

CHAPTER 4

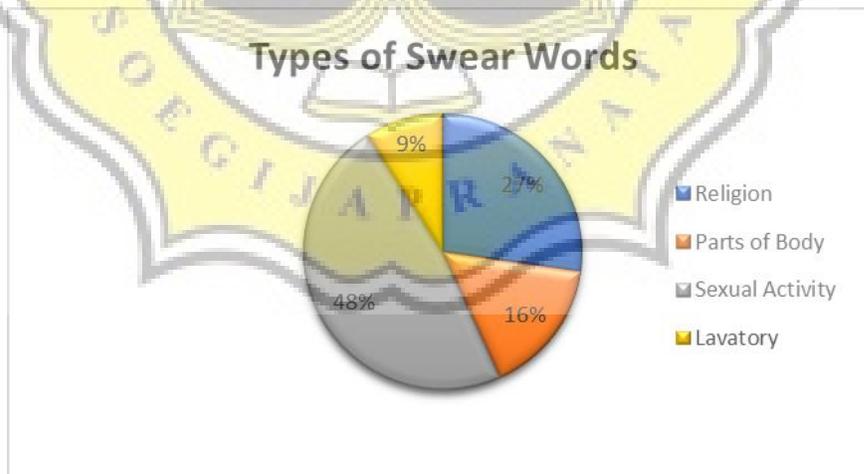
DATA ANALYSIS

This study examined the types and functions of swear words employed in brands. There were 44 brands using swear words to be analyzed. To answer the research questions, the chapter was divided into three sections. The first section discussed the types of swear words employed in brands according to Swan (2005). The second section discussed the functions of swear words according to Mortimer (2007). The last part discussed the general findings of data analysis.

4.1 Types of Swear Words

In this section, the types of swear words in brands were distinguished into four groups. The chart below showed the distribution of types of swear words in each category

Table 4.1 Distribution of Types of Swear Words in percentage



The chart above presented the total percentage of the distribution of types of swear words in brands. These percentages showed the total samples, so the comparison of each group can be easily seen. It could be clearly shown that the highest percentage is

Sexual Activity type with a total of 21 samples (48%). This indicated that the Sexual Activity type is the most common type of swear words employed in brands. This type is commonly used in daily conversation, and it is familiar to be heard. It was followed by Religion type with total 12 samples (27%). The last were both Parts of Body type with 7 samples (16%) and Lavatory type with 4 samples (9%).

To give explanation about the analysis above, the researcher put detail interpretation of samples on each category. Due to limited time and space, only two brands with swear words from each category were deeply analyzed.

4.1.1 Religion Type

Religion type is one of the types of swear words according to Swan (2005). The swear words in this type are all related to religion purposes.

A. God Damn Great Sport



Figure 4.2 Example of Religion type brand A

[\(https://www.instagram.com/goddamngreat.sport/\)](https://www.instagram.com/goddamngreat.sport/)

God Damn Great Sport is a company which sells shoes from famous brands such as *Adidas*, *Nike*, *Onitsuka Tiger*, and many more. The target market would be teenagers to adult. The word “God” and “Damn” employed in the brand *God Damn Great Sport* have a literal meaning which are “God” and ”Condemn to hell”. It is commonly used as a swear

word in daily conversation, but here the word “God Damn” is used to emphasize the word “great”. According to its literal meaning, this brand is using a swear word taken from religion type of taboo words.

B. Hell Bunny



Figure 4.3 Example of Religion type brand B

(<https://hellbunny.com/new-in.html>)

Hell Bunny is a company which sells woman clothes and dresses from size XS until 4XL. The target market would be teenagers to adult. It is uncommon that a store sells clothes very small to very big size. The word “Hell” employed in the brand *Hell Bunny* has the same literal meaning which is “hell”. It is a familiar swear word in daily conversation. According to its literal meaning, this brand is using a swear word taken from religion type of taboo words.

4.1.2 Parts of Body Type

Parts of body type is another type of swear words according to Swan (2005). This type refers to certain parts of human body, especially which are related to sexual activity.

A. Bartley & Dick

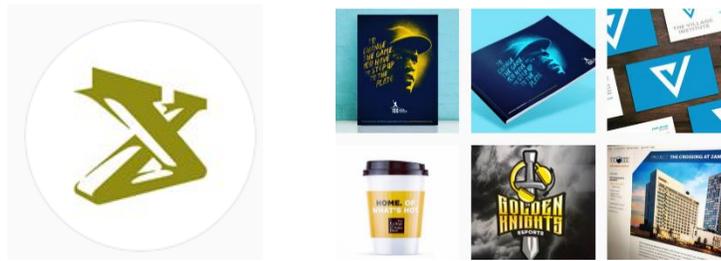


Figure 4.4 Example of Part of Body type brand A

(www.bartleyndick.com)

Bartley & Dick is an advertisement company which sells services. The target market would be teenagers to adult. The word “Dick” employed in the brand *Bartley & Dick* has literal meaning which is “penis”. This swear word is used to give shock to people who see it so that they are interested with this brand. It is a familiar swear word in daily conversation. According to its literal meaning, this brand is using a swear word taken from parts of body type of taboo words.

B. Dick’s Sporting Goods



Figure 4.5 Example of Part of Body type brand B

(<https://www.dickssportinggoods.com/>)

Dick's Sporting Good is a company which sells sport equipment. The target market would be teenagers to adult. The swear word “Dick” is written bigger than other words which means there is intention to shock people to who see this brand. The word “Dick” employed in this brand has literal meaning which is “penis”. According to its literal meaning, this brand is using a swear word taken from parts of body type of taboo words.

4.1.3 Sexual Activity Type

Sexual activity is also one of the types of swear words according to Swan (2005). This type is related to sexual activity.

A. FVCK id

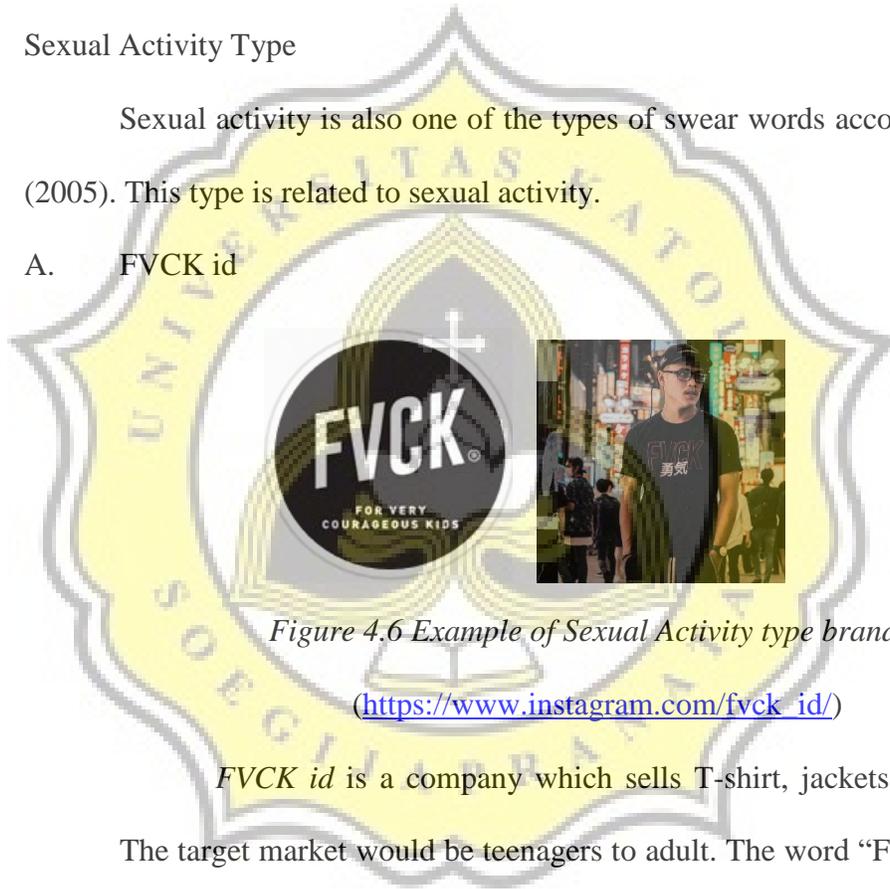


Figure 4.6 Example of Sexual Activity type brand A

[\(https://www.instagram.com/fvck_id/\)](https://www.instagram.com/fvck_id/)

FVCK id is a company which sells T-shirt, jackets, and hoodies. The target market would be teenagers to adult. The word “Fvck” is related to the swear word “fuck” as “V” and “U” have nearly the same shapes, and it is related to its motto; For Very Courageous Kids. By abbreviating it to be a swear word, it gives personality between the brand and the products. The word “Fuck” employed in this brand has literal meaning

which is “have sex (with)”. According to its literal meaning, this brand is using a swear word taken from sexual activity type of taboo words.

B. Lip Slut



Figure 4.7 Example of Sexual Activity type brand B

(<https://www.lipslut.com/>)

Lip Slut is a company which sells liquid lipstick, a make-up product to color the lip. The target market would be teenagers to adult. Every product that is sold by this company has its own name using swear word “Fuck” which can be considered offensive, such as F*ck Kavanaugh, F*ck Trump, and F*ck Hollywood. The use of the word “Slut” in this brand aims to give shock to people who see it and attracts customers to buy these products. This swear word has literal meaning which is “prostitute”. According to its literal meaning, this brand is using a swear word taken from sexual activity type of taboo words.

4.1.4 Lavatory Type

Lavatory type is another types of swear words according to Swan (2005).

This type is related to human secretion or activity in the lavatory.

A. Crap Eye Wear

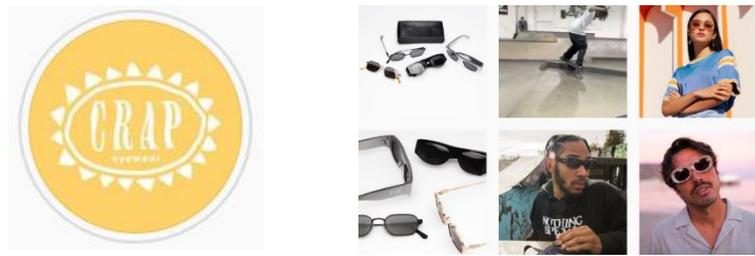


Figure 4.8 Example of Lavatory type brand A

<https://www.crapeyewear.com/shop>

Crap Eye Wear is a company which sells eyeglasses. The target market would be teenagers to adult. The use of the word “Crap” in this brand aims to give shock to people who see it because it is written bigger than any other words. This swear word has literal meaning which is “excrement; defecate”. According to its literal meaning, this brand is using a swear word taken from lavatory type of taboo words.

B. Second Shit



Figure 4.9 Example of Lavatory type brand B

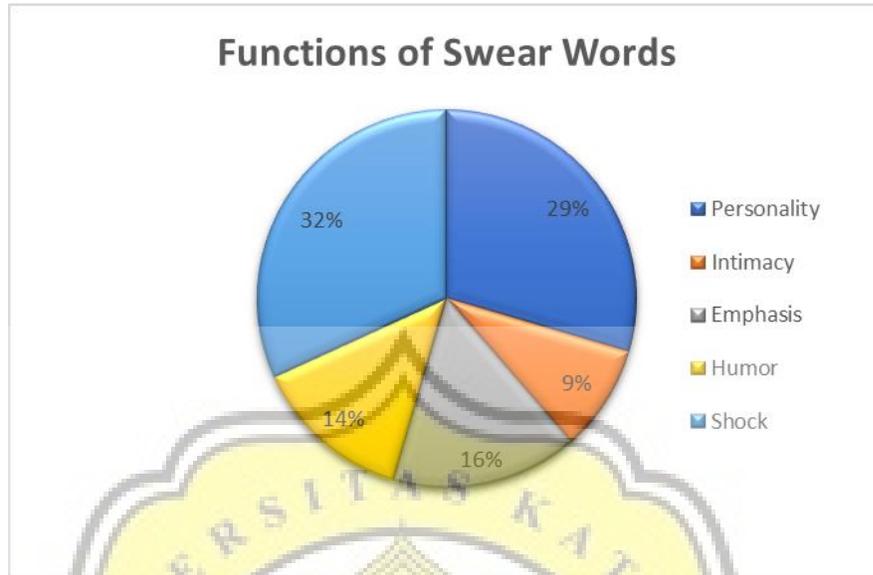
https://www.instagram.com/secondshit_smg/

Second Shit is a company which second branded apparels. The target market would be teenagers to adult. The word “shit” is employed not only in the brand but also in every of their products, and it refers to something “awesome” instead of “bad” (Thinkuser & Group, 2008). This clearly describe that the owner of this brand wanted to emphasize the quality of the product by using the word “shit”. This word has literal meaning “excrement”. This swear word is common to be heard in the daily conversation. According to its literal meaning, this swear word is included on lavatory type of taboo words.

4.2 Functions of Swear Words

In this section, the functions of swear words in brands were distinguished into five categories. This classification is based on Mortimer (2007), but it was simplified in this study because the “Offence” category is not at the same level as the other categories. The “Offence” function clearly does not represent “Shock” function because people do not always get offended when they shock. The chart below showed the distribution of functions of swear words in brand in each category.

Table 4.10 Distribution of Types of Swear Words in percentage



The chart above presented the total percentage of distribution of functions of swear words in brands. These percentages showed the total samples, so the comparison of each group can be easily made. It could be clearly seen that highest percentage is Shock with total 14 samples (32%). This indicated that Shock is the most common function of swear word employed in brands. The second was Personality with total 13 samples (29%). Next, it was followed by both Emphasis with 7 samples (16%) and Humor with 6 samples (14%). The last was Intimacy with 4 samples (9%).

To give explanation about the analysis above, the researcher put detail interpretation of samples on each category. Due to limited time, only two brands with swear words from each category were deeply analyzed.

4.2.1 Emphasis

Emphasis is one of functions of swear words in brands according to Mortimer (2007). This function aims to underline or give strength related to the brand itself.

A. Damn Fashion



Figure 4.10 Example of Emphasis function brand A

[\(https://www.damnfashion.nl/en/\)](https://www.damnfashion.nl/en/)

Damn Fashion is a company which sells furniture and other home accessories. The target market would be teenagers to adult. The brand as shown above uses a swear word “Damn”. The word “Damn” here refers to underlining the taste of fashion. Fashion here means the fashion of house. It is known that decorating a house need a taste of design so that the interior design is not random. Here, this store is emphasizing that the products they sell have the both the quality and the taste. The word “damn” here pointed out the word “fashion” so that it draws attention by conveying belief.

B. Bloody Fit Store



Figure 4.11 Example of Emphasis function brand B

<https://bloodyfitstore.com/collections/all>

Bloody Fit Gym Wear is a company which sells gym apparels. The target market would be teenagers to adult. The brand as shown above uses a swear word “Bloody”. The word “Bloody” here has literal meaning bleeding which usually is referred to sexual activity. This swear word helps to emphasize the store itself. This store wants to tell people that products that they sold are really suitable to the customers well. The word “bloody” here pointed out the word “fit” so that it draws attention by conveying belief. This refer to their products itself which are gym wear as it is known that all gym and sport well need to be fit and suit to our body, so the owner put the word bloody in front of the word fit to emphasize the function of their product to attract the customers as it is said by Griffiths (2018).

4.2.2 Intimacy

Intimacy is another function of swear words in brands according to Mortimer (2007). This function aims to create strong relation between the brand, the products, and the customers.

A. TitsUp!



Figure 4.12 Example of Intimacy function brand A

(www.titsup.co)

Tits Up! is a company which sells woman clothes which has a uniqueness related to its name, tits. The target market would be teenagers to adult. All the clothes that have the same pattern in every model; two shape at where the nipples are. The word “Tits” employed in the brand *Tits Up!* has literal meaning which is “breasts”. This word gives intimacy to the product and the customers because it represents female’s identity. This shows a level of intimacy or “warmth” between the model of the T-shirt and the customers by giving that brand “Tits”. Female beauty has been defined by her appearance, especially their breast shape, while breast as an essential key of female gender features has become a new beauty index (Zheng, 2011). This brand helps female to be proud of themselves by telling to be confident no matter what shapes their breast are. This

swear word which refers to the pattern of the clothes they sold is connected with what Griffiths (2018) highlights about several factors influence consumer acceptance, “reappropriation of vulgar terms”.

B. Nipplets



Figure 4.13 Example of Intimacy function brand B

[\(https://www.instagram.com/nipplets_official/\)](https://www.instagram.com/nipplets_official/)

Nipplets is a company which sells woman underwear and sexy lingerie. The target market would be teenagers to adult. The word “Nipple” employed in the brand *Nipplets* has the same literal meaning which is “nipple”. This word is a common swear word in daily conversation. It is used to give intimacy between the product and the customers in this brand because it represents the product itself. Female beauty has been defined by her appearance, and this swear word pointed out that female should be confident no matter how their body shapes are. This swear word which is connected with what Griffiths (2018) highlights about several factors influence consumer acceptance, “reappropriation of vulgar terms.

4.2.3 Personality

Personality is also one of functions of swear words in brands according to Mortimer (2007). This function aims to create satisfactory image between the brand, the products, and the customers.

A. Fuck Fame



Figure 4.15 Example of Personality function brand A

[\(https://www.instagram.com/fuckfame_worldwide/\)](https://www.instagram.com/fuckfame_worldwide/)

Fuck Fame is a company which sells jackets, shirts, slippers, hats, bags, and any other apparels. The target market would be teenagers to adult. The brand as shown above uses a swear word “Fuck” which has literal meaning “have sex (with)”. This swear word gives personality to both the customers and the brand itself. It gives personality to the people who wear it as it is known that many expensive T-shirt from certain brand shows its brand’s logo on the front of the T-shirt. This brand attempt to do the contra by using words “fuck fame” to give personality to customers and the brand itself.

B. Johnny Bastard (JBSTRD)



Figure 4.16 Example of Personality function brand B

[\(https://www.instagram.com/jbstrd/\)](https://www.instagram.com/jbstrd/)

Johnny Bastard or *JBSTRD* is a company which sells apparels such as jackets, shirts, hats, rubber bracelets, and pants. The target market would be teenagers to adult. The brand as shown above uses a swear word “Bastard” which has literal meaning “child of unmarried parents”. This swear word gives personality to both the customers and the brand itself. It gives personality to the people who wear it as it is known the brand itself is attached in the front of every of this company’s products.

4.2.4 Humor

Humor is one of functions of swear words in brands according to Mortimer (2007). This function aims to create joke in order to get people’s attention.

A. Bugger Off Burgers



Figure 4.17 Example of Humor function brand A

[\(https://www.instagram.com/buggeroffburgers/\)](https://www.instagram.com/buggeroffburgers/)

Bu'ger Off is a company which sells fast food hamburgers. The target market would be teenagers to adult. It is also possible for children to eat it, but when it comes to aware about the brand and buy the product, the parents take the role on this. The brand as shown above uses a word "Buger" which is related to swear word "Bugger". This word has literal meaning "have anal intercourse (rare)", so that it categorized as sexual activity type of swear word. This swear word gives humor to the customers because it acts as a pun where the business's owner adapting the swear word "bugger" which is similar to the word "burger".

B. Bugger Off Balm



Figure 4.18 Example of Humor function brand B

www.buggeroffbalm.com

Bugger Off Balm is a company which sells balms, a product that is used to moisturize and treat damage on human skin. The target market would be teenagers to adult. It is also possible for children to eat it, but when it comes to aware about the brand and buy the product, the parents take the role on this. The brand as shown above uses a word “Bugger” which has literal meaning “have anal intercourse (rare)”, so that it categorized as sexual activity type of swear word. This swear word gives humor to the customers because it acts as a pun as their slogan is Bug Repellent Balm. It is more likely to be “Bug Get Off” then “Bugger Off”.

4.2.5 Shock

Shock is the last functions of swear words in brands according to Mortimer (2007). This function aims to give shock to people who see it so that they are interested to come and see.

A. The Bastardo Restorante



Figure 4.19 Example of Shock function brand A

(<https://www.instagram.com/bastardopluit/>)

The Bastardo Restorante is an Italian restaurant with pizza as their main dish. The target market would be teenagers to adult. It is also possible for children to eat it, but when it comes to aware about the brand and buy the product, the parents take the role on this. The brand shown above uses the word “Bastardo” which refers to the swear word “Bastard”. It is a very strong swear word in a daily conversation which means it gives shock to people who see it. This swear word assists to spread endorsement and go viral. Else, it can attract people curiosity to come and see because the business is dare enough to use a strong swear word that gives a strong shock. This strategy related to terms and images may result either negative responses or appealing strategy to draw attention.

B. Shit Mondays



Figure 4.20 Example of Shock function brand B

(<https://www.instagram.com/shitmondays/>)

Shit Mondays is a company which sells watches, T-shirts, jackets, bags, shoes, and pants from famous brands. The target market would be teenagers to adult. The brand shown above uses the swear word “shit” which has literal meaning “Excrement; defecate”. It is a very common swear word in a daily conversation which means it gives shock to people who see it. This swear word helps to attract people curiosity so that they are interested in this brand.

4.3 General Findings

It is a fact that not many businesses dare enough to use swear word as their brands due to the connection with negativity. However, it is found that business with swear words can also attract people in a way this study explained. This study revealed that brands which employ swear word can be analyzed and identified. Several types of swear words in brand was successfully categorized. Not only the types that are discussed, but also the functions of swear words employed in the brands.