

CHAPTER I

INTRODUCTION

This chapter explain the research background, research questions, objectives of the research, significance of the research, research methodology, and key terms definition.

A. Background

Behavior is any activity carried out by individuals in general. The concept of behavior or attitude has a broad meaning, Gordon Allport argues that behavior does not appear suddenly or from birth, but is formed from experience and has a direct influence on a person's response (Issn, 2024). One behavior that is influenced by several factors is language behavior, language behavior can be stated as an aspect related to the competence or performance of individuals in using language in various contexts that are influenced by several factors. Rizkiansyah & Rustono explained that language behavior is influenced by several factors, one of which is negative language behavior. A person's negative language behavior arises when language speakers underestimate the quality reflected in linguistic behavior and do not care about language rules. Negative language behavior can have a bad influence on the existence of language and social relations in society (Fajri et al., 2022). One example of negative language behavior is the use of taboo words in communication, and this is one of the interesting topics to study.

In general, taboos refer to things or entities that are considered sacred and holy that should not be touched or spoken by the community. It reflects a form of

prohibition or taboo that applies within the community. In other words, taboo terms are words that should not be spoken carelessly because they can be offensive, contain unethical impressions, or even potentially dangerous if expressed or done in inappropriate situations and places. The concept of taboo comes from the tonga language, where the word tabu means “forbidden” or “prohibition”, which implies “to forbid” or “forbidden”(Mahayana et al., 2022). The large Indonesian dictionary (KBBI) also explains that the word taboo is a word that should not and is prohibited to be spoken because it is related to supernatural powers (risky).

The use of taboo words in communication is often associated with emotions, stressful situations or attempts to express more intense feelings. This phenomenon is prevalent in online gaming interactions, where players are faced with competitive and sometimes frustrating situations. The excitement offered by online gaming platforms such as Mobile Legend, Free Fire and PUBG often encourages players to feel freer in expressing themselves, including using uncontrolled language, such as taboo words (Suler, 2004). Moreover, in online gaming environments, the pressure to win as well as the intense social interactions can increase the likelihood of abusive or emotional verbal expressions, including the use of taboo words. In college students, who are the productive age of college students, the pressure to win and the intense social interactions can increase the likelihood of abusive or emotional verbal expressions, including the use of taboo words (Craig A. Anderson & Karen E. Dill, 2000).

Among university students, who are at a productive age with a tendency to explore various forms of expression, online games become a means for them to

express themselves without the direct restrictions of the real world. An online gaming environment that is not strictly regulated can lead to freer language behavior, which can potentially carry over into everyday communication outside of the game (Chory & Goodboy, 2011). This is common among students' of Christian University of Indonesian Toraja especially at students' of English Education study where taboo words are often used in communication which may be influenced by online gaming such as "Fuck, Motherfucker, and Bitch". This is relevant to study because the language used in online games has the potential to influence the way students communicate in their academic or social environments, which usually demand more formal standards of communication etiquette.

From a linguistic perspective, the use of taboo words can reflect cultural and social norms, where such words are generally avoided in an environment that emphasizes ethics and politeness (Misselbrook, 2018). However, with the advent of digital media such as online games, these norms have become increasingly flexible, so that language behavior in the virtual world sometimes conflicts with social norms in the real world. For gamers, especially those in their teenage and young adult years, these blurred social boundaries allow them more freedom in their language without worrying about social repercussions or immediate reactions from their interlocutors, in contrast to face-to-face communication (*Suler, 2004*). This situation raises concerns, especially if the use of taboo words in online games affects students' communication behavior outside the game world. One of the phenomena that I have heard and went viral at that time was where there was a foreign tourist who came to Toraja. Then in his vlog video the tourist met a child,

and spontaneously the child pointed the middle finger at the foreign tourist. In the video, the foreign tourist seems surprised because in their culture when someone raises the middle finger it is impolite, the middle finger in European culture means “fuck”. This kind of action can be considered as one of the bad language behaviors that may be influenced by online games.

Thus, in accordance with the explanation above, this research aims to find out the types of taboo words that are often used by students. It is hoped that this study can provide insight into how online games affect communication patterns, especially the use of language that is less in line with social norms among university students. This research will also serve as a basis for interested parties, such as educational institutions, in devising more effective approaches to address the language impact of the ever-evolving digital media.

B. Research Question

Based on the research background above, the research question formulated is ; What types of taboo words are very often used by students at English Education Study of UKI Toraja?

C. Objective of the Research

The purpose of this study is to answer the statements that appear in the research questions. Based on the research questions, the research objectives are ; To find out the types of taboo words are very often used by students at English Education Study of UKI Toraja?

D. Significance of the Research

1. Theoretical Significance

It is hoped that the results of this study can add insight for writers and readers about the influence of online games on language behavior, especially taboo language. It is also expected to be useful for readers as a reference for further research on the influence of online games on the use of taboo words among students. Contributing to the literature regarding the impact of online games on language behavior, especially in the use of taboo words.

2. Practical Significance

a. For Lecturer

The result of this research can be used to enrich the material on sociolinguistics particularly in understanding the influence of online games on language behavior

b. For Students

To help students understand that interactions in online games can affect student behavior in language, especially the use of taboo words

c. For Next Researchers

For next researchers as a reference for research on the influence of online games on the use of taboo words among students.

E. Research Methodology

This research used a quantitative approach to investigate social problems based on testing a theory consisting of variables, measured by numbers and

analyzed by statistical procedures to determine research results. The research model used is a quantitative descriptive model that aims to describe a population, situation, and phenomenon that occurs accurately and systematically.

The strategy used to collect research samples is to set certain criteria so that it is not wrong in choosing samples. Then the data collection technique used in this study is by conducting observations and questionnaire with research subjects who are in accordance with the criteria.

F. Definition of Key Terms

1. Language Behavior

Language behavior can be expressed as an aspect related to the competence or performance of individuals in using language in various specific contexts.

2. Taboo Words

Taboo words refer to expressions relating to behaviors that are considered forbidden or immoral according to supernatural beliefs, as well as inappropriate to utter. The use of taboo words is found in most languages, and mispronouncing them often results in a person receiving punishment or public embarrassment.

3. Online Games

Online games are games that are played by many people from different parts of the world simultaneously, connected through an internet network. Online games allow interaction between players to achieve goals, complete missions, and achieve the highest score in a virtual world.

4. Students

Students are individuals who are studying higher education at the universities or colleges. In this research, the students in question are students at the Christian University of Indonesian Toraj