

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Swear words have been considered as important aspect of taboo words avoided within society practices as a means to disclaim obscenity, offensiveness, and disturbance towards the listeners or readers which called euphemism (Southerland & Katamba, 1997). This kind of linguistic expression is always related to negativity and dirty words, although there is no grammatical reason why words can be filthy or clean which means that advantages can still be taken from this side (Fromkin, Rodman, & Hyams, 2011). As evidences, a number of businesses have been known using swear word to sell their products.

Employed in brands, swear words are becoming popular among customers. As part of euphemism violation, swear words theoretically should not be used on products. However, somehow, it stirs up people attention to come and see, which later they are interested to buy the product. This approach helps the business itself to go viral, although swear words are considered as a form of norm violation (Mortimer, 2007).

The existence of this new approach becomes a considerable problem whether it may be appropriate or not towards the product sales. While this is true, such violation may break through the commercial which later may give positive impact on processing information (Greenwald & Leavitt, 2002). It gives motivation towards the customers to

process the information, so that later they may be challenged to buy those products (Macinnis, Moorman, & Jaworski, 1991).

Few of studies pertinent to this kind of marketing strategies have been found, yet this approach precisely started to hit the product sale. Previous study conducted by Mortimer (2007) stated that severity of swear word may affect the final perception of the commercials. However, Mortimer only discussed the effects of swearing words in advertisings and the reasons why the owner might use those swear words, but the discussion is only about advertisement. This study discussed the types and the functions of the swear words employed in commercial brands.

1.2 Field of the Study

This study examined the types and functions of swear words in commercial brands in attracting customers' attention and selling product on how it is effective in increasing the amount of sale. Therefore, the strength of language in marketing being discussed in this paper is related to language learning, sociolinguistics, one of the branches in linguistics.

1.3 Scope of the Study

Speech varieties terms, one of topics in sociolinguistics, become the limit of this study. This topic is related to terms and particular languages or varieties of languages shared by its members to reach proper language in social context (Southerland & Katamba, 1997). In brief, speech varieties used by those communities are divided into

four; standard, sociolects, regional varieties, and registers. There are also four categories in registers; casual, formal, technical, and simplified.

This study paid particular attention toward register in the casual category, especially in swear words. The types and functions of this approach employed by entrepreneur in developing their product in market sales were the center focus in this study.

Problem Formulation

In order to define this study, the researcher formulated two problem formulations related to swear words in brands hereunder:

1. What are types of swear words employed in brands?
2. What are the functions of those swear words in brands?

Objectives of the Study

Due to problem formulation of the study above, the writer answered those by using these objectives:

1. to identify the types of swear words that are employed in brands.
2. to find out the functions of those swear words in brands.

Significance of the Study

The writer expects that this study later will help those who want to choose swear words as their brands by giving knowledge about the common types and the functions of

those words. Else, people are hopefully able to establish a new promotion concept by using swear words to gain people's attention which might enlarge the sale of a product. Moreover, this study will help readers to know and understand that the power of language, especially sociolinguistic, might affect the brand or product itself towards customer' perception. The writer also expects that this study will acknowledge people that swearing, cursing and any taboo things are not bad at all that those can be used for positive things and making money.

1.7 Definition of Term

1.7.1 Swear Words

Swear words are taboo words which usually come from lexical fields of animals, sex, bodily excretion and disease (Horan, 2013). It refers to inappropriate things including swearing and taboo words which sometimes considered unacceptable within society (Feldman, Lian, Kosinski, & Stillwell, 2017).

1.7.2 Marketing

Marketing is defined as the way to identify the unfulfilled needs and wants within citizens so that the firms are able to know their target market and decide the appropriate products to sell (Obasan, Ariyo, & Banjo, 2015). It analyzes the relation between required product and society's response. Choosing a brand name for a business is one of marketing strategies used by entrepreneurs to attract customers.

1.7.3 Brands

A brand is a consequence of a marketing strategy that distinguishes a product from other products that is not just given as a name but as a stamped mark on the business or organization (Maurya, 2012). Brands are valuable assets for enterprises that is used for long term period.

