

TABOO AND SWEAR WORDS IN *HEARTBREAK HIGH* SERIES

ABDUL RAHIM¹, FAUZIAH KHAIRANI²

^{1,2} UNIVERSITAS NEGERI MEDAN

Abstract

This study aims to identify the types of taboo and swear words and analyze their realization by the main characters in the Heartbreak High Series. This study utilizes a descriptive qualitative method, extracting data from the series, in the form of utterances, dialogues, and conversations that contain taboo and swear words. The findings revealed that four types of taboo words found in the Heartbreak High series realized by the main characters: lavatory (28%), private parts of the body (11%), religion (9%), sexual activity (43%), with an additional (9%) that does not align with Swan's theory (1995). Additionally, this study categorizes swear words in the series into two categories. First are strong swear words, and second is weak swear words. Strong swear words consist of exclamations of annoyance (17%), exclamations of surprise (8%), exclamations of unconcern (2%), insults (33%), insulting request to go away (9%), emphasize an emotion (25%), surprise question (5%) and violent refusal/rejection (1%). Weak swear words consist of exclamations of annoyance (18%), exclamations of surprise (46%), and exclamations of emotion (36%). The emotional conditions of the main characters while using the swear words are joy, surprise, sadness, anger, fear, and hatred.

Keywords: *Heartbreak High Series, Sociolinguistics, Swear words, Taboo Words*

INTRODUCTION

People inherently rely on others throughout their lives, emphasizing the need for social connections and relationships. Communication, facilitated through language, becomes a crucial tool for individuals to fulfill their interpersonal needs. Language serves as a means to share knowledge, thoughts, feelings, and emotions, making it an integral part of human interaction (Adillah, 2022).

Yuldashev (2022) and Chaika (1982: 2) suggest that individuals unconsciously use language to reveal or conceal their identity, character, and background. People have unique ways of choosing language varieties that align with their sense of belonging. Taboo words, considered inappropriate or offensive, are often used to express intense emotions, such as sadness or anger.

Taboos, governed by religious beliefs, rules, and norms, shape societal behaviors. Akmajin (1998: 322) defines taboos as words or phrases avoided within specific groups. While some individuals may view taboo words negatively, recent changes in societal attitudes (Anggita, 2015) have led to more open-minded perspectives and a willingness to use once-offensive language.

Media, including films, songs, and TV shows, employ a "taboo lexicon" to convey strong emotions, often through cursing (Putri & Barnabas, 2019). Swear words and inappropriate language are used to express anger and foster connections within social groups. Understanding taboo words is crucial for effective communication, as interpretations may vary across communities due to cultural differences (Adillah, 2022)

"Heartbreak High" stands out for its significant use of taboo and swear words, making it a unique subject for analysis. Exploring the prevalence and context of such language in the series provides valuable insights into storytelling techniques and emotional expression through language. Unlike other series, the extensive use of taboo words in "Heartbreak High" offers a distinctive perspective on the portrayal of emotions and relationships in media. Previous research on taboo words in media may not have extensively covered series with a substantial amount of such language, making "Heartbreak High" a novel subject for study.

LITERATURE REVIEW

Language Uses

Sociolinguistics explores the intricate relationship between language and society, examining its role in shaping cultural norms, social hierarchies, and identity dynamics. The

field encompasses diverse topics, including code-switching, language variation, multilingualism, and language attitudes.

Code-switching, the strategic use of multiple languages in a single conversation, is investigated for its role in negotiating power dynamics and expressing social identities (Auer, 1998; Gumperz, 1982). Language variation, exemplified by Labov's study on /r/ pronunciation in New York City (1966) and Eckert's research on adolescent linguistic practices (2000), delves into how linguistic variables signal distinctions in social class and individual/group identities.

Multilingualism, the use of multiple languages within a community or individual's repertoire, is a significant focus, with Fishman's diglossia concept (1971) illustrating distinct formal and informal linguistic forms. Thomason and Kaufman's work (1988) explores language contact and its impact on linguistic evolution, highlighting instances of language convergence.

Language attitudes, as studied by Lambert et al. (1960), reveal how positive perceptions influence language preservation. Bourdieu's concept of linguistic capital (1991) emphasizes the connection between prestige, socioeconomic factors, and language perception.

In summary, sociolinguistics contributes valuable insights into language's role as a tool for communication, identity expression, and societal negotiation through its exploration of code-switching, language variation, multilingualism, and language attitudes.

Politeness

Mansoor (2019) stated that politeness in Sociolinguistics and Pragmatics is a term that indicates linguistic features associated with norms of social behavior, in relation to concepts such as courtesy, rapport, deference, and distance. Other experts such as Brown and Levinson in (Asheva, 2022) characterized politeness as a consequence of social harmony and a fundamental requirement for individuals to become acquainted with each other. They elucidate how politeness emerges as a crucial element in maintaining effective communication and interactions among individuals. Consequently, politeness is widely practiced and regarded for these reasons.

Both perspectives provide a profound understanding of the concept of politeness in language. Mansoor highlights the connection of politeness with linguistic features that reflect norms of social behavior. Meanwhile, the perspective presented by Brown and Levinson, as conveyed by Asheva, emphasizes the role of politeness as an outcome of social harmony and a fundamental need for mutual understanding among individuals.

Both viewpoints complement each other, underscoring that politeness is not only about the use of polite words, but also encompasses aspects such as social harmony and shared understanding. Therefore, the concept of politeness becomes a key element in creating effective communication and positive interactions within society

Taboo and Swear Words

The pervasive use of taboo words in contemporary society extends across various mediums, such as movies, song lyrics, social media, and television shows. This prohibition is enforced by influential institutions like courts, religion, educators, mass media, and individual caregivers. The term "taboo" originates from the Tongan language, signifying something forbidden and associated with cultural meanings expressed in language.

Taboo words are categorized based on Michael Swan's theory (1995), including classifications such as Lavatory, Private Body Parts, Religion, and Sexual Activity. Understanding the appropriateness of language in diverse situations is crucial for effective communication, considering cultural norms, social conventions, and individual sensitivities.

Taboo words share a strong connection with swear words, both regarded as indecent and inappropriate in polite contexts. Swan (1995) notes the shocking effect shared by both, often appealing to individuals as expressions of strength or freedom. Swearing, defined by Chrystal (2003), represents an intense, emotive use of taboo words, serving as an outburst for emotional relief. This uniquely human ability persists because taboo words convey emotional information more effectively than non-taboo words.

Words associated with religion, when used as swear words, may convey strength, emphasizing the multifaceted nature of swear words. Swearing is a verbal reaction to unfavorable situations, providing relief for emotional energy, often directed towards people or objects. Nordquist (2020) notes that swearwords start as "bad" words but gradually become accepted in social interactions, contributing to the relaxed nature of informal conversations among close-knit groups.

Keith Allan and Kate Burridge (2006) describe swear words as expressions of frustration, pain, and anger, processed in the limbic system of the brain, responsible for regulating emotions. Swan (1995) categorizes swear words into strong and weak types, reflecting diverse expressions of powerful emotions in language. The intertwining of taboo and swear words underscores their significant impact on communication and emotional expression.

Constructed Emotions in "The Heartbreak High" Series (2022)

In media, characters' use of swear words can reveal crucial details about their emotional states. "The Heartbreak High" series, known for its graphic language and taboo words, provides an excellent opportunity for exploration. Humans, as per Barrett (1985: 114), experience fundamental emotions such as happiness, surprise, sadness, anger, fear, and hatred. Language serves as a means to express these emotions, and swear words are frequently employed to convey strong feelings like anger, hatred, and surprise. However, research by Karjalainen (2002) suggests that swear words serve varying purposes based on specific social situations, conveying irritation, hostility, derogation, unity, and warmth.

In "The Heartbreak High" series (2022), the use of swear and taboo words may be linked to characters' emotional states. Characters frequently using swear words might be experiencing powerful emotions like rage or frustration. Conversely, swear words in lighter contexts could indicate closeness or affinity between characters. Analyzing characters' language in diverse emotional contexts allows for an examination of their internal emotions and motivations. Understanding how language reflects emotional states and the influence of social and cultural elements on language use is crucial. This exploration can also shed light on the impact of explicit language on viewers, especially young audiences, offering practical applications for this research.

RESEARCH METHODOLOGY

Research Design

This study employs descriptive qualitative research, utilizing words to analyze existing data. Qualitative research, as defined by Hancock et al. (2009:7), delves into people's daily experiences, behaviors, views, and ways of living. It aims to understand cultural patterns, beliefs, norms, and values reflected in language products like novels, books, and films. Vanderstoep and Johnston (2009:7-8) further describe qualitative research methods as producing narrative descriptions to provide deeper and varied understanding. Qualitative methodology, or naturalistic inquiry, seeks insights into themes, patterns, or causal explanations from the insider's perspective, avoiding the use of hypotheses or assumptions.

Data Sources

The source of the data analyzed in this study comes from eight episodes of the Heartbreak High series. The main information used in this research is taken from the English subtitle from the Heartbreak High series, which makes it easier for the writer to gather information

Data Collection Techniques

The data collection process involves several steps. Initially, the researcher collects qualitative data by closely watching and listening to the dialogues of the main characters, Amerie and Harper, in the *Heartbreak High* series while simultaneously reading the English subtitles. Subsequently, the researcher identifies clauses, phrases, or words that fall under the categories of taboo and swear words. In a systematic manner, the researcher then documents the utterances and notes the minutes when these taboo and swear words are spoken. These recorded instances are compiled into a list for subsequent analysis..

Data Analysis Techniques

The analysis of the collected data follows the Data Analysis steps outlined by Miles and Huberman, encompassing three main phases: data reduction, data display, and drawing conclusions or verification. In the data reduction phase, the researcher meticulously noted all instances of taboo and swear words uttered by the main characters in *The Heartbreak High* series. Subsequently, in the data display phase, the researcher organized and presented the collected data in a tabular format. This involved classifying the data according to the theories of taboo and swear words proposed by Swan (1995) and the theory of constructed emotions by Barrett (1985), while also including the minutes when these words were spoken by the main characters. The final phase involves drawing conclusions and verification, where the researcher analyzes the data in alignment with the research problems posed.

RESULTS AND DISCUSSIONS

This study identified forbidden and profane words and emotional states utilized by *Heartbreak High* characters. This study used *Heartbreak High* data. The collection process yielded 116 data points classified by Swan (1995) as taboo words, swear words, and emotional conditions by Barrett (1985), along with the moment the main characters said them..

1. Types of Taboo and Swear Words Used by the Main Characters in *Heartbreak High* Series

After evaluating the data, the researcher discovered types of taboo and swear words used by the main characters in the *Heartbreak High* series based on the theory of Swan (1995) as shown as follows:

Table 1 Types of Taboo Words

No	Types of taboo words	Frequency	Percentage
1.	Lavatory	32	28%
2.	Private parts of the body	12	11%
3.	Religion	11	9%
4.	Sexual activity	50	43%
5.	unidentified	11	9%
TOTAL		116	100%

The table above showed that there were a total of 116 taboo words that the main characters used in the Heartbreak High series. The researcher discovered that only 105 taboo words are included in the theory of Swan (1995), divided into four types of taboo words. They are lavatory 32 times (30,5%), private parts of the body 12 times (11%), religion 11 times (10,5%), and sexual activity 50 times (48%). From the data above, it also can be seen that the main characters used the type of sexual activity most in their utterances. Then, followed by lavatory

Table 2 Types of Strong Swear Words

No	Types of strong swear words	Frequency	Percentage
1.	Exclamation of annoyance	15	17%
2.	Exclamation of surprise	7	8%
3.	Exclamation of unconcern	2	2%
4.	Insult	29	33%
5.	Insulting request to go away	8	9%
6.	Intensifying used to emphasize an emotion	22	25%
7.	Surprised question	4	5%
8.	Violent refusal/rejection	1	1%
TOTAL		88	100%

Table 3 Types of Weak Swear Words

No	Types of weak swear words	Frequency	Percentage
1.	Exclamation of annoyance	2	18%
2.	Exclamation of surprised	5	46%
3.	Emphasize an emotion	4	36%
TOTAL		11	100%

The table above shows the types of swear words are divided into strong swear words and weak swear words. Strong swear words consist of 88 data; they are exclamation of annoyance 15 times (17%), exclamation of surprise seven times (8%), exclamation of unconcern two times (2%), insult 29 times (33%), insulting request to go away eight times (9%), Intensifying used to emphasize an emotion 22 times (25%), surprise question 4 times (5%) and violent refusal/rejection one time (1%). Then, weak swear words consist of 11 data exclamation of annoyance two times (18%), exclamation of surprise five times (46%), and exclamation of emotion four times (36%). It was known that the main characters used strong swear words more than weak swear words.

2. The Realization of Taboo and Swear Words by the Main Characters in *Heartbreak High Series*

The researcher used only 22 data to be discussed because these data have represented the other data. The analysis of the realization of taboo and swear words by the main characters in the heartbreak high series can be seen as follow:

a. Taboo words

1. Lavatory

Episode 3 (00:11:22)

Malakai: "Hey, I was... [exhales] I was wondering... Maybe you wanted to, you know, hang out sometime?"

Amerie: "Shit, um, sorry. [splutters] I've got to be somewhere, but I'm... Talk later."

The dialogues above showed the conversation between Amerie and Malakai, that took place at their school during a break. During this time, students often engage in casual conversation and social interaction. Amerie was surprised and did not expect

Malakai to ask her to hang out, and somewhat awkward response to Malakai's invitation to hang out. It's implied that Amerie may have feelings for Malakai as well, but she's too hesitant or nervous to pursue a closer or romantic relationship with him, which could explain her reaction to his invitation. This adds a layer of complexity to their interaction and highlights the potential for unspoken feeling between them. She used the word shit, which indicates a taboo word and refers to lavatory. The utterance of Amerie refers to strong swear words, and she uses them to express her surprised emotions.

2. Private Parts of body

Episode 3 (00:37:42)

Amerie: "What are you talking about?"

Harper: "Our friendship! It wasn't perfect. Do you even remember what happened? Or are you too far up your own asshole to even consider what someone else might be feeling?"

The data above show the conversation between Amerie and Harper about what happened in their friendship. Amerie had no clue why Harper hated her. Amerie's confusion about why Harper is upset or distant underscores her lack of awareness regarding the reasons behind Harper's anger. Harper's used "asshole" to convey her intense frustration and resentment toward Amerie. It implied that Harper feels that Amerie is self-centered and insensitive to her feelings, which has contributed to deterioration of their friendship. Harper used the taboo word asshole to indicate it. The word asshole refers to a private part of the body, and in this case, Harper used it because she was mad and to express her hatred against Amerie. The word asshole is a strong swear word, and the category is to insult.

3. Religion

Episode 2 (00:33:08)

Malakai: "Good? Can you do this?"

Amerie: [Grunts] "Yeah."

Amerie: "Jesus!"

The data above took place behind a wall at Spider's party. Malakai had an idea to climb the wall to get into the party. Amerie used the word Jesus to express her surprised emotion when she saw Malakai jump and climb the wall. The word Jesus is taboo, and it refers to religion. The word Jesus can be very offensive to some people because it is the name of God in their religion. In this case, Amerie used the word Jesus as an exclamation of surprise, which refers to weak swear words

4. Sexual Activity

Episode 2 (00:40:42)

Amerie: "Are you done? Are you done fucking with my life!"

The utterance above showed the word fucking, a taboo word that refers to sexual activity. The data happened at the party after Amerie and Harper fought. Amerie uses this word to express her anger toward Harper because Harper keeps ruining her life. Amerie is upset because she has discovered that Harper hooked up with a guy, Dusty, whom she had liked for five years. This revelation has caused Amerie to feel betrayed and deeply hurt, leading her to lash out in anger and express her sense of being negatively impacted by Harper's action in her life. The word fucking is a strong swear word because it is powerful and rude.

b. Swear Words

1. Strong swear words

a. Exclamation of annoyance

Episode 2 (00:22:37)

Amerie: "Listen, you mayonnaise fuck. What is your problem with me?"

In the utterance above, Amerie used the word fuck to express her anger and emotion to Spider. The word fuck was indicated as a taboo word and a strong swear word because it was rude to say to others. In this case, Amerie used the word fuck as an exclamation of annoyance because she tried to talk to the Spider nicely, but the Spider's response annoyed her. Amerie asks Spider

to invite her to his party, but Spider refuses and asks her to pay.

b. Exclamation of surprised

Episode 7 (00:22:42)

Huma: "Amerie!"

Amerie: "Oh, shit."

The utterance of Amerie above contained the word shit which refers to taboo words and strong swear words. The word shit is nasty and rude to say to others. In this case, the category of strong swear words that Amerie used was an exclamation of surprise to express her emotion, which is surprised. Amerie was surprised because she heard her mum yelling her name from the speaker. Amerie's exclamation conveys her surprise and the suddenness of the situation without being directed as an insult of offensive language towards anyone.

c. Exclamation of unconcern

Episode 1 (00:11:13)

Amerie: [Gasps] "Thirdly, Dusty spoke to me so we're pretty much dating..."

Harper: "I don't give a shit."

Amerie: "What's up with you? Hello. Didn't you hear me? I took the fall for you."

The data above showed the conversation between Amerie and Harper. The data occurred at the basketball court when Harper seemed to avoid conversing with Amerie because she hated her. Harper's avoidance of Amerie and her blunt response indicate that she is harboring some negative feeling or resentment towards Amerie, but she does not elaborate on the reasons for her behaviour. Amerie, on the other hand, seems surprised and frustrated by Harper's attitude and attempts to engage her in conversation. The word shit is taboo because it refers to the lavatory, which means human defecation or excrement. In this case, Harper used the word shit to show

her unconcern and hatred for Amerie. It refers to an exclamation of unconcern; the word shit is a strong swear word.

d. Insult

Episode 5 (00:48:33)

Harper: "I guess what I'm really trying to say is fuck you! And in the spirit of cleaning up trash, we're over, you dickless fuck."

The utterance of Harper above happened at the basketball court when she tried to express her hatred to Dusty because he ghosted her. In this scene, Harper seemed angry, so she used many swearing and taboo words. Harper's anger and hurt feeling towards Dusty are evident in her choice of language, and she is trying to convey just how upset she is with him for his actions. The word fuck is a taboo word that refers to sexual activity. Harper used this word to express her hatred and to insult Dusty. The word fuck is a strong swear word and it is so rude.

e. Insulting to go away

Episode 3 (00:36:32)

Amerie: "Get out."

Yasmin: "But—"

Amerie: "Piss off, Yasmin."

The word piss off is taboo because it refers to lavatory, which means human defecation. The conversation above happened when Amerie walked to her room and saw Harper with her sister. In this case, Amerie used the word piss off to insult her sister to go away. The fact that Amerie is surprised to see Harper in her room and that Amerie and Harper are no longer friends adds to her frustration. So, Amerie's use of this language reflects her intense emotions and her desire to remove both Harper and her sister from her room. The word piss off is a strong

swear word, and Amerie uses it to insult and express her anger to her sister.

f. Intensifying used to emphasize an emotion

Episode 1 (00:11:31)

Harper: "I said get of me. I'm fucking done with you!"

The utterance of Harper above happened right before she punched Amerie's face. Harper is clearly very upset with Amerie, and she wants to convey the depth of her anger and disappointment. It appears that Amerie's attempt to approach and talk to Harper despite their conflict only fueled Harper's anger further, leading to her outburst and physical response. The word *fucking* is a taboo word and a strong swear word. The category of strong swear words used by Harper was intensifying to emphasize an emotion. In this case, Harper used the word *fucking* to express her anger and emotion to Amerie.

g. Surprised question

Episode 2 (00:40:14)

Amerie: "Oi! Harper! Harper, what the *fuck!*?"

The utterance of Amerie above used the word *fuck*, which is taboo and a strong swear word. The utterance happened when Amerie tried to chase Harper at the party to ask for an explanation from her, but Harper did not listen to her. . Amerie is surprised and frustated that Harper is not stopping or responding to her calls. In this case, Amerie used the strong swear word to refer to a surprised question because Harper did not stop when she called her.

h. Violent refusal/rejection

Episode 3 (00:31:37)

Malakai: "One-on-one."

Amerie: "I'm shit at sport."

Malakai: [chuckles] "Come on. I'll teach you. I'm a boss teacher."

Amerie: "I'm serious. I suck."

The conversation between Amerie and Malakai happened when Malakai asked Amerie to play basketball with him. Amerie is expressing her lack of confidence in her athletic abilities. When Malakai suggest playing basketball one-on-one, Amerie initially declines, stating that she's not good at sports. But Malakai chuckles and tries to encourage her by offering to teach her, suggesting that he's a good teacher. However, Amerie reiterates her lack of skill and self-assessment that she sucks at sport. The word suck refers to a taboo word and is a strong swear word. In this case, Amerie tried to refuse/reject Malakai and express her joy emotions.

2. Weak swear words

a. Exclamation of annoyance

Episode 1 (00:02:48)

Amerie: "Can you tell him to stop making dumb TikTok of me?"

Amerie's mom: "Hang on. What's that? What's going on? What's all this?"

Amerie: "It's make up, mum. God."

The data above showed the conversation between Amerie and her mother after her brother annoyed her. In this situation, Amerie expressing her frustration and annoyance with her brother for making dumb Tiktok videos of her. Amerie asks her mother to intervene and tell her brother to stop. Amerie's mom, however appears to be unaware of the situation and asks for clarification by saying, "Hang on. What's that? What's going on? What's all this?" and Amerie's response, "It's make up, mum. God." Indicates that her mother's questions are related to her appearance, and Amerie is somewhat exasperated by her mom's lack of understanding. The word God is taboo because it refers to religion and categorized into weak swearwords to an exclamation of annoyance.

b. Exclamation of surprised

Episode 1 (00:44:52)

Amerie: “Oi, can we talk?”

Harper: “Jesus. Let me finish.”

The data above took place at the graveyard when Harper was urinating, and Amerie showed up and surprised her. Amerie is trying to initiate a conversation with Harper while she is urinating. Amerie’s use of “Oi, can we talk?” suggest that she’s eager to find out why Harper has been avoiding her. However, Harper’s response, “Jesus. Let me finish,” indicates her surprise and perhaps irritation at Amerie’s sudden appearance while she’s urinating. Harper’s response conveys that she needs a moment to finish what she’s doing before they can have a conversation. Harper used weak swear words to express her surprised emotion, indicated by the word Jesus, and the category of the swear word was an exclamation of surprise

c. Emphasize an emotion**Episode 1 (00:44:16)**

Amerie: “Oh, my God.” [squealing with excitement]

The category of the swear word uttered by Amerie above was to emphasize an emotion into a weak swear word. The data above happened at the graveyard when many people gathered to do a party. In this case, Amerie is squealing with excitement, and her use of this phrase indicates that she is thrilled and happy. That is because Dusty’s kiss has made Amerie very happy, and she is using this expression to convey her joy and enthusiasm in the moment. The wordoh my Godis used by Amerie to express her emotions, which is joy right after Dusty kisses her at the party.

3. The Emotional Conditions of The Main Characters in *Heartbreak High* Series**Table 4 The Emotional Conditions**

No		Frequency	Percentage
1.	Joy	18	18%
2.	Surprise	15	15%
3.	Sadness	11	11%
4.	Anger	34	35%
5.	Fear	2	2%
6.	Hatred	19	19%
TOTAL		99	100%

Barrett (1985) identified six human emotions: pleasure, surprise, sadness, anger, fear, and hatred. In *Heartbreak High*, the major characters swear with all emotions, as seen in the table above. Anger is not the only emotion conveyed. Based on the realization analysis, the main characters employed swear words to indicate surprise, sadness, fear, hostility, and joy. Swear words like *fuck* expressed rage and hatred, *shit* expressed excitement, fear, and despair, and *Jesus* expressed astonishment. The data above shows that the key characters swore most while angry. Hatred follows.

4. Discussion

This section aimed to clarify the research questions post data analysis, addressing three key inquiries. Firstly, it sought to identify the types of taboo and swear words used by the main characters in *The Heartbreak High* series. Secondly, it aimed to describe the realization of these words by the characters. Thirdly, it intended to explain the emotional conditions of the characters when using swear words. The discussion, rooted in Swan's (1995) theory of taboo and swear words and Barrett's (1985) theory of constructed emotions, revealed significant findings.

In response to the first question, the main characters Amerie and Harper used taboo words 116 times and swear words 99 times, categorized into lavatory, private parts of the body, religion, and sexual activity. The analysis revealed 11 taboo words not covered by Swan's theory. The types of swear words included strong and weak categories, expressing various emotions.

Concerning the second question, the characters realized four types of taboo words and two types of swear words, with strong and weak distinctions. These were articulated in various emotional contexts to convey feelings toward situations, primarily in interactions with peers or friends.

Addressing the third question, the emotional expressions within taboo and swear words extended beyond anger, encompassing surprise, sadness, fear, hatred, and joy. Specific words like "fuck" expressed anger and hatred, while "shit" conveyed joy, fear, and sadness, and "Jesus" indicated surprise.

Comparisons with prior studies, such as Komang and Ketut (2021) and Garaga et al. (2022), highlighted both similarities and differences. While all studies explored taboo and swear words, this research uniquely connected the use of such language with gender through Lakoff's theory. Additionally, the source of data, using a series instead of a film, and nuanced findings distinguished this study.

Ultimately, this research contributes valuable insights into language use in media, particularly in portraying emotional states and challenging linguistic norms. The comprehensive analysis aligns with existing theories, offering useful information for viewers to make informed decisions based on the prevalent use of swear and taboo words in *The Heartbreak High* series.

CONCLUSION

Based on the foregoing analysis in the discussion, the writer has made final conclusion to explain about taboo word and swear word as follows:

1. There are four types of taboo word that found in heartbreak high series, lavatory (28%), private parts of the body (11%), religion (9%), sexual activity (43%), and (9%) that not included to the theory of Swan (1995). And, there are types of swear word divided into strong swear word and weak swear word that found in the series. Strong swear word is consist of exclamation of annoyance (17%), exclamation of surprise (8%), exclamation of unconcern (2%), insult (33%), insulting request to go away (9%), emphasize an emotion (25%), surprise question (5%) and violent refusal/rejection (1%). Then, weak swear word consist of exclamation of annoyance (18%), exclamation of surprise (46%), and exclamation of emotion (36%).
2. The main characters realized four types of taboo words and two types of swear words divided to strong and weak swear words in the series. Types of taboo word are lavatory (shit, piss off, shitty, bullshit, cum), private parts of the body (dick, cockless, flaps, asshole, v, dickless, dickhead, vag), religion (God, Jesus, Judas) and sexual activity (fuck, fucking, fuck off, suck, hickey, sex, threesome, orgasm, wank). And then, types of swear words divided into strong swear words and weak swear words. Strong swear words consist of exclamation of annoyance (fuck, cockblocking, suck), exclamation of

surprise (shit, damn, fuck), exclamation of unconcern (I don't give a shit, shit), insult (shit, bitch, dick, shitty, asshole, bullshit, suck, slut, dickhead), insulting request to go away (fuck off, piss off, go wank yourselves), emphasize an emotion (fucking, sucking, shit, fuck), surprise question (what the fuck) and violent refusal/rejection (suck). Then, weak swear words consist of exclamation of annoyance (God, Jesus), exclamation of surprise (God, oh my God, Jesus, Judas), and exclamation of emotion (God, oh my God).

Based on the theory of Barrett (1985), the emotion expressed in taboo and swear words of the main characters utterance are not only to express their anger. In this data, the use of taboo and swear word was expressing their emotions of surprise, sadness, anger, fear, hatred, and even joy.

REFERENCES

- Adillah, S. (2022). An analysis of taboo words uttered by male and female characters in *Bad Boys for Life* movie: A gender study (Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim).
- Akmajian, A., Demmers, R.A., Farmer, A.K., & Harnish, R.M. (1998). *Linguistics: An Introduction to Language and Communication*. 4th Ed. London: The MIT press.
- Anggita, F. N. (2015). A sociolinguistic analysis of taboo words in bad teacher movie. *Sastra Inggris-Quill*, 4(1), 62-69.
- Asheva, A. J. (2022). A Socio-Pragmatic Study of Politeness Strategies and Social Contexts in *Joker* Movie. *Jurnal Bahasa, Sastra, Dan Studi Amerika*, 28(2), 67. <https://doi.org/10.20961/jbssa.v28i2.63811>
- Auer, P. (1998). *Code-Switching in Conversation: Language, interaction and identity*. London: Routledge.
- Barrett, L. F. (1985). The concept of emotion: Folk and scientific. *American Psychologist*, 40(2), 123-136. doi: 10.1037/0003-066X.40.2.123
- Bourdieu, P. (1991). *Language and Symbolic Power*. Cambridge, Polity.
- Chaika, E. 1982. *Language the Social Mirror*. Massachusetts: Newbury House Publishers, Inc.
- Chrystal, D. (2003). *The Cambridge Encyclopedia of The English Language* Second Edition. Cambridge University Press.
- Eckert, P. (2000). *Linguistic Variation as Social Practice: The Linguistic Construction of Identity in Belten High*. Massachusetts-USA: Black Well

- Garaga, J., Darboe, L., Ousainou, K., & Ebrima, C. (2022). An Analysis of Taboo and Swear Words in Ted 2 Movie. *International Journal of Social Science and Humanities Research*, 10(1), 50-59.
- Hancock, Beverley, Elizabeth, O., Kate, & Windridge. (2009). *An Introduction to Qualitative Research*. National Institute for Health Research.
- Komang, D. A. A., & Ketut, S. (2021). Swearing and Taboo Words by the Main Character in I, Tonya Movie. *Journal of Language and Literature*, 4(1), 1-14.
- Lambert, W. E., Hodgson, R. C., Gardner, R. C., & Fillenbaum, S. (1960). Evaluational Reactions to Spoken Languages. *The Journal of Abnormal Social Psychology*, 60, 44-51. <http://dx.doi.org/10.1037/h0044430>
- Mansoor, I. K. (2019). Politeness: Linguistic Study. *Internasional Journal In Social Sciences And ...*, 8(4), 167–179.
- Nordquist, R. (2020). What Are Swear Words and What Are They Used For? Thought.Co. <https://www.thoughtco.com/swear-word-term-1691888>
- Putri, D. E., & Barnabas, S. (2019). An Analysis of Taboo Words in Rich Brian's Song Lyrics. *Journal of English Education and Teaching*, 3(2), 143-155.
- Swan, M. (1995). *Practice English Usage (New Edition)*. Oxford University Press.
- Vanderstoep, W., S., & Deirdre, D. J. (2009). *Research Methods for Everyday Life: Blending Qualitative and Quantitative Approaches*. Jossey-Bass.
- Yuldashev, A. A. (2022). Language And Culture. *Academic research in educational sciences*, 3(10), 461-464.