

“Holy Moly!” Positive and Negative Connotations of Swear Words in A Popular Western Animated Movie

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Abstract:

The use of swear words is common and even popular in movies for adult viewers. However, misunderstanding and ignorance of the intended viewers can cause younger viewers to be exposed to movies with various profanities. The Simpsons, an animated movie, is a good example of this phenomenon. This animated movie is known to contain obscene language expressions which can be mistakenly assumed to be intended for younger viewers. This study sought to identify the kinds and purposes of expletives used in The Simpsons. The current study used Hughes' framework to analyze the types of swear words, and Andersson and Trudgill's framework was used to analyze their functions. Data were gathered from seven episodes drawn from different seasons of the animated series. Of 102 swear words found in the dialogues of the episodes, seven types of swear words were identified, including anatomical insult,

excrement, sexual intercourse, personal background, mental illness, animal term, and religious oath. Additionally, four swearing meanings and functions were discovered abusive, auxiliary, expletive, and humorous. Therefore, it is expected that general readers will express themselves more thoughtfully, be able to identify the target audience for movies, and make more informed decisions when choosing movies for younger audiences.

Keywords: *animated movies, bad language, positive and negative connotations, swear words, The Simpsons series*

1. INTRODUCTION

In general, language is used by people to interact with one another and express their intentions. Communication, which can occur in various ways, including asking, giving, and requesting, produces language (Jamil & Nasrum, 2018). People typically consider the context, situation, and status when using language to convey their intentions to others. By using a language, people carry out social interactions and daily tasks in society. The language people speak is society's language, claims Wardhaugh (2010). Because it allows people to express their feelings, thoughts, and ideas, language is essential to human social interaction. Language transmits a wide range of meanings (Fata, et al., 2021). Depending on the circumstance and the speaker's state, there are numerous ways in which language is used in society. The distinctive manner in which speakers express themselves in a particular situation is called style.

Several factors, such as the speaker's educational background, social status, age, and gender, impact the style of a language (Hamzah & Indra, 2018). Style describes the various ways that individuals choose to communicate in a particular situation. A new, offensive language style, like swear words, may emerge due to language development in society. Swearing is considered to be rude language that is used to belittle others. Swearing is a spontaneous way for speakers to express their outbursts of emotion in response to something that has happened to them (Pinker, 2007). Even though they know that it is frequently viewed as improper and unpleasant, some people prefer to use profanity to express their emotions (Sembiring et al., 2019).

Furthermore, in the Indonesian context swear words may occur when someone expresses his/her emotions either positive or negative feelings depending on the situation and condition. For positive feelings, people usually make jokes using swear words by putting profanity into slang words that are accepted by others such as animal terms, *anjing* that means *dog* becomes 'anjir', 'anjay', 'anying', etc. In addition, for negative feelings, people tend to use swear words to express resentment, insult or curse someone. For instance, in Indonesian *mampus!* means *damn you!* or *fuck you!*, *bangsat* or *bajingan* [bastard], *keparat* [dammit!], and so on. According to Fredy and Haristiani (2020), swear words have some functions in society including to express manner or group norms, offend, revile, threaten, shock, disturb or hurt, make jokes, express

emotions directly or indirectly, reveal pain or unexpected events, reduce stress, strengthen arguments, draw attention, incite violence, serve catharsis, and serve as social boundaries and norms. It can also be used to express annoyance, regret, and dissent. There are differences and similarities between swear words in Indonesian and Western perspectives. These differences derive from the culture or identity, language style, and values or characteristics of a person. While there are similarities, swear words are mostly used to express displeasure or humiliate someone. Sometimes, people have a tendency to use swear words implicitly by mocking or subtly sarcasm.

Since a movie is a representation of human reality, such as an animated movie, we can find swear words used in everyday conversations and in movies. Animation is frequently thought of as a presentation style for children. Children find more scenarios, audiovisual effects, and color palettes appealing in animation. Children can pick up and expand their vocabulary of vulgar words through social learning (Muslem, et.al, 2022). They acquire the words from spoken language or other media, such as movies, and imitate them in their speech (Kristiano & Ardi, 2018).

All ages can watch the animation. However, some of them already have labels or rates intended for specific periods, including films that are not intended for children. The context and the language could cause the reason and the action contained within are sometimes not appropriate to be watched by children, even though the film is animated. This may be deceptive to some parents in choosing shows for their children. The researcher was interested in the issue of finding out the use of swear words in animated films. After observing several related movies, the researcher discovered that one of the animated films containing swear words is *The Simpsons*. Basically, related to Indonesian culture people mostly use swear words that commonly express their anger in the certain social dimension. Amrullah (2018) mentions in his research that the most severe words used by Indonesian, especially university students identified as follows; *bastard*, *shit*, and *god*. These are the severe words uttered by Indonesian learners. He added also that people who are in a higher position, tend to swear more severely than people who just have no close relationship with others. In this case, the solidarity scale and status scale has the different atmosphere for swearing.

Hanggraito (2021) did research on the swear words ‘Jancuk’ in the East Java community. He found that this word has become a part of cultural communication in Java society. This word tends to agree upon some meanings, for instance: expression of contempt, annoyance, disappointment, surprise, a symbol of intimacy, or a sense of humor. However, this study provides justification for a society that ‘Jancuk’ has a different meaning in a different social context.

Therefore, the researcher intended to analyze the use of swear words in an animated western movie to determine the types and functions of swear terms used by the characters in the movie, according to several previous studies that examined the use of swear words in English movies using theories from various experts. Referring to the theory, the researcher also wants to investigate how the use of swear words in a movie

can influence the culture and people as the positive or negative aspects of a language. Instead of previous studies' types of swear words, this current study would fill a void by examining the types and functions of negative and positive swear words in popular animated movies, and it is guided by the research question: what are the negative and positive connotations of swear words in a popular western animated movie?

2. LITERATURE REVIEW

2.1 Sociolinguistics and Language Style

Sociolinguistics is a branch of linguistics that focuses on and investigates social and cultural phenomena (Yule, 2010). Holmes (2013) states that sociolinguistics studies how individuals use language in various social contexts and how language is used to convey messages. As language functions to get notifications, there must be social interactions between community members. Coulmas (2013) adds that this study concerns how language use interacts with or is affected by social factors such as gender, ethnicity, age, or social class. Those social interactions can indicate the relationship between the people who are involved. According to Georgieva (2014), sociolinguistics is a study that explains the use of language in relationships, especially in the language of social studies. In brief, sociolinguistics is studying language in society to find out what kinds of things are done in the language. Social structure influences how people talk and how language varieties and use patterns correlate with social attributes such as class, sex, and age.

Depending on the circumstance and the speaker's state, there are numerous ways in which language is used in society. The distinctive manner in which speakers express themselves in a particular situation is called style. As stated by Kusuma et al. (2015), language style is a variation that people use to express their feelings and thoughts, which is figurative. It is a method of exposing thoughts using a unique language that reveals the features of language use (Muthalib et al., 2020). Furthermore, Hamdany and Damanhuri (2017) define language style as a way or form of language used for the same purpose in certain situations. Jamil and Nasrum (2018) add that style in a language is used as a tool to convey information in various contexts of language. The style is influenced by gender, age, social status, and educational background (Hamzah & Indra, 2018). According to Rizka (2021), language style is divided into formal and informal, which means people can communicate formally or informally to others depending on the circumstances, and it will give a description of the character or personality of the speaker. Thus, language style is part of language variation used by speakers in formal and informal situations or in good and bad ways. The way speakers use language to communicate is influenced by gender, age, status, and educational background. It explains how speakers project different social identities and create further social relationships through their style choices and how they implement speech style.

2.2 Swear Words in Language Practises

Swearing is considered to be an insulting form of language. Swearing is a spontaneous way for speakers to express their outbursts of emotion in response to something that has happened to them (Pinker, 2007). Ljung (2011) states that swear words are emotive language whose primary function is to express the speaker's feelings. Swear words have different functions when performed in different social contexts (Holmes, 2013). They can be used to express annoyance, aggression, and insults, but they may also express solidarity and hospitality. Wahyuni (2020) states that swear words can also function emotively or expressively to indicate familiarity spontaneously. Thus, swear words can be considered a verbal expression to express strong emotions, feelings, and thoughts. The use of swear words depends on the situations where it can encourage someone to deliver their swear words. The swear word can insult, annoy, mock, compliment, joke, love, and get familiar. However, people require filtration and limitation on swearing, especially in society. Child, teen, and adult are the age classifications for those who deliver swear words. According to Hughes (2006), swear words can be categorized into eight types: words related to *anatomical insult*; *excrement*; *sexual intercourse*, *personal background*, *mental illness*, *animal term*, *religious oath*, and *ethnic insult*, as follows:

- Anatomical Insult

The first type is an anatomical insult or swearword related to genital organs as stated in Hughes (2006). Names of parts of the body as lexical items in swearing are so entrenched that it is natural to assume it has always been so. However, historically speaking, this is a comparatively recent convention, even though the words have, in some cases, been in the language since ancient times. Remote parts of the body are usually used to do sex activities and are considered embarrassing. For instance: *pussy*, *cunt*, *ass*, *asshole*, *arse*, *dick*, etc. In North America, a word such as *pussy* is a swear word that means a weak, cowardly, or effeminate man (Sari, 2018).

- Excrement

The excrement type in swear words is initially taken from a human's excretion system, which is considered dirty and impolite (Hughes, 2006). This term covers almost the same essential semantic areas of "feces," "nonsense," "rubbish," or "insincere talk" in both American and British English, though more widely used in the former. For instance: *shit*, *poop*, *piss*, *crap*, *fart*, etc. Sarnika (2018) define swear words from excrement are generally referred to things that are assumed to be dirty, disgusting, and rude if they do in public.

- Sexual Intercourse

Sexual activities are not supposed to be shown or discussed in public since it is an embarrassing topic, so it is used to insult or offend some people (Hughes, 2006).. The sexual intercourse terms have generated many meanings, compounds, idioms, and tones. Many words of sexual intercourse people use to swear. For instance: *bugger*,

fuck, etc. According to Lestari et al (2019) something that refers to the sexuality such as *fuck* or *mother fucker* is a swear word that is classified as sexual intercourse and a taboo word as well.

- Personal Background

A speaker usually uses the swear word of personal background term to a person considered to have a low status or profession. According to Hughes (2006), this type includes several insult terms: family origin, idleness, promiscuity, treachery, social condition, dishonesty, theft, and sycophancy. Mostly, people use the term *lowly*, and humiliating women's affairs aims to insult and degrade other people. Furthermore, many other terms have become so generalized that they no longer have any relationship with their original literal sense. For instance: *son of a bitch, bum, slut, traitor, bastard, swindler, motherfucker, toady, whore, etc.* Moreover, Hughes also added that these kinds of words are spoken by the speaker to a person who has low social status.

- Mental Illness

Mental illness is a condition that affects a person's thinking, feeling, behavior, and mood (Hughes, 2006). This type includes disability, both mentally and physically, and a lack of intelligence and courage. These conditions deeply impact day-to-day living and may affect the ability to relate to others. Unfortunately, a person's illness causes some people to use insults. For instance: *imbecile, idiot, stupid, moron, crazy, blind, dumb, etc.* Based on Hughes (2006) the words such as *crazy, dork, dumb, idiot, jerk, and sucker* are some varieties of swear words related to mental illness. They are used as a symbol of people with mental retardation. However, it was almost immediately a sense of a fool or idiot in modern life.

- Animal Term

Swearwords are also often derived from animals' names (Hughes, 2006). All those names may distinguish context when they are used as swearwords. The use of animal terms such as name-calling is considered rude and disrespectful because it reflects the nature or habits of the animal to the person being called. For instance: *bitch, jackass, monkey, pig, fox, dog, etc.* The names of animals are actually considered to swear words if the speaker uttered to a person or a thing purposely as a rude reaction to that person or thing. (Sarnika, 2018).

- Religious Oath

Historically, religious oath forms the vast majority of terms and phrases, making up the variegated vocabulary of swearing in English. This is understandable, given that the normal dynamic of swearing is to invoke some force superior to oneself. However, there is always a tension between the necessity of validating an oath and breaking the taboos deriving from biblical authority traditionally surrounding the use of sacred names. The religious matter is originally meant to be good and polite words and is also used to swear. Then the words are considered to be bad words. According to Hughes

(2006), religious words are usually uttered to express shock or amazement in swear words. For instance: *god, hell, damn, lord, goddamn, etc.* McEnery (2006) classified *god* as a religious oath used for emphasis. Because the word is related to religion, this word is categorized as a very mildly offensive word.

- Ethnic Insult

The term ethnic insult is defined as prejudice, discrimination, or antagonism directed against someone of a different race based on the belief that one's race is superior (Hughes, 2006). They are usually based on malicious, ironic, or humorous distortions of the target group's identity or "otherness." The key factor in developing a term for abuse is not the word itself but who uses it. These generally coincide with migration, religious conflict, war, territorial expansion, political and business rivalry, immigration, and colonialism. Distinguishing features like race or color play a major role. The people groups in the majority consider having privilege over the minority. Therefore, some people swear by using racist terms to describe their diversity. For instance: *nigger (black people), slanted eyes (Asian), whitey, Islam phobia, etc.* Kristiano and Ardi (2018) prove that swear words can also be in the form of ethnic-racial-gender slurs (e.g. *nigger, fag*), an example such as *nigga* may contain racism because the word *nigga* and *nigger* share the same meaning to the group of people who have dark pigmentation that related to the African-American people, people often use this several times to express anger in name-calling swearing.

Furthermore, according to the theory of Andersson and Trudgill (1992), swear words can be used to express hatred, pain, anger, pleasure, and even love. They classify the swear words based on their function. They are *abusive, auxiliary, expletive*, and *humorous* as explained in detail below.

- Abusive

Abusive is a type of swear word directed toward people or things (Andersson & Trudgill, 1992). It is used to express emotion that including name-calling, which is abusive and causes insult. For instance: *you shithhead! Go to hell! You bitch! Etc.* The word *shit* is categorized as a noun like *fuck* or *bastard*. This word is also categorized as a mild offense word according to McEnery (2006, p. 30), one level under *bastard*. Here the function seems the speaker is being angry.

- Auxiliary

Swearwords are not always addressed to people or situations; they can also be in the form of auxiliary. Auxiliary is a way of speaking to strengthen or emphasize the meaning of other linked words. Anderson and Trudgill (1992) even call this type a 'lazy swear word' since it does have no exact meaning. For instance: *she's damn beautiful! It's fucking great! The bloody hell! Etc.* However, these utterances especially *damn* is not as harsh swear words compared to others, such as *'Oh damn it! Damn, I forget my key!'* (Jumanto & Sulistyorini, 2019)

- Expletive

Unlike abusive, expletive swear word is directed at situations or to express personal emotions, such as anger, frustration, shock, and pain (Andersson & Trudgill, 1992). For instance: *fuck, damn, shit, God, etc.* Jumanto and Sulistyorini (2019) state this swearing show internal expression of one situation, for example, “*I’m so fucking tired.*” The word definitely presents the speaker’s emotion.

- Humorous

According to Andersson and Trudgill (1992), this type of swear word is directed to other people also but is not abusive. It usually used to be kidding, humorous, and not serious. For instance: *you’re my bitch! Go smash your fucking face, dude! Etc.* The wide variety of meanings of the utterance *bitch*, some have positive connotations to show a close relationship, can be seen in the examples: *Quit your bitching and get your work done; She’s such a bitch;* Meanwhile, swearing to close people through jokes may instill solidarity or friendship (Jumanto and Sulistyorini, 2019)..

3. RESEARCH METHODOLOGY

This research implemented a descriptive qualitative method since it involved collecting data to describe the existing condition. Emzir (2011) stated that descriptive qualitative research aims to describe the characteristics of any circumstance, situation, or phenomenon and to explain why particular people behave in various ways. According to Cresswell (2014), qualitative research focuses on studying and comprehending the meaning that a person or group of people ascribes to a social or human issue. The researcher merely focused on analyzing the swear word types by using the theory offered by Hughes (2006) and swear word functions according to the theory from Andersson and Trudgill (1992) used in the episodes. This qualitative research approach using a descriptive research design was appropriate and effective to answer the research problem stated above. Furthermore, the data was interpreted and displayed descriptively and systematically based on the supporting theory. The data were obtained from one of the American famous animations, *The Simpsons*, in which many swear words are used.

This study employed primary sources and qualitative data since the data from the videos and their transcripts were analyzed. According to Cresswell (2014), the data sources for qualitative research can come from many sources, including documentation, interviews, observation, audiovisual record, and physical artifacts. The data for this study came from words collected from the transcripts of the selected episodes’ utterances or conversations. All of the main characters’ discussions in the transcripts as well as in the videos of the episodes that had been downloaded were the context of the data, while the source of the data was all of the main characters’ conversations in the transcripts and the videos of the episodes that had been downloaded. As a result, content analysis was used as a tool for research design since it is focused to gain the data through video, audio, and transcripts. The design was

appropriate and suitable based on the data and source that the researcher used in this study.

According to Sugiyono (2019), a research subject is a place or variable that becomes the limitation of research where an object of research is attached. The research object is a trait or value of a person, object, or activity with certain variables set to be studied and drawn conclusions. The research subject for this analysis was the episodes themselves (videos and transcripts). These episodes used the English language and had a total of 153.03 minutes duration. At the same time, the research object was the dialogue spoken by all main characters, which contained types and functions of swear words based on employed theory.

Ary et al. (2010) classified several instruments used in qualitative research, such as observation, interview, and document analysis. He added that document analysis is the instrument formed by written, oral, and visual, and its purpose is to identify the material. The researcher applied document analysis as the instrument in this study because the researcher needed to select the swear words used by analyzing the videos and the transcripts. The data was collected by taking notes where the researcher made a list of all swearwords found.

The data collection technique in this study was carried out randomly. Considering the total number of available episodes is 728 episodes from 33 seasons, the researcher decided to take only seven episodes (about 1% of the total number) to be used as data in this study. Although the episodes were taken randomly, the researcher tried to ensure that the selected episodes did not come from the same season, the oldest season (season 1) or the newest season (season 33). Then, the seven episodes that would be utilized as research data were chosen randomly and remained sequential, which may be suited and related to the existing theory that had been discussed. All the selected episodes were purely accidental because they had no special conditions except those mentioned above. After that, in line with the data found, the researcher needed to download the videos and their transcripts first, then watch each episode repeatedly and read the transcript carefully.

After finishing the data collection procedures, the raw data were finally ready to be analyzed. According to Miles et al. (2014), techniques in data analysis may include data collection, data reduction, data display, and conclusion. Then the data were analyzed by identifying all dialogue utterances containing swearwords in each episode. Then presented all the swear words found in a table, analyzed swear words contained in the utterances, categorized the swear words found based on the types and functions, discussed the data, and drew conclusions based on the result.

4. FINDINGS

This study examined the types and functions of swearwords employed in The Simpsons' episodes. All seven episodes of The Simpsons, selected as the data source

for this research, have been identified. Table 1 shows the frequency of swear words found in each episode.

Table 1 Frequency of Swear Words Found in Each Episode

Episode	Frequency of Swear Words
<i>Oh Brother, Where Art Thou?</i>	23 words
<i>Trash of the Titans</i>	16 words
<i>The Wizard of Evergreen Terrace</i>	16 words
<i>The Sweetest Apu</i>	15 words
<i>My Fair Laddy</i>	8 words
<i>Treehouse of Horror XXII</i>	16 words
<i>The Road to Cincinnati</i>	8 words
Total	102 words

The number of expletives used in each episode is displayed in the table above. The words were then organized into groups based on how they were formed. As a result, 40 tokens had been determined to contain expletives. The list of all curse words discovered was the first step in the following process. The researcher decided to organize the words into tables that were divided based on the meanings of the words, some of which had negative meanings and some of which had positive meanings because the words were found to have various types of meanings. Swear words with negative connotations are listed in Table 2, and positive connotations are listed in Table 3.

Table 2 Data Findings of Swear Words that Have Negative Meanings

No.	Words	Frequency	No.	Words	Frequency
1.	Bastard	13	19.	Whore	2
2.	Fool	3	20.	Dumb	2
3.	Stupid	8	21.	Nuts	1
4.	Damn	6	22.	Butt	1
5.	Dammit	1	23.	Boobs	1
6.	Hell	10	24.	Lunatic	2
7.	Jerk	6	25.	Moron	2
8.	Fart	1	26.	Bloody	1
9.	Testicles	1	27.	Wankers	1
10.	Idiot	2	28.	Bum	1
11.	Screw you	1	29.	Fatheaded	1
12.	Jackass	1	30.	Old dog	1
13.	Son of a bitch	1	31.	Crap	4
14.	Dumbass	1	32.	Eunuch	1
15.	Bitch	2	33.	Deadheads	1
16.	Penis	1	34.	Eggheads	1
17.	Sponge head	1	35.	Backside	1
18.	Scum	2			

Table 3 Data Findings of Swear Words that Have Positive Meanings

No.	Words	Frequency
1.	Oh Lord	3
2.	Oh God	9
3.	Geez	1
4.	Holy Moly	1
5.	My Goodness	3

As seen in the two tables above, there were a total of 40 different swearwords found in the episodes that were used 102 times in total. It could also be seen that some words have positive meanings used as swear words. All these positive words have meanings related to 'divinity,' which Christians commonly use because the words are mainly derived from the terms that exist in their beliefs. Swear words that are regarded as bad apparently consist of words with negative and positive meanings here. Apart from the meaning, each swearword had different types and functions. Therefore, all the swearwords found were then analyzed to be classified into types and functions to see the context of their use in this film by following the existing theory.

4.1. Types of Swear Words

After analyzing each swear word identified, it was found that there were seven types of swear words used of the eight types offered by Hughes, as shown in the following table:

Table 4 Types of Swearwords Found	
Types of Swearwords	Frequency
Anatomical Insult	5
Excrement	5
Sexual Intercourse	1
Personal Background	21
Mental Illness	30
Animal Term	5
Religious Oath	35
Total	102

This table displayed the many types of swearing found in the data, categorized using the existing theory. Only one type of swearing, the type of *ethnic insult*, was not found among the eight types evaluated based on Hughes' theory (as shown in the table).

Out of all the types of swear words used, the *sexual intercourse* type was barely used in the film. On the other hand, the *Religious oaths* type was the most frequently spoken type by the characters. Because religious terms were frequently used to express

surprise, confusion, and upset at a situation, as well as feelings of amazement and happiness, it can be inferred that the characters used them most frequently. These terms were typically not intended to be offensive or to dining another person.

4.2. Functions of Swear Words

Table 5 Functions of Swearwords Found	
Functions of Swearwords	Frequency
Abusive	39
Auxiliary	5
Expletive	35
Humorous	23
Total	102

This table illustrated the functions of swearwords contained in the collected data, which had been classified based on the existing theory. It could be seen that all kinds of functions described in theory could be found in the analyzed data. The dominant function used was *Abusive*. This type was used to vent its emotions on someone or the other person and was offensive. However, when it was compared to the most frequent type of swearwords (previous table) used the religious term used inversely with the *Abusive*. Indeed, the previous statement became irrelevant. It should be noted that swear words used with the *Abusive* function consisted of many types, and each type used contained various functions.

The analysis found that the dominant type of swearwords was the *religious oath* type, in which the majority functioned as *Expletive*. Meanwhile, the analysis of the swearwords function showed that the *Abusive* function was the most dominant. Each swearword had a different function (some were the same), and vice versa. In other words, the dominant type used by the characters (religious oaths type) did not necessarily contain the most dominant function in using the swearwords.

5. DISCUSSION

The results revealed that the religious oaths type was the most commonly found of the seven swearword types, while the characters in the film rarely utilized the sexual intercourse type. There were eight types of swearing offered by Hughes (2006), but one type, ethnic insult, was not found in the study's data. Ethnic insult is a type of swearing used by speakers to insinuate, discriminate, and insult a race, belief, or nation based on the premise that one race is superior to another. In other words, it was possible to conclude that the studied dialogue contained no racist expressions.

In addition, there were also four functions used by the characters to swear by the theory employed by Andersson and Trudgill (1992), which showed that several cases had been investigated correctly using swearwords containing various functions. The results showed that the abusive function was the most dominant used, and the least used was the auxiliary function in the episodes. Therefore, we can say that all

swearword functions consist of various swearword types and vice versa. However, the function has an important role in swearwords because swearwords are used to stimulate the hearer to understand the function and meaning of the utterance (Irawan, 2021). Thus, we can find out the types and functions of swearwords contained in the seven episodes of *The Simpsons* that have been analyzed.

Maulana (2014) analyzed *The Simpsons* movie, which aimed to discover the bad languages, types, and meanings. This study used the descriptive qualitative method. Based on his analysis, bad language is divided into several types they are taboo, slang, vulgar, swearing, blasphemy, curse, epithet, insult, obscenity, profanity, and scatology. This study showed only five types of bad language in the movie and was categorized as mild offensive. However, the bad language found here is considered a joke to entertain the viewers. This is quite different from this current study that tried to specify the analysis of the bad language used, focusing on only analyzing swearing types. Maulana's research figured out the types of bad language used in *The Simpsons* movie, while the current research figured out the types and functions of swearing, one of the bad language types used in *The Simpsons* series.

The results of this study are likely related to research from Sarnika (2018). She had investigated the use of swearwords in the first season of the American sitcom "*How I Met Your Mother*." From the results of her research, she stated there were two types out of 8 types that could not be found in the film, namely sexual intercourse and racism. In line with the current research, she pointed out that the religious oaths type swearwords were the most frequently used type. Likewise, Sari (2018) described the results of her research on swearwords used in the *Fast and Furious* six movies using Hughes's theory. From the analysis, she stated that swear words associated with mental illness and ethnic insults were not found in the film. As a result of current research, the ethnic insult type was not found in the film. However, Sari also stated that the type of sex (anatomical insult) was the most frequently used among the others.

On the other hand, Prayuda et al. (2020) analyzed swearwords used by the characters in the *Moonlight* movie. They found that the excretion type was the most used type of swear word by the characters based on Wardhaugh's theory (2006). They also showed the results of the analysis of the function of swearwords based on the theory of Andersson and Trudgill (1992), which were Expletive (4%), abusive (47%), and auxiliary (49%). The most dominant function used by the characters was the auxiliary, and the least used was the expletive function. This was in contrast to current research, in which the characters in *The Simpsons* episodes rarely used the auxiliary function. It also seemed that they did not find any humorous functions in the *Moonlight* movie.

In the dissimilarity between this study and recent studies, it could be inferred that there were several studies with contrasting results, which different research subjects and objects could cause. However, several recent studies indicated that the swearwords used in films were purposed for various functions and varied types. Moreover, the average swearing children also uttered words found in this study. The use of swear

words continues to evolve and eventually shift through generations. Thereby, swearing has turned into a culture, a part of social life (Kakisina & Purwaningtyas, 2020).

The findings of this study also showed that there were contexts of using swear words that have not functioned negatively or distortedly. Popusoi et al. (2018) claim that swear words are a mechanism that does not necessarily mean anger. Swear words are not always used with bad intentions; some people use them to complement or even for good intentions. In other words, it shows that these swear words are not always intended to insult or abuse other people but can also be used with the opposite intention (Fata, et.al, 2016). Jumanto and Sulistyorini (2019) confirm as swearing or saying bad words or swearing utterances is part of English language use; distancing politeness and closing politeness are also involved in this context. The utterances are to bring politeness to superiors, to the public, or even to solidarity to close people. Meaning is also conveyed through utterances received (heard or read) by a hearer or a particular community as a positive or negative meaning. The contribution of this research lies in the source of data that were analyzed. Previous studies looked at the types and functions of swear words in movies. This study examines the types and functions of swear words used in an animated series.

In addition, The Simpson's animation is still ongoing. Until now, The Simpsons has had 728 episodes, but only 7 of which the researcher made the research subject. From the subject, it indicated that there were 102 swear words uttered by the characters, with various types and functions. However, the research results found in the seven episodes cannot represent and generalize the indications of swearwords used in all The Simpsons films, which also does not rule out the possibility of using swearwords in other episodes.

To conclude, the results of this study can provide crucial information to readers or parents regarding the language context in this film, which will be watched or shown to others, especially children. Children may acquire the swear words in their vocabulary from what they hear and use them through social learning. They learn the words from daily conversation or other media, such as English films, and imitate the words in their speech (Kristiano & Ardi, 2018). People who only imitate English swearwords do not understand the literal meanings of the swearwords they utter. Swearwords can be polite when they elevate social harmony, but they can be rude when they are used to assault others (Sarmi & Putra, 2017). English swear words are recognized all around the world, and used in movies, literature, and TV shows, and affirms that swear words are one of the types of English words most people learn before they properly learn English (Jumanto and Sulistyorini, 2019).

6. CONCLUSION

The purpose of this research is to identify the types and functions of swear words used in seven episodes of The Simpsons. Following an examination of the research subjects, it was discovered that 102 swear words were used in the episodes. Further

investigation revealed seven types of swear words: anatomical insult (five words), excrement (five words), sexual intercourse (one word), personal background (twenty-one words), mental illness (thirty words), the animal term (five words), and religious oath (thirty-five words). The type of ethnic insult was not included in the analysis of Hughes' eight types of swearing. In other words, it was possible to conclude that no racist expressions were present in the studied dialogue.

Whilst, four swear word functions have been identified: abusive (thirty-nine words), auxiliary (five words), expletive (thirty-five words), and humorous (thirty-five words) (twenty-three words). The episodes contained all of the swear word functions expressed by Andersson and Trudgill. As a result, it can be concluded that the most common type of swear word uttered by the characters is a religious oath, and the most common function of swearwords used in the episodes is abusive.

Ultimately, this study discovered that swear words can be found in all of the episodes examined. This study claims that study, *The Simpsons* are not intended for younger viewers due to the explicit content or references, particularly the swear words used. As more than just an outcome, the implications of this study suggest that it takes adult (parents) wisdom and awareness to present shows that contain the use of swearwords. As either a side effect, adults (parents) can become more alert and provide deep understanding to children who have seen or used swearwords in their conversation about the meaning of the different types and functions of swearwords.

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