CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language has an important role in human activity. It cannot be separated from our daily life. Without language, people will not be able to lead their life well. Language also plays an important role to give people an understanding of how to create good communication with one another. According to (Lincoln et al., 1992), It is further argued that 'language is important in every aspect of our lives because it allows people to communicate in a manner that enables the sharing of common ideas'. It has many functions to do with, for instance, to make conversation. It means for humans to communicate with one another and for the sake of their social daily life. Furthermore, people have to develop the abilities to listen, speak, write and read well, to know and receive information.

With language, people must know about norms in language too. Why? Because it is necessary to create good goals and not breakthrough of social barriers. Some norms should be obeyed by humans themselves in the public. Those norms such as how humans to behave one another. People should know about the relation to communication, that language must have good ways to express or convey an idea or thought. It can be observed by looking for a person is enough on the politeness of their speech or not. This includes when a person uses the dictions and how they use the language correctly.

People who live in Indonesia, mainly in Java, there are many of them tend to regard or respect certain of the value of what we call politeness. Javanese people in short tend to avoid taboo words in their daily speech. Taboo words can also appear in the song, drama, or movie. A movie such as *The SpongeBob Movie: Sponge on the Run* is one of them. Furthermore, in this movie, the researcher finds several taboo words which are spoken by the characters. Although *The SpongeBob Movie: Sponge on the Run* is a cartoon movie from America which the stunts of cartoon movies are appropriate with taboo words.

There are some studies related to taboos that have been done by previous researchers. First by (Rahmayani & Fitrawati, 2018) entitled "Analysis Types and Functions of Taboo Words in *The wolf of wall street* Movie". The research focus is to find out the use of taboos from the characters in this movie. The second previous study is by (Nikmah, 2020) entitled "Taboo Words in *Straight Outta Compton* Movie". The research focus is to find out the most used taboos from the characters in this movie. The next previous study is by (Kusumaningsih, 2019) entitled "Taboo Words in *21 Jump Street* Movie". The research focus is to find out the most used taboos from the characters in this movie. The last previous study is by (Anggita, 2015), entitled "A Sociolinguistic Analysis of Taboo Words in *Bad Teacher* Movie". The research focus is to find out the types of taboo words and the functions of taboo words from the characters in this movie.

Based on the explanation above, the researcher is interested to analyze taboo words in *The SpongeBob Movie: Sponge on the Run* because people (especially children) like to watch a cartoon movie such as SpongeBob. However, *The*

SpongeBob Movie: Sponge on the Run has a potential negative side when taboo words in this movie can influence children among their home environment. Also, this is can be a threat for children to use certain taboo words when they are playing with their playmate in the school because of imitate from this movie later. The purpose of discussing taboo words in the movie is to understand the message. Therefore, in this study, the data will be taken from *The SpongeBob Movie: Sponge on the Run* movie.

1.2. Statement of the Problems

Following the background above, the researcher wants to analyze the use of taboo words spoken by the characters in SpongeBob Movie: Sponge on the Run. Therefore, the research questions are:

1. What type of taboos are produced in conversation among the characters of the cartoon movie *The SpongeBob Movie: Sponge on the Run* ?

2. What are the functions of taboo words spoken by the characters in *The SpongeBob Movie: Sponge on the Run* movie?

1.3. Objectives of the Study

Based on the problems that have been stated above, the objective of the study are stated below:

1. To find out what type of taboos are used in conversation among the characters of the cartoon movie *The SpongeBob Movie: Sponge on the Run*.

2. To find out the meanings of taboo words spoken the characters in *The SpongeBob Movie: Sponge on the Run* movie.

1.4. Scope of the Study

Related to the topic of linguistic, the researcher will focus on analyzing the types of taboos are spoken in *The SpongeBob Movie: Sponge on the Run* based on Batistella's theory and the functions of using taboo words by applying Wardhaugh's theory. Taboo in this research is related to inappropriate words during the conversation in the hole of *The SpongeBob Movie: Sponge on the Run* movie. Such as a certain character who is blasphemous when getting angry and then said "*stupid*" and so on.

1.5. Significance of the Study

After the researcher finish this research of taboo's spoken by the characters of Spongebob movie: Sponge on the run, It is hoped that the result can be used as a warning for ourselves (especially Indonesian parents) if this movie contains taboo's even though there are funny characters. By analyzing taboo words, readers can learn the kinds and functions of taboo words. Hopefully, this research is expected to be useful for English Department students who are interested in analyzing taboo words. It gives a reference and knowledge for further researchers.

1.6. Organization of the Paper

Chapter I: The first chapter is an introduction. It includes the reason why the researcher chooses the topic and all the necessary information for the research plan.

Chapter II: The second chapter is a review of related literature. It mainly explains taboo words.

Chapter III: The third chapter is a research method. This is about the research design that contains the Unit of analysis and method of data collection and analysis.

Chapter IV: The fourth chapter is findings and discussion.

Chapter V: The last chapter is the conclusion of this research.