

## **CHAPTER I**

### **INTRODUCTION**

This chapter will discuss the background of the research, the statement of the problem, the objective of the research, significance research, scope of the research, operational of the research.

#### **1.1 Background of the Research**

Communication is an interactive process to negotiate meaning using language. Language is a network of relationships. As living beings who can interact with each other, people really need language to do things interact and communicate with each other. The science that studies language is called linguistics. According to Martinet (1987). Linguistics is a study that takes language as an object, how language is placed together and how they function. There are various branches of linguistics, One of them is Sociolinguistics. Sociolinguistics is the science that deals with correlation between society and language, it is about usage language by individuals in their social context.

Clark (1997:3) states that language stands on center of human affairs, from the most mundane to the deepest. It means language is it is very important in life and is a power to express thoughts and feelings. Language allows humans to construct mental images reality, to understand what is going on around them and within them. Talking about music, almost everyone loves music, because music is simple and we can get in some of the time we have, we also spend our time playing and listening to music all the time.

As we know that when we talk about language, it relates to many things especially in socializing in society, as said by Hickerson (1980) sociolinguistics is a growing subfield of linguistics that takes speech variations as social context and Hudson (1980) said that sociolinguistics is the study of language in relation to society. In sociolinguistics we study language and language society to find out as much as possible about what kind of thing language is. There are many parts of sociolinguistic subjects, one of which is Taboo words.

Taboo, or abstinence is a strong social prohibition against words, objects, actions, or people that are considered undesirable by a group, culture, or society. Taboo violations are usually unacceptable and can be considered offensive. Some taboo actions or habits can even be prohibited by law and their violation can result in severe sanctions. Taboos can also bring shame, disgrace, and harsh treatment from the environment. Wardhaugh (2000) says that taboo is a prohibition or avoidance that cannot be used by humans in any society because it would hurt its members and make they feel anxious, embarrassing, or embarrassed.

Taboo is one aspect of social structure that reflects language and actions. Taboo words are which is considered unpleasant and is better avoided because it mentions an obvious fact or vulgar. And taboos also represent human experience or what is happening around and within they are certainly very closely related to the culture of the community (listeners), especially in this study to choose song lyrics that have language quality to develop children's thinking skills in lyrics from Rich Brian taboo words can refer to gender, religion, exposure to body parts and violence or excretion.

Many taboo words have been used in songs especially in Rap songs. Rap is a genre of music that is spoken faster than it really is, songs usually with electronic rhythm accompaniment or other musical instruments. This type of music is widely used and liked by many people, especially young people. One of the reason why young people like rap music is because rap music is lifestyle and covers all classes of youth and also becomes an arena for young people to show off their skills or just sing. The lyrics are expressive, straightforward and loud which certainly suits them, young and vibrant. That's why many young people like this type of music. Especially in this Rich Brian song, contain so many taboo words and also most of the songs are rap music, which is that young people's are need it.

Rich Brian is one of the most famous rappers. He is a rapper from Indonesia who graduated from *88rising* who recently became famous for his single titled *Dat Stick* which was first released in February 2016. Although Rich Brian often puts taboo words in the lyrics of the song to express ideas, thoughts, and feeling but many people still like it. This is due to the fact that Rich Brian has its own

characteristics, namely the sound of bass-voice, musical excellence and lyrics, fun drill-rap with catchy hooks, and perfect American-English Pronunciation. Furthermore, Rich Brian is an inspiration to young people today because of his success at a young age.

This research have a purpose to inform to the readers, that the resercher wants to analyze the types and the functions of taboo language in Rich Brian's song Dat Stick.

### **1.2 Statements of the Problem**

Based on the background of the research above, the statement of the problem can be stated as follows:

1. What are the types of taboo language used in Rich Brian's song Dat Stick?
2. What are the functions of taboo language that used in Rich Brian's song Dat Stick?

### **1.3 Objective of the Research**

Based on the background of the research above, the statement of the problem can be stated as follows:

1. To find out the types of taboo language in Rich Brian's song Dat Stick.
2. To analyze the function and the types of taboo language in Rich Brian's song Dat Stick.

### **1.4 Limitations of the Research**

The limitations of this study is the researcher focused on analyzing the song lyrics especially in taboo language. The researcher chooses Dat Stick song because it contain more taboo words than any other of his song inside the album *Amen*. There are two limitations of this study, the first is the types of taboo language and the second is the function of taboo language. The unit of analysis is a using sociolinguistics method and triangulations method.

## **1.5 Significance of the Research**

The expected significance research of the study is to giving information about the taboo language. and also what kind of taboo words or language that you can found in Rich Brian's song *Dat Stick*.

### **1.5.1 Theoretically**

The researcher analyze about the types of taboo language that used in Rich Brian songs, and also the function of the taboo language itself that contain in Rich Brian's song *Dat Stick*.

### **1.5.2 Practically**

The researcher's hopefully can give insight to the readers as follows:

#### **1. For readers in general**

The researchers hopes that this research can help and also giving an information of explanation about what is taboo language that contain in Rich Brian song *Dat Stick*. Also students can understand what types of taboo language are, especially the using in songs, in Rich Brian song *Dat Stick*. But the using of taboo language it's not only on music, but also any other media's like movie, novel, even daily life.

## **1.6 Scope of the Research**

A scope of the research is analysis of taboo language that contain in Rich Brian song *Dat Stick*. The research is analysis the types and the function of taboo language, based from the journal and article. This researcher using 1 song of Rich Brian entitled was *Dat Stick*. The researcher focusing on this song, because this song is contain more taboo language and has a emotional lyric than any others Rich Brian's song.

## 1.7 Operational Definition

The term of the research needs to be defined to avoid misunderstanding. So the researcher tries to identify the terms as follows:

### 1.7.1 Taboo language

Taboo language are kind of words or language that actually has more than one meaning. Usually the meaning of Taboo language is generally phrases as a something explicit, vulgar, blasphemous, or something offensive.

### 1.7.2 Rich Brian's Song

According to *Wikipedia*, Brian Immanuel or we known as a Rich Brian born on 3 September 1999, is a famous Indonesian rapper and singer and also a International producer records, graduated from *88Rising* in 2016. His first single is a *Dat \$tick*. First time released on march 2016 on soundcloud. This single succesfully got a RIAA golden certification. His studio album debut, *Amen*, was released on 2018 and got the 18 rank on billboard 200 United States.

### 1.7.3 Dat Stick Song

Rich Brian (formerly known as Rich Chigga), a stage name for viral Vine star, Brian Immanuel, released “Dat Stick” in early 2016. In this months following it's release, the 16-year-old rapper from Jakarta, Indonesia and his music video wen't viral. “Dat Stick” also received additional recognition when a reaction video of popular rappers responding to the song was released. The video features artist such as *Desiigner*, *Tory Lanez*. And *Ghostface Killah*, who actually hopped on the official remix to “Dat Stick” alongside pouya. After this song was released, many kind of respons from people. There is a two kind of reaction to this *Dat Stick* Video music, as Rich Brian using his stage name “Rich Chigga”. Some people put a compliment over him, and some of them criticize, and put a highlight to the lyrics of his song “Nigga” in a Dat Stick song. Chigga is a acronym from Chinese-Nigga.