words are included in the **Auxiliary** function. Where Daniel emphasized his words that he really wanted to move from that school and go to a new school.

Data 3:

Mom: Why were you hitting my Daniel?!

Daniel: (I'm so screwed...!) M..mom...

Girl 1: Wow, what's that?

Girl 2: His Mom, I guess.

Girl 3: Geez, hehe.

Someone: Did he call his Mommy?

Someone else: hahaha.

Daniel: (No!!)

Logan: Ma'am we were playing a game.

Mom: Game?! You slapping someone a game? You little punk!! (While hitting Logan on the shoulder)

Daniel: Mom... (Trying to stop his mother)

Girl 1: Hahaha

Girl 2: Hmm? (Smirk)

Girl 3: Shall we put this on Facebook?

Daniel: (Hearing that, he felt embarrassed.) Mom, Stop.

Mom: Let's go to see the homeroom teacher! (While grabbing Logan by the collar.) How could you do that to Daniel?

Daniel: Mom... Mom, I said stop!!

Mom: What's your name? (Still grabbing Logan by the collar.)

*Daniel: (Shout) You're **Fucking Embarrassing me!***

This data is taken from conversations that occur at school. When Daniel's mother visited Daniel's homeroom teacher and asked about the student's transfer. However, Daniel's mother saw that Daniel was being bullied by students at his school in the field. Daniel's mother approached the crowd and felt angry with the students who had hurt Daniel. It seems that Daniel's mother's emotions were out of control so she tried to chase the person who had hurt her son and hit him. Because of this, Daniel's mother became a spectacle for the other students and laughed at her. Daniel, who listened to the other students' words, felt embarrassed and tried to stop his mother who was continuing to chase him. Until the moment Daniel couldn't hold it in anymore, he shouted at his mother very loudly, "You're Fucking Embarrassing me!"

The words that Daniel uttered were classified as swear words. These swear words are included in the sex type swear words. Sentences containing swear words have a function, namely **Expletive**. Where Daniel felt strong emotions, he held back his shame and tried to stop his mother who continued to beat the students who bullied him. He did all this so that his mother would stop and not continue to embarrass him and himself. Therefore, Daniel said this loudly to his mother.

CONCLUSION

Conclusion

Swear word usage varies across cultures, with different words and expressions considered offensive or taboo. Translating swear words in comics can be challenging, as their impact and cultural connotations may not be easily conveyed in different languages. Swear words are subject to societal acceptance and censorship, with regulations and guidelines differing across regions and media platforms. Swear words in modern language continue to evolve, reflecting societal changes, new expressions, and the influence of popular culture.

Suggestion

Considering the presence of swear words in Lookism comics, it would be beneficial for both readers and researchers to delve deeper into the socio-linguistic aspects of such language use. The incorporation of James Wardhaugh's sociolinguistic theories can provide a comprehensive framework for understanding how swear words function within the context of the comic. Further research could focus on the specific sociocultural influences that shape the characters' language choices, exploring how factors such as age, gender, and social hierarchy contribute to the portrayal of swear words. Additionally, an analysis of the power dynamics associated with the use of profanity in Lookism could offer insights into character relationships and societal structures within the narrative. Furthermore, a comparative study of swear words in Lookism across different cultural and societal contexts depicted in the comic may reveal variations in language use and shed light on the creators' intentions. Investigating the evolution of language throughout the series could also provide a dynamic

perspective on how characters' linguistic expressions develop over time. To enhance the analysis, engaging with the audience's reception of swear words in Lookism comics through surveys or interviews could provide valuable qualitative data. Understanding how readers interpret and respond to the use of profanity in the narrative may offer insights into the broader cultural reception of such language.

In conclusion, a comprehensive exploration of swear words in Lookism, informed by Wardhaugh's sociolinguistics theories, could contribute not only to the understanding of language dynamics within the comic but also to broader discussions on the role of profanity in storytelling and its impact on audience interpretation.

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