Analysis of the Use of Swear Words as a Pragmatic Form on Garit Dewana's Youtube Content

Muhammad Ghazi Fitraizza[1], Muhammad Ilham [2], Nurul Fadhilah [3]
[1,2] SMAQ Darul Fattah 1, [3] Universitas Lampung 2,
INDONESIA
*Corresponding Author, email: mgfitraizz@gmail.com.

Abstract
In this paper, we will analyze the use of vulgar language as a pragmatic form on Garit Dewana's YouTube channel. The research is aimed at finding out the reasons why these vulgar/taboo words can be fun and interesting among today's millennial teenagers, especially game YouTubers in Indonesia. In this research, 8 root words, 2 phrases and 1 sentence were found, with each swear word having a different usage, and the meanings that researchers found were refrential meaning, emotive meaning, and poetic meaning. The researchers found that these vulgar words can illustrate cuteness and become a special attraction for the content, outside of taboo and immoral meanings.

Keywords: Swearing, Vulgar, Pragmatic

Introduction

Current technological developments have a major impact on people's lifestyles, on science, culture, society and other levels. Rapid technological advances indirectly have a major influence on human life various aspects and dimensions (Nadia, 2014: 1). The implications of technological development for the good of humanity include faster, more comfortable and more efficiency for society, and society is asked to compete and must be able to adapt more creatively and innovatively to create new technology that makes everything easier. Same with games, in the 90s traditional traditions such as marbles, jumping rope, hide and seek etc., were very popular among the people.

But as time goes by, this game is lost. Because it loses the competition with new complications and fun gameplay in today's digital era. Due to reduced interest and immersion in traditional games. Apart from that, the main attraction of the millennial generation is comfort, practicality and various types of games that are interesting to try. Modern games include Point Blank, Black, Clash of Clans, Call of Duty, Mobile Legends, PUBG, etc. There is also something important about it. The focus is on connecting online games to the chosen video platform, namely YouTube, YouTube is the birthplace of game streamers or game experts in the form of video tutorials and game comments today. Then little by little At that time, the Millennial generation's strong interest in game-based video programs began to create an opportunity to earn money called gaming YouTubers or YouTube gaming streamers or people all over the YouTube world who utilize video game technology.

Nowadays there is a social phenomenon that is currently trending in millennial society, namely the tendency to watch game-themed streaming videos. They watch video games for various reasons. Like wanting to know how to play well, expanding your knowledge about the game to using it as a fun way to relieve fatigue. However, among the many popular gaming YouTubers, most of them have one thing in common, namely the use of vulgar language. Abdul Chaer (2007:87) reveals that vulgarity is a social variation characterized by the use of low or less educated language; These people and groups usually interpret language directly to express the meaning and do not pay attention to the form of the language, so they tend to speak harshly.

The interesting reason for the game's YouTube content to contain profanity is because it is considered funny. So this is one of the phenomena, YouTubers' perceptions occur on social networks.

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YouTube content is considered good, fun and interesting. Suhardi (1989) said that this can be created when a player or actor conveys something by selectively choosing sound/intonation, meaning, contradiction or deviation from certain rules and customs or culture. One of the Indonesian gaming YouTubers who uses vulgar or taboo words is "Garit Dewana".

Garit Dewana is famous for his parodies of playing various fun online games. It uses word-of-mouth humor to pique the interest of the audience. One of them is the use of dirty words in much of the video content created. The question is why video games? Is the use of taboo or inappropriate words common among today's millennial generation? Research problems related to the research topic above that will be discussed in this research include: (1) Classifying the types of vulgar/taboo words in several videos on Garit Dewana's YouTube channel" (2) Why can these vulgar/taboo words be considered funny ? This research aims to help readers find out the reasons why taboo words can be fun and interesting among today's millennial teenagers, especially game YouTubers in Indonesia.

Literature Review

1. Language

Language is a communication tool that cannot be separated from humans. Humans use language as a means of communication with their groups. Kridaimplements linguistic expressions as a system of arbitrary sound symbols used by members of social groups to collaborate, communicate and identify (Chaer, 2010: Pertama)

2. Pragmatics

Pragmatics is a branch of linguistics that studies the practical aspects of human action and thought. Quoting Geofreyy N. Leech in Rahardi (2018:17) there Pragmatics is the relationship between different speech situations and the study of meaning. This case refers to two main schools related to pragmatic meaning, namely the meaning in a particular language and in accordance with the events at the time the conversation took place and the meaning of the language is simple and general.

3. Games

Online games are games that are participated in by many players, where the machines used by the players are connected by a network (Adams & Rollings, 2010). Starting from Adam's point of view, when we hear the phrase Online Games, we usually realize that this is also a form of development and modernization of the times. Globalization. What comes to mind first in the era of globalization? Is it an electronic device, smartphone, or network? Many of us don't realize that the games we played outside in the 2000s, such as jumping rope, catfish racing, disc smashing, have become online games, they have become an expression of global progress and globalization.

According to the Big Indonesian Dictionary, Game is a permainan. Games, in particular, are activities that are entertaining or entertaining that are played by one or more players. Recently, games that use the main medium of the Internet have become very popular. many people, teenagers and adults, even since the era of technology was still ancient and not like today, many people are willing to play in internet cafes or internet cafes as a medium for their entertainment, because the more we know about the plot or path of the game, the more we will feel pleasure and It's exciting to meet new people and we are also spoiled by the image resolution, not even 1080p but 4k resolution.

What makes online games still popular today is that there are so many of them. The types and games that can be played such as war games, fighting, adventure and Real Life Simulator make the existence of this game very interesting. The dominant subjects in online games today are high school students and beyond.

Middle school students, even elementary school and kindergarten students, are often very good at playing with their devices. With so many fans of this online game, both in terms of players and spectators. From there a new profession was born: Online Game Streamer. Many people stream games. Many internet users present their content without filters or age restrictions, because many young people today prefer Streamer channels which are unique in terms of editing, jokes, or worst, vulgar words that are used as jokes and are even usually applied every day .

However, online games have positive and negative impacts, for example: one phenomenon that of course still exists in online games is communication. We can make friends wherever we are, from various regions, from various tribes, whatever. Apart from having fun, we also make new friends and benefit from it, such as relationships and the media also unite Indonesia, through him we feel funny and like the language he speaks through the game, so we will be inspired to want to learn it and maybe teach it to new friends . CMC (Computer-Mediated Communications) is a term that is familiar during the era

of information technology in this modern era, the media we use is supported and mediated by the Internet, which plays a major role in the rapidly developing direction called computer-mediated communications (CMC). or computer-mediated communication.

Computer mediated communication (CMC) is how two or more people can exchange messages between computer users and other users using computer media through applications or facilities on the computer (Thurlow, 2005).

Based on the comments above, we know that people from various regions and ethnicities can connect in the Internet space and carry out communication processes and exchange messages. However, in reality, many online game users do not use age-appropriate language because many unfiltered words appear and are or can be accessed by all ages. Therefore, this is a negative impact of technological progress.

Where many gamers will display and demonstrate strategies and how to play good online games through their YouTube, TikTok and Facebook channels and are often watched by millions of people in Indonesia. This may influence human personality in social life.

4. Vulgar

According to Chaer, vulgarity is a social variation whose characteristics are the use of language by those who are less educated, or from among those who are not educated (Abdul Chaer, 1995: 87). We can conclude from Chaer's opinion that if the general public knows the meaning of the word vulgar, it means that the user, speaker and dialect of the language are inappropriate to pronounce so that they appear to have no manners and are seen as uneducated by the general public.

Vulgarism can be found anywhere, whether in cyberspace, the surrounding environment, habits or habits, where we often encounter this vulgarism in the form of unethical language used such as mentioning animals, even the worst is making fun of even considering women's and men's genitals to be a joke. , thus it can also be interpreted that vulgar language is a language level that is lower than formal language (Harimurti Kridalaksana, 2001: 96).

According to Abdul Chaer, language variations are influenced by the speaker's social position in society. According to Abdul Chaer (2010:62), hearing has a rich social position in society, namely related to the social habits or habits of the speakers and language users. Starting from Chaer's opinion, it is true that the impact of progress and world modernization gives birth to new professions. Sreamer Game, is a profession, a variety of videos it has been on the rise since online games became popular and has been on the rise for around a year

2010.

However, behind the unique behavior of streamers in streaming video games, this spectacle should be worthy of being shown to the public with an audience consisting mostly of high school students, junior high school students or even elementary school students. It's not uncommon for streamers to do anything to make money on their YouTube channel so they can be followed by lots of people, always remembered, and even supported by always posting videos so they have millions of fans or subscribers. In this modern era, many streamers do not hesitate to express insults, hate speech, rude behavior, harsh words which some people think are normal and even funny and add to the excitement, so that they watch for hours until the video ends. According to Partridge (1984:144) the purpose of swear words or dirty words is insult, mock, curse, and also to taunt someone with obscene words. Assuming from Partridge, this swear word is increasingly popular in addition to being interesting the attention of the audience as well as to mock people and the game of someone who is bad at playing. Variations of swear words and vulgarisms are increasingly widespread and continue to spread even in other platforms such as Tik-tok, Youtube, Snack Video, most of which remain in the gaming context. According to Wijana (2013:119) in his book Sociolinguistics, the internal swearing system Indonesian can be classified into various types, namely:

a. Circumstances

Words that indicate an unpleasant situation in a conversation are often used as targets for insults. Broadly speaking, there are three things that can be unpleasant, namely mental states such as crazy, crazy, stupid, stupid and so on. Circumstances that are not approved by God are such as: jahanam kau, kafir kau, mampus kau

b. Animal

Swear words that use animals in a language refer to the characteristics displayed by an individual that are related to the nature of animals. However, not all animal characteristics are used to

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curse, but only animals that have certain characteristics. These traits include being disgusting (dogs), disgusting and forbidden (pigs), annoying (bastards), hurtful (lintah darat), and likes looking for mates (crocodiles and bill sharks).

c. Ghost

Swear words are often used to curse using creatures There are three common words, namely, satan, devil, and satan alas.

d. Things

Swear words that are commonly used in cursing are related words with vices such as unpleasant odors (taik kucing or taik), dirty and worn out(gombal), and annoying sounds (deafening) (sompret).

e. Parts of body

Body parts related to sex because sexual activity is personal and it is strictly prohibited to discuss it openly except in certain forums

f. Kinship

Words that express kinship refer to respected individuals, respected, or individuals who suggest good things for their successors (children and grandchildren), such as mother, father, grandfather, grandmother and so on. but often in Indonesia using these kinship individuals by adding "mu" at   the end of words like your grandfather, your grandmother.

g. Activity

Swear words in activities tend to be more sexual. Like in Javanese East, jancok.

h. Profession

Swearing and cursing that refers to professions is often in that profession forbidden by religion. These professions include thief and prostitute. Indonesia is one of the countries with the most social networking users (Statiska, 2020). Through data from statistics, it is true that the Indonesian people are very appreciate the presence of the Internet in social life to help activities, make life practical, and the most important thing is to be able to find out the latest news from local and foreign, so that we can share in the feelings and send prayers if you have been hit by a disaster in another country. Chen (2012) explains the importance of research on abusive language in social networking. According to Chen, abusive language on social networks should be classified accordingly can create better social networks for society, especially children and teenagers. Chen's opinion is in accordance with current conditions where many people in Indonesia use vulgar and rude language, even in foreign languages, such as, fuck you, bitch, motherfucker, fuck off, shit, stupid bitch. A language with vulgar elements in it usually comes from the subordinator and users around, so that when the word is spoken it is already heard, in streamers for example where they think it is a joke, their charm is also something that makes them identical, in fact they have Don't hesitate to say male and female gender phrases. A harsh word is usually made from an extended harsh word. Informal forms are created by creating new vocabulary whose pronunciation is similar to rude words The original.

Methods

This research involves two stages, namely documentation and recording techniques. In the documentation stage, researchers initially downloaded four videos entitled"1. Tod tod, 2. Pedang apa yang bisa nyanyi_, 3. Koncoku j3mbot, 4. Lohhh yoo_" as primary data. Next, the researcher used note-taking techniques to listen, observe and record vulgar words spoken by Garit Dewana which added an element of humor. In addition, researchers used qualitative descriptive methods to analyze and formulate existing problems. The descriptive method is considered good in qualitative research because it allows for an objective description of the problem (Nawawi and Hadari, 1991: 67). The results of data analysis will be presented in a convenient table format.

Result and Discussion

From the amount of data found by researchers on Garit Dewana's YouTube content, there are a number of swear words from various kinds of references that are in accordance or similar to the ideas put forward by (Wijana 2013: 119) such as animals, limbs, activities, conditions, objects, professions. And in it there are also some swears uttered by Garit Dewana and his friends in English and Javanese.

NO	Umpatan/ Kata Vulgar	Referensi	Bahasa
1	Anjir/Anjing/Anjay/Anying	Binatang	Bahasa Indonesia
2	Ancok/Jancok/Cok	Aktivitas	Bahasa Jawa

3	Ngewe	Aktivitas	Bahasa Jawa
4	Autis	Keadaan	Bahasa Indonesia
5	Ah Jembut	Anggota Badan	Bahasa Indonesia
6	Bajingan sui tenan	Keadaan	Bahasa Jawa
7	Babi	Binatang	Bahasa Indonesia
8	Fuck	Aktivitas	Bahasa Inggris
9	Oh shit	Keadaan	Bahasa Inggris
10	Kontol	Bagian Tubuh	Bahasa Indonesia
11	Gawoh	Bagian Tubuh	Bahasa Jawa

1.Forms of Swearing
Forms of swearing with root words
1.Anjing/Anying/Anjay/Anjir
The word 'anjing/anjay/anying/flood' spoken in Garit Dewana's YouTube content is based on the bad nature of the animal. Basically, the four words have the same meaning, namely "Anjing" or dog in english, and basically the meaning of the word "anjing" among the community has many meanings. There are some who think dogs are scary animals and should be avoided, there are also those who think dogs are disgusting animals and their saliva is included in the big Najis for adherents of Islam so that it makes people stay away from them.
But there are also those who think that dogs are obedient pets and loyal to their owners. The word 'anjing' in the swearing that appears in the YouTube content above is based on people's bad assumptions about dogs. The word 'dog' in the content above appears at some minutes in the video , this word is spoken by the speaker feeling upset because he died in the game. The word 'dog' is included in the basic form of swearing because this word can stand alone without requiring affixes.

2.Jancok/Cok/Ancok
The word "Jancok" is commonly used by Javanese people, especially in East Java. In its use, the word is usually used to say or express something when bad luck befalls the perpetrator. The word is basically a basic swear word, because it can be used without the need for affixes, just like the previous word. The word "Jancok" is an absorption of the word "encuk" which means making love before marriage. There are several variants of pronunciation such as "Ancok/Cok/Dancok", just like the previous word this word is a basic swear word because it can stand without affixesNgewe
The swear word is an activity-type swear word, which stands for "ngencan awewe", or having sex. It is a phrase that is quite commonly used by young people. Even though it has a taboo meaning in society. The swear word is usually used when someone is upset due to a mistake they made, or a mistake made by someone else that resulted in themselves, just like the previous word, this word is a basic swear word because it can stand without affixes. This words appears in video titled "pedang pedang apa yang bisa nyanyi" at minute 04.37 and 07.47. This word is used to express Garit's frustration at dying in a game caused by his own teammates.

3.Autis
The word "Autistic" according to KBBI is a person with autism. Autism is a developmental disorder in children that results in not being able to communicate and not being able to express their feelings and desires so that behavioral relationships with others are disrupted. Which is where the word is used to swear at someone's irrational or unclear behavior, just like the previous word this word is included in the basic word swearing because it can stand without affixes. This word is appear in video titled "pedang pedang apa yang bisa nyanyi" at minute 04.40 and used to express the behavior of a garit friend who behaved abnormally and resulted in a loss for the garit team in the game.

4.Babi
The word "babi" or pig used in this swear word has more or less the same meaning as the word "Anjing", which refers to the unclean thing caused by the animal according to Islam. Usually, the use of this word is meant to mock the interlocutor, or in order to express emotion by the perpetrator himself. Just like the previous word, this word is a basic swear word because it can stand without affixes. Found in video title

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"Tod tod" at minute 00.48 and 05.33. Used to vent Garit's emotions due to his own stupidity when playing the CS GO game.

5.Kontol
The word according to KBBI has the meaning of male genitalia, used in Garit Dewana's video content in an angry tone, as a result of losing in video games. just like the previous word, this word is a basic swear word because it can stand without affixes. This Word appears in video titled "Tod tod" at minute 01.22 and 3.25, used by Garit's teammates to express emotion due to the silly behavior of one of the other friends

6.Gawoh
The word is a Javanese word meaning female genitalia, used to express disappointment in Garit Dewana's video content. just like the previous word, this word is a basic swear word because it can stand without affixes. Appears in video titled "Tod tod" at minute 04.46. used to express emotion because stupidity act doing by Garit teammates.

7.Fuck
The swear word above is a swear word that comes from English, the word according to KBBI means to have sex. The word is included in the basic swear word because it can stand alone without affixes. Appears in video titled "Tod tod" used to express emotions because of Garit was cheated by his own teammate, due to afk.

Phrasal utterances
A phrase is a combination of two or more words that does not form a complete sentence. Phrases can function as part of a clause.

1.Ah Jembut
The slur refers to the word "Jembut", according to the official KBBI or widely accepted by the community. Abusive language or slang can damage the quality of communication and can trigger negative reactions from others. In the context of gaming, the language used by players may vary depending on the culture and community of the players. However, in all situations, it is important to use language that is polite and respectful of others. If problems or conflicts arise in communication, they should be resolved in a mature and open manner, respecting differences of opinion and seeking solutions that are mutually beneficial for all parties. So the "Jembut" language is not good especially if it is used by children and will certainly create a negative context for the listener.

2.Oh Shit
The swer word above comes from the English language to express surprise, disbelief, or dramatic shock.

Utterances in Sentence Form
The data that researchers found on this Youtube content is in the form of sentences because the content in it meets the criteria of a sentence. The criteria for a sentence include having sentence structure elements such as subject, predicate, object, and description. However, if there is only a subject and predicate, it is enough to be called a sentence because this is the minimum requirement for a sentence. In addition, sentences must use punctuation marks such as periods, commas, and others.

1.Bajingan sui tenan
This sentence appears in the video "what sword can sing" at minute 09.23 and is included in a sentence because it fulfills the requirements of a sentence, namely having punctuation marks and there is a predicate subject structure.
In the sentence above, there is the word asshole which is a derivative of the word "bajing" which means animal. However, there is the addition of -an at the end of the sentence which changes the meaning of the word to criminal, pickpocket, or insolent, so this word is included in the swear word used to express resentment towards the opponent.

The Meaning of Swearing
In swear words there is not only a form but also has a meaning, the meaning of the meaning is the meaning of something spoken through language. Ogden and Richard in (Aminuddin 2015: 52) say that meaning is the relationship between language and the world outside the language with the meaning of

the language itself agreed upon by language speakers so that the meaning can be mutually understood. The meaning of swearing itself is divided into 2 types, namely:

a. Connotative Meaning
According to Chaer (2013:65) connotative meaning can be said when the word in question has a positive value or negative value. Connotative meanings are usually referred to as meanings based on the worldview or values of many different societies. Each society itself has different values.

The following are the data found relating to connotative meaning in the previous discussion.
1. Anjing/Anjay/Anjay/Anjir
The word "anjing" or dogs and similar words have 2 meanings which when said in different conditions will have different meanings. Some people consider dog as obedient and loving and loyal animals, but others consider as despicable unclean animals. Therefore, this word is included in the word with connotative meaning.
2. Babi
The word "babi" or pig ing english itself has 2 meanings both positive and negative, some people consider this animal as a trade commodity and food source, but others consider this animal as an unclean and dirty animal. Therefore, this word is included in the connotative meaning.
3. Ngewe
The word actually means "ngencan awewe" or in Indonesian means dating women, which can have a positive meaning if done by people who are legal. But it has a negative meaning when done by people who are not legal, and is included in the taboo language of some people.
4. Kontol
The word means male genitalia, which is actually an absorption word from the local language to mean male genitalia. And will mean positive when used in medical terms or in the form of learning. However, in its use the word becomes negative because it is often used to mock or insult someone, or used to vent frustration.
5. Gawoh
The word has the meaning of female genitalia. Just like the previous word, the word is used to indicate female genitalia in the local language, and will mean positive when used in medical terms or biology learning. But in its use, it tends to be negative because Rea is used as a form of insult to something or someone else.
6. Bajingan sui tenan
The word is included in the swear word section with connotation meaning because the word has 2 meanings both positive and negative, bastard itself is a derivative word from the word bajing which is given the affix -an. In the basic word bajing is a group of mammalian gnawing animals in the Sciuridae family. However, this word becomes negative when given the affix -an, because it means damn.
7. Ah Jembut
The swear word jembut that appears in the video has the meaning according to KBBI, which is pubic hair. Basically, this word has positive value when referring to its use in the world of biology or the medical world, because basically this word shows the body parts near the genitals. However, this word becomes negative when used in the context of talking or chatting in everyday life.

b. Referential meaning
Chaer (2013:64) states that referential meaning is a word that has a referent outside the reference language. For example, the word "notebook" has a referent of a note-taking tool which is a rectangular object with paper and a cover. Unlike the case with "yes" which does not have any referent.
The following are data that have referential meaning found by researchers.
1. Autistic
Autistic itself means someone who has a mental disorder or has an autistic disease. This word is referential because it only has one meaning, namely a person who has a mental disorder or autistic disease.
2. Fuck

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The word fuck comes from the English language which when translated into Indonesian will have the meaning of having sex. The word fuck is a referent word form, namely the activity of having sexual intercourse in the form of inserting the penis into the vagina.

3.Oh shit

The phrase above is a combination of 2 words that have different meanings. The word "oh" means an interjection to express disappointment, emotion, certainty, and so on according to KBBI. Meanwhile, the word "shit" means poop. Each of these words has a referent, namely an interjection to express disappointment, emotion, certainty and poop which means waste products released from the human digestive system.

Gunakan 'Direct Quotation' pada menu home^style untuk membuat kutipan langsung artikel. Direct Quotation.

Function of Swearing

Swearing is a part of the form of communication that exists in a language. Due to the relationship between swearing and language, therefore describing the function of swearing is part of language expression. Roman Jakobson in Rabiah: 2018 suggests five functions of language, namely:

- Referential Function, that language has function to convey meaning in a particular context.
- Emotive function, this function is used to express human emotions. Such as, anger, pleasure, disappointment and admiration.
- Poetic function, this function is related to the aesthetics of language. Language here acts as a medium to express thoughts and feelings or one's behavior.
- Fatigue function, this function relates to the purpose of maintaining communication between the speaker and the interlocutor.
- Conotive function, related to the purpose of communication to the interlocutor this can influence, motivate, invite or order others.

In this part of the meaning function, the data that researchers got from Garit Dewana's YouTube content did not find all the functions that the researchers described earlier. However, there are still some swear words that are included in one of the functions that researchers have described.

Emotive Function

- Anjing/Anjir/Anjay/Anying

This word is usually uttered by someone when they feel upset about something, or express excitement.

- Fuck

This word is usually used by someone to express annoyance or anger towards something.

- Ah Jembut
- This word is used by someone to express annoyance or anger towards something.

- Bajingan sui tenan

This word is commonly used by someone to express annoyance or anger towards something.

- Kontol

This word is commonly used by someone to express annoyance or anger towards something.

- Gawoh

This word is commonly used by someone to express annoyance or anger towards something.

- Babi or pig

This word is commonly used by someone to express annoyance or anger towards something.

- Oh shit

This word is commonly used by someone to express annoyance or anger towards something.

- Autistic

This word is used to express annoyance towards someone, which is why it falls under the poetic function.

Referential function

- Ngewe

This word is used in the content to indicate the act of intercourse that will be performed. Therefore, this word is included in the referential function.

Conclusion

Based on the results of the research, the form, meaning, and function of swearing, it can be concluded that the use of swear words or vulgar language in Garit Dewana's YouTube content has a

meaning and meaning that is different from the referential meaning of the word, and these vulgar words can illustrate cuteness and become a special attraction for the content, outside of taboo and immoral meanings. And the use of these words can also indicate a close relationship between individuals.

In this research, 8 root words, 2 phrases and 1 sentence were found, with each swear word having a different usage, and the meanings that researchers found were refrential meaning, emotive meaning, and poetic meaning.

There are 5 functions that can describe the use of swearing. However, the researcher in this discussion only found 3 functions out of 5 functions, namely referential function, emotive function, poetic function.

The researcher suggests to future researchers who want to study the element of vulgarism as a humor attractor or online game video audience to emphasize the details of vulgarism and be supported by expert theories that can strengthen the researcher's analysis. And, to Youtube activists who are involved in the world of online games to think more about the context of video content so that they do not merely utilize elements of vulgarism because this is considered a joke.

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