Investigating Linguistic Taboos: A Case Study of PewDiePie's Use of Forbidden Words in the "Why I Deleted the Subreddit" YouTube Video

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ABSTRACT

The primary objective of this research study is to investigate the phenomena of employing forbidden language in the YouTube video titled "Why I deleted the subreddit" by PewDiePie. By employing a descriptive qualitative methodology, this study aims to identify and analyze occurrences of taboo language in the film. These instances will be categorized based on the typology established by Wardhaugh (1986). A total of nine instances of taboo language were identified and then categorized. The examination demonstrates that the phrase "fuck," which explicitly references sexual content, emerges as the most often occurring form of taboo language in the film, accounting for a significant 45% of all occurrences. After the dominant category, the subsequent category of significance is sexual references. Furthermore, the study reveals occurrences of blasphemous language, ethnic-racial slurs, ancestral allusions, and vulgar phrases, with each category representing around 11% of the overall occurrences. Interestingly, the research extends beyond simple detection and categorization, exploring the underlying motivations that drive the use of these socially unacceptable phrases. The results indicate that PewDiePie use such language in order to proficiently portray a variety of emotions, accomplish specific communicative objectives, and articulate his personal sentiments of wrath and frustration. This observation highlights the complex and diverse characteristics of taboo language, which functions not only as a means of direct and explicit communication, but also as a mechanism for evoking emotional responses and stressing specific messages. The research presented in this study aims to provide a comprehensive analysis of the utilization of taboo language in a specific YouTube video. By examining the different aspects and implications of its usage, this research enhances our comprehension of how such language operates within the realm of online media. This highlights the significance of taboo language as a strategic means of communication that goes beyond its ability to provoke shock, encompassing the expression of emotions and the strengthening of messages. This study offers significant insights into the complex relationship of language, emotions, and communication techniques in the context of the digital era.

Keywords: Taboo Words, PewDiePie, YouTube

1. INTRODUCTION

Information technology encompasses various technologies used for processing and transmitting information electronically (Lucas, 2000). One popular platform for electronic content consumption is YouTube, where users can upload and watch videos of their choice. Individuals who create and share videos on YouTube are commonly referred to as YouTubers. PewDiePie, a prominent YouTuber, boasts a staggering 111 million subscribers, making him the second most subscribed channel globally (Nandy, 2022). With his record-breaking success and influence in the gaming industry, PewDiePie has garnered a massive following. This study focuses on examining popular videos among young children in the current era. Specifically, the researchers are interested in analyzing taboo expressions found in PewDiePie's video titled "Why I deleted the subreddit." The study explores the usage of taboo words like "fuck" and "damn," which are employed by the creator to convey his emotions when reminiscing about childhood memories captured in old photographs.

The term "taboo" has its origins in the observations made by Captain Cook on his third journey, in which he documented the customs of avoidance among the Polynesian people (Insoll, 2011). The introduction of this concept into European languages occurred as a result of the observations made by the individual in question. These observations pertained to activities or issues that are considered socially prohibited or restricted owing to cultural, religious, or moral convictions (Milner, 2011). The concept of taboo in linguistics encompasses a diverse array of linguistic phrases employed by individuals to convey their feelings, while also adhering to the ethical standards, conventions, and cultural values specific to their language group (Allan & Burridge, 2006). This more comprehensive viewpoint about the concept of taboo underscores its widespread presence in ordinary discourse. This highlights the manner in which individuals strategically navigate the limits of acceptable linguistic practices in order to successfully convey their emotions while adhering to society norms. Taboos are observed in diverse media platforms, including radio, television, periodicals, and tabloids, so illustrating the intricate relationship between language, culture, and communication (Scarre, 2011). The presence of taboo language is frequently observed in American films, particularly within the comedy genre, making it a domain of particular significance. Some actors and actresses often utilize taboo language in order to amplify humorous impact, elicit intense responses, or establish a sense of connection with the audience (Degaf, 2014). This utilization is consistent with the notion that taboos can function as potent mechanisms for eliciting emotional reactions and establishing

connections with audiences via shared linguistic encounters. The concept of taboo has evolved beyond its historical origins and has become intricately woven into linguistic and cultural practices. The ubiquity of language in daily life, together with its utilization in other media formats such as films, highlights the complex interplay between language, emotions, and social conventions, and their impact on communication within varied settings.

Taboo expressions are intricately intertwined with the complex network of cultural and social frameworks that influence and delineate the social and religious dynamics within diverse cultures (Laksana, 2003). Similar to the cultural context in Indonesia, where the utilization of taboo language is intricately connected to societal conventions and religious principles, English profanities likewise carry the burden of being considered discourteous, unpleasant, and objectionable. This common attribute exemplifies a more extensive trend in linguistic practices across various societies, when specific lexical items or expressions are deemed unsuitable due to their transgression of established societal norms. Within the domain of the English language, analogous to Indonesian culture, there exists a prevalent consensus that the utilization of profane language should be abstained from. This guidance is especially applicable in scenarios when individuals are engaging in communication with individuals that they hold in high regard or with folks whom they have recently encountered. The exercise of self-control is based on the understanding that the use of offensive words, particularly in these specific situations, can result in many unexpected outcomes. One of the probable outcomes is the possibility of misinterpretation. Expressions that are considered taboo frequently include a significant emotional weight, and their utilization has the potential to obscure the intended communication (Ilmi & Degaf, 2020). The inclusion of taboo words may hinder effective communication by diverting attention away from the main subject matter (Degaf, 2016). Moreover, the utilization of such language has the potential to generate perplexity or vagueness, particularly when the affective intensity of the words eclipses the factual content being communicated. Furthermore, the utilization of profane language have the capacity to generate adverse perceptions of individuals. Language serves as a manifestation of an individual's background, educational attainment, and cultural consciousness. The utilization of taboo language by individuals, particularly in settings that are deemed unsuitable or unexpected, has the potential to cast a bad light on their character, therefore impacting the perceptions of others (Kafi & Degaf, 2021). The aforementioned phenomenon can potentially yield consequences in the realms of interpersonal connections, professional engagements, and overall society cohesion.

A multitude of previous studies have explored the domain of taboo language, each with unique objectives and theoretical foundations. One notable study within this kind of research is the investigation conducted by Adillah (2022), which delves into the utilization of forbidden language by both males and females in the film "Bad Boys for Life." In his work, Manopo (2014) focused on the classification of different forms of forbidden language depicted in the film "Bad Teacher." The prevalence of taboo terms within the TikTok application was examined by Suha and Sudarwati (2021), while Dewi and Indriani (2021) conducted an analysis into the precise categories of cursing and taboo language spoken by the protagonist in the film "I, Tonya." In her comprehensive analysis, Muwahhida (2018) conducted a thorough examination of the many typologies of taboo language that are evident in the film "Blindspotting." The distinguishing factor of the current study in comparison to previous research is in its primary focus on the analysis of various forms and purposes of taboo language, rather than placing significant emphasis on a gender-based comparison of its usage. Furthermore, whereas previous research predominantly focused on cinematic productions, this inquiry deviates by examining a YouTube video as its central object of study. Furthermore, the present study deviates from previous investigations in terms of its theoretical framework. Instead of relying on Trudgill's (1974) theory, which has been the basis for numerous prior inquiries, the study adopts Wardhaugh's theory (1986) as the analytical lens. The main aim of this study is to provide a novel viewpoint on the domain of taboo language, focusing on the variations in types and functions as the key area of investigation. This study seeks to expand the scope of linguistic investigations by moving away from gender-based analyses and incorporating a broader range of subjects beyond film. Its objective is to contribute to the ever-changing field of research by offering a contemporary examination of the complexities associated with the employment of forbidden language.

Wardhaugh's classification system, introduced in 1986, provides a comprehensive framework for categorizing taboo words, dividing them into nine distinct categories: (1) sex taboo, (2) death taboo, (3) excretion taboo, (4) bodily function taboo, (5) religious taboo, (6) political taboo, (7) mother-in-law taboo, (8) animal taboo, and (9) cultural taboo. Within the context of PewDiePie's content, the specific video under scrutiny showcases his reactions to Reddit, with these reactions intermittently interspersed throughout the video's duration. The video in question offers a platform for exploring the nuanced landscape of taboo language, where PewDiePie's responses are likely to encompass a range of these categories. For

instance, instances of sex-related taboo language might arise as PewDiePie reacts to content that may touch upon explicit or sensitive topics. Meanwhile, the reactions could also touch upon themes that fall within the realms of religious, political, or even cultural taboos. Moreover, PewDiePie's responses may also intersect with Wardhaugh's categories related to excretion, bodily functions, or animals. These categories encompass language that references bodily processes, functions, or bodily waste, and considering PewDiePie's comedic style, these elements might feature in his reactions for comedic effect. Importantly, the nature of PewDiePie's content highlights how language operates in dynamic and multifaceted ways, often serving to entertain, provoke, or engage his audience. The analysis of this content through the lens of Wardhaugh's classification system offers an avenue to dissect the underlying themes and messages that PewDiePie conveys through his use of taboo language. By categorizing these instances within Wardhaugh's framework, researchers can gain a more comprehensive understanding of the diverse ways in which taboo language is utilized to evoke emotions, convey ideas, and establish connections with the audience.

2. RESEARCH METHOD

The chosen research method for this study is descriptive qualitative, which focuses on providing an in-depth understanding of the research findings within the specified scope. Notably, the data utilized in this research is derived from the utterances spoken by PewDiePie in his video content. This approach to data collection aligns with the essence of qualitative research, which emphasizes the use of textual or visual materials rather than numerical data (Moleong, 2005). The empirical observations made within the specific domain of PewDiePie's videos form the foundation of the data generated by this research methodology. The primary objective of employing qualitative methodologies is to categorize and analyze taboo language instances in the YouTube video titled "Why I Deleted the Subreddit" by PewDiePie. The research process consists of distinct stages that lead to a comprehensive understanding of the data collected. Initially, the researchers observe and comprehend the content and context of the video. Subsequently, they identify instances of language that can be classified as taboo.

Following this identification phase, a systematic analysis takes place. The researchers categorize the various types of taboo language present in the video using Wardhaugh's (1986) theoretical framework, which offers a structured classification system. This taxonomy aids in organizing these occurrences based on their characteristics. The

subsequent step involves delving into the meaning and significance of each categorized taboo term. This exploration seeks to uncover nuances in their usage within the context of the video. The culmination of the analysis involves drawing conclusions from the meticulously examined evidence. The research methodology facilitates an in-depth investigation into the implications and effects of using forbidden language in PewDiePie's videos. Through qualitative methodologies and a methodical analytical approach, the study aims to unveil the diverse categories and functions of taboo language in the video's content. This endeavor ultimately aims to provide a comprehensive comprehension of how these linguistic elements contribute to shaping communication patterns and expressing emotions in PewDiePie's content.

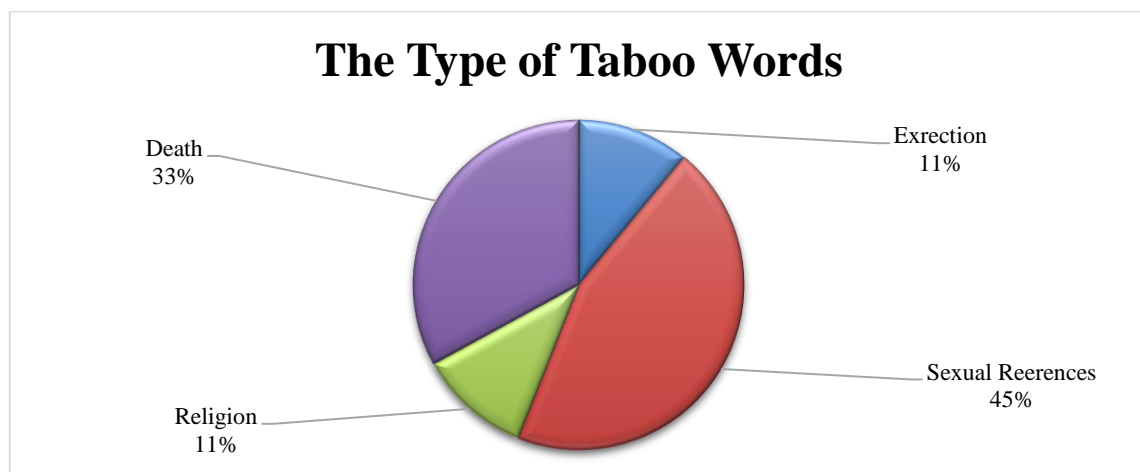## 3. RESULTS AND ANALYSIS (Times New Roman 12pt, Bold, Capitalized)

Diagram 1. The Type of Taboo Words in PewDiePie YouTube videos "Why I Deleted the Subreddit"

The diagram above shows the types of taboo words used in the PewDiePie YouTube videos "Why I Deleted the Subreddit." There are four types of taboo words found, namely: taboo sexual references, death, excretion, and religious words. Researchers found 9 data types of taboo words. Taboo words of sexual references were found in as many as 43% (4), taboo words of death were found in as many as 33% (3), taboo words of excretion were found in as many as 11% (1), and taboo words of religion were found in as many as 11% (1).

a. Sexual References

Taboo terms pertaining to sexual allusions encompass linguistic expressions employed by individuals that indirectly or explicitly refer to sexual conduct and anatomical components associated with sexual functions. Taboo lexemes pertaining to sexual allusions

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encompass words or phrases that are deemed unsuitable, offensive, or socially unacceptable in conversations or discussions concerning sexual behaviors, anatomical components, or intimate connections (Wardaugh, 1986). These lexical items are frequently categorized as vulgar, rude, or explicit, and their utilization is generally prohibited in formal or polite discourse. The acceptability or offensiveness of sexual reference taboo phrases can be contingent upon contextual factors, the intended audience, and prevailing social standards within different cultures and countries (Allan & Burridge, 2007). These terms are generally discouraged in official contexts, public discussions, and when engaging with individuals who may perceive such vocabulary as insulting or unsuitable. In this study, there are four taboo words related to sexual references in PewDiePie's YouTube video "Why I Deleted the Subreddit." The following are examples of utterances from PewDiePie's YouTube video "Why I Deleted the Subreddit" that use taboo words of sexual references.

Example 1

> "Our here's a new problem with the fucking Reddit which is all the Al
> art out here's a new problem with the fucking Reddit, which is all the
> AI art that's come out and I can't tell I can't tell I could be like that's
> amazing, you drew that that's so cool but I'm like that's probably yeah,
> oh it is says AI all these artists crying about oh we're all gonna all gonna
> be replaced with AI okay just deal with it please"

The given statement made by PewDiePie exemplifies his frank and casual manner of communication, which is frequently defined by the utilization of explicit language to emphasize and convey emotions. Within this specific passage, the author examines the rise of a novel concern pertaining to Reddit and the predominance of AI-generated artwork in contrast to artwork produced by humans. The term "fucking" included in the statement functions as a potent intensifier, employed to underscore and communicate the individual's exasperation. Within this particular context, the term "fucking" is classified as a profane word associated with sexual connotations, as it directly relates to sexual conduct. The existence of this attitude serves to emphasize PewDiePie's direct and unedited mode of communication, a stylistic approach that effectively resonates with his followers on many online platforms, particularly YouTube. The examination of this particular instance offers valuable perspectives on the linguistic strategies employed by PewDiePie to augment his speech. The utilization of the socially prohibited term "fucking" does not aim to convey a literal sexual connotation in this context; rather, its purpose is to accentuate the significance

of the matter being discussed. This exemplifies the intricate characteristics of taboo language, as it can be utilized for diverse communicative intentions that extend beyond its explicit definitions.

Moreover, this particular statement serves as a prime illustration of PewDiePie's function as a content producer who effectively interacts with his viewers by means of genuineness and relatability. The author's selection of language is consistent with the informal and spontaneous manner commonly observed in the production of online material, and it plays a role in fostering a relaxed and straightforward connection with his audience. This analysis demonstrates the purposeful utilization of forbidden language by PewDiePie to elicit emotional effect and enhance communicative resonance in the context of his content. Furthermore, it underscores the intricate relationship between language, emotion, and the level of audience involvement within the context of the digital era.

Example 2

> "I gotta say was that 10 years ago bruh 10 years…. isn't weird like that's completely different person but I'm it's still me how does that work what the fuck am I gonna be in 10 years"

The given illustration showcases PewDiePie's discourse, which exhibits his introspection on the progression of time and the transformations that transpire throughout a span of ten years. The individual articulates their astonishment over the process of personal development experienced by all individuals, prompting contemplation on their potential appearance in a decade. The introspection is characterized by the author's deliberate use of explicit language to emphasize and convey emotional expression. The expression "what the fuck" employed in the statement functions as a potent exclamation, employed by PewDiePie to convey a sense of shock and wonder. It is imperative to elucidate that within the present context, the expression "what the fuck" does not necessarily pertain to sexual conduct. However, its primary role is to serve as a colloquial exclamation conveying astonishment or skepticism, rather than directly alluding to a sexual act. This utilization exemplifies the multifaceted character of taboo language and its capacity to undergo semantic transformations contingent upon the surrounding circumstances. In this particular context, the phrase "what the fuck" is not utilized with a sexual connotation, but rather serves as a vehement emotional exclamation. It is of utmost importance to distinguish between the denotative significance of forbidden language and its pragmatic function as intensifiers or indicators of emotion.

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This illustration underscores the informal and unedited mode of communication employed by PewDiePie, a phenomenon commonly observed among digital content producers who strive to establish a relatable connection with their viewers. The utilization of language by the individual in question contributes to his unique persona and effectively connects with audiences who value his genuine and straightforward style of communication. This paper presents an examination of how PewDiePie utilizes banned words to convey emotional intensity and establish a sense of connection with his audience, highlighting the complex interplay between language, emotion, and the production of online content.

b. Death

The taboo word death is a taboo word spoken by speakers that allude to topics related to death or rituals related to death. In many cultures, death is considered a sensitive and solemn topic, and certain words or expressions related to death are considered taboo or socially inappropriate in certain contexts (Wardaugh, 1986). Taboo words related to death can include explicit or graphic terms referring to the act of dying, offensive slang words for deceased individuals, or derogatory language used to mock or disrespect the deceased (Parat et al., 2006). These words are often avoided in polite conversation, formal settings, or when discussing the topic with sensitivity and respect. This study found three types of taboo words related to death in PewDiePie's YouTube video "Why I Deleted My Subreddit." The following are examples of death taboos word utterances from PewDiePie's YouTube video "Why I Deleted My Subreddit."

Example 1

> "The Brandley song final boss damn , wow, what a close I kind of want
>
> it I want it I want that thing"

In the above illustration, PewDiePie's demeanor reflects his astonishment and admiration upon observing an individual's remarkable display of physical prowess - deftly rotating a substantial timber. The individual's reaction demonstrates a strong interest in the exhibit and a personal aspiration to acquire a comparable level of proficiency. The individual's communication style, as demonstrated in this instance, is distinguished by the utilization of language to convey vivid expression and establish an immediate connection with their audience. The term "damn" included in the statement serves as an exclamation utilized by PewDiePie to accentuate his response. Although the assertion is made that "damn" is categorized as a taboo word associated with death, it is crucial to provide clarification that, in contemporary usage, "damn" is generally not regarded as a potent or

explicit taboo term pertaining to death. However, it is widely recognized as a profanity or a manifestation of annoyance.

The historical etymology of the term "damn" in relation to death can be traced, however, in contemporary language usage, the direct association between the two is not readily evident. In the present analysis, the categorization of the term "damn" as a profane word associated with mortality appears to exhibit a certain degree of disjunction with its conventional employment in ordinary discourse. The term "damn" can be more appropriately classified as an informal exclamation used by PewDiePie to express both surprise and appreciation for the impressive act of spinning a log. It is more accurate to interpret this exclamation as a means of conveying these emotions, rather than immediately linking it to taboos surrounding death. This example highlights the significance of historical connotations associated with specific words, which may not necessarily correspond to their present usage and meanings. The appropriate interpretation and analysis of language, particularly in the context of content creators such as PewDiePie, necessitates a comprehensive grasp of the subtle meaning and contextual implications of words. This is particularly significant given PewDiePie's reliance on informal language to evoke emotional resonance and establish relatability with his audience.

c. Excretion

The term "excretion," which is considered taboo, pertains to physiological processes associated with the removal of waste substances from the human body, including excrement and urination (Wardaugh, 1986). The subject matter under discussion is widely acknowledged as a delicate and possibly objectionable subject in many cultural contexts. Consequently, specific terms or phrases pertaining to bodily waste are deemed taboo or unsuitable within particular settings (Allan & Burridge, 2007). This study identified a specific category of taboo language pertaining to bodily waste in the YouTube video titled "Why I Deleted My Subreddit" by PewDiePie. The subsequent instances comprise expressions of excrement taboo found in PewDiePie's YouTube video titled "Why I Deleted My Subreddit."

Example 1

> "I can already tell you're a bit too close in your grip but maybe you
> already know that Damn that was fuck clean too holy shit all right well
> done I take it back"

In the above illustration, PewDiePie's statement effectively conveys his sense of shock and respect towards an individual's remarkable demonstration of physical prowess, namely in flawlessly lifting a barbell. The author's choice of language effectively communicates his authentic enthusiasm and gratitude towards the accomplishment, so enhancing the response with a feeling of immediacy and relatability. The term "shit" included in the statement serves as an exclamation utilized by PewDiePie to convey his sense of amazement. Although the term "shit" is commonly categorized as a forbidden word pertaining to bodily waste, it is crucial to acknowledge that its predominant usage in current language is as an informal exclamation or interjection. Although the term's etymology can be traced back to its association with physiological excretion, its contemporary usage as an exclamation does not possess a direct correlation with its literal connotation.

Within this particular context, the term "shit" functions as an intensifier, effectively amplifying the sense of wonder and amazement experienced by PewDiePie. The phrase in question is a commonly used colloquial idiom employed to effectively communicate intense emotions or reactions. In the present vernacular, it is not widely recognized to possess a direct allusion to the act of elimination within this particular context. It is important to acknowledge that lexical items have the capacity to undergo semantic shifts and acquire novel connotations and applications throughout the course of their linguistic development. Although the term "shit" has origins related to bodily waste, its contemporary usage as an exclamation mostly reflects its informal function as a means of expressing surprise or astonishment. This analysis should prioritize the examination of its function in conveying PewDiePie's emotional reaction, rather than its direct correlation with excrement.

d. Religious

The usage of religious taboo words pertains to the act of speakers making references to elements of religion that are deemed delicate and should be approached with caution by individuals belonging to specific cultural groups (Wardaugh, 1986). The term "religious taboo words" pertains to linguistic elements or utterances that are deemed disrespectful, blasphemous, or offensive in relation to religious convictions, deities, or holy rituals (Cross, 2023). In order to demonstrate deference and uphold respect for religious feelings, certain terms are regarded as sensitive and are typically avoided. This research identified a specific category of religiously-oriented taboo language inside the YouTube video titled "Why I Deleted My Subreddit" by PewDiePie. The subsequent instances are to religiously sensitive

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verbal expressions as observed in PewDiePie's YouTube video titled "Why I Deleted My Subreddit."

Example 1

> "If it's like about Market really motivated me to keep going and stay
> consistent I almost gave up here's my progress yeah God damn looking
> good man glad to know I inspired you guys that makes me happy"

In the above illustration, PewDiePie's statement demonstrates his optimistic and supportive reaction upon witnessing an individual's advancement in muscular development and physical enhancement. The speaker's communication approach is distinguished by the use of casual language and a straightforward manner of expression, resulting in a connection with the audience that enhances the relatability and engagement of their interactions. The expression "god damn" employed in the statement serves as a means of emphasizing and expressing approval. Although the words "god damn" has been categorized as a religious forbidden word, it is crucial to note that it is commonly seen as a moderate profanity rather than a direct religious allusion. This exclamation is frequently employed by individuals to convey sentiments of astonishment, appreciation, or endorsement.

In present-day discourse, the phrase "god damn" is predominantly interpreted as a colloquial word rather than a clear religious proclamation. Although the phrase "god" is present, its usage as an exclamation has progressively distanced itself from its literal significance and is now employed to amplify language in diverse situations. It is of utmost significance to differentiate between the precise theological connotation of words and their practical use in ordinary discourse. In this particular case, the phrase "god damn" is employed as an informal term denoting acceptance and encouragement, highlighting PewDiePie's favorable reaction to the advancements he is witnessing. The primary focus should be directed on the pragmatic role it plays within the speech act, rather than exclusively its association with religious prohibitions.

The above are the types of taboo words found in PewDiePie's YouTube video "Why I Deleted My Subreddit." However, in this study, researchers not only examined the types of taboo words but also examined the functions of taboo words. According to Wardaugh (1986), taboo words have four functions: showing contempt, drawing attention, provocative or aggressive, and mocking authority.
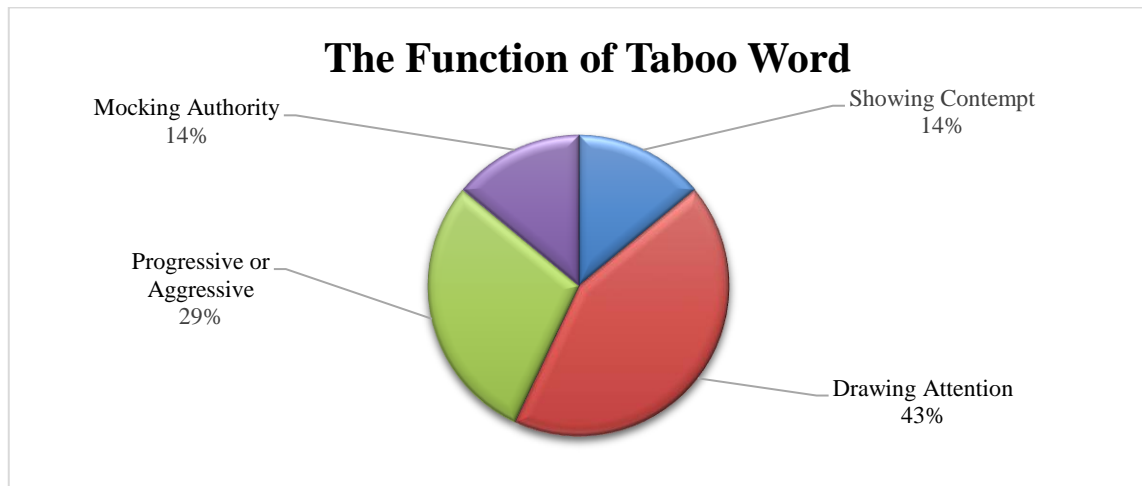
The Function of Taboo Word

Diagram 2. The Function of Taboo Words in PewDiePie YouTube videos "Why I Deleted the Subreddit"

The diagram above shows the functions of taboo words used in the PewDiePie YouTube videos "Why I Deleted the Subreddit." There are four functions of taboo words: showing contempt, drawing attention, provocative or aggressive, and mocking authority. In this study, researchers found 7 data from the taboo word function. Showing contempt was as much as 14% (1), Drawing attention was as much as 43% (3), Provocative or aggressive was found as much as 29% (2), and mocking authority was found as much as 14% (1).

a. Showing contempt

Contempt can be seen as a behavioral or expressive manifestation characterized by a profound sense of scorn, disrespect, or disregard for an individual or entity (Wardaugh, 1986). The act encompasses the act of diminishing, degrading, or displaying disdain or contemptuous sentiments towards the target of contempt. The manifestation of this conduct might take on diverse forms, including the utilization of verbal insults, mocking gestures, dismissive remarks, or condescending tones (Rahmayani & Fitrawati, 2018). The following is an example of the function of a taboo word showing contempt type on YouTube PewDiePie's "Why I Deleted the Subreddit."

Example 1

> "Our here's a new problem with the fucking Reddit which is all the Al art"

In the above illustration from PewDiePie's video, the expression "the explicit Reddit" is employed. Although the term "fucking" in English may typically connote sexual conduct, its usage in this particular context does not immediately pertain to that specific meaning. Instead, it functions as an intensifier utilized by PewDiePie to articulate his profound annoyance and exasperation with a particular matter, namely the widespread presence of AI-

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generated artwork on the platform of Reddit. PewDiePie's utilization of the expletive "the fucking" within this particular context fulfills the purpose of expressing disdain or scorn. The individual utilizes this expression not with the intention of alluding to sexual conduct, but rather to accentuate his adverse attitude towards the issue under discussion. In this instance, the individual is articulating their disdain towards the pervasive prevalence of art generated by artificial intelligence. The author's emotional dissatisfaction is effectively conveyed by the deliberate selection of wording, which effectively communicates a sentiment of indifference and dissatisfaction. Through the strategic use of explicit language, PewDiePie successfully captivates the attention of his viewers, effectively conveys his emotional reaction, and adeptly delivers his viewpoint on the subject matter. This utilization serves as a demonstration of his forthright and unambiguous mode of communication, which strikes a chord with his listeners by embodying his authentic emotions and responses. This analysis demonstrates the strategic utilization of language to convey various emotional reactions, including the manifestation of scorn. The linguistic selection employed by PewDiePie effectively contributes to the genuineness and relatability of his content, as it perfectly mirrors his personal emotions and viewpoints.

b. Drawing Attention

The act of drawing attention refers to a behavioral or expressive action undertaken with the intention of capturing or eliciting someone's focus. The role of forbidden words in attracting attention can be extremely significant. Taboo words are characterized by a degree of social or cultural limitation, rendering them intrinsically captivating as a result of their contentious or prohibited essence (Wardaugh, 1986). The following is an example of the function of a taboo word for drawing attention in YouTube PewDiePie's "Why I Deleted the Subreddit."

Example 1

> "PewDiePie epic design and added optical illusions to it damn that's
>
> trick but I look at it"

In the initial instance of PewDiePie's content, the term "damn" is employed. Although the term "damn" typically conveys negative connotations associated with judgment or punishment, PewDiePie utilizes it in this particular context to show his profound respect for the optical illusions included in his works. The purpose is not to pass judgment or impose penalties; instead, it is to underscore his sincere admiration for the artistry of illusion tactics.

The term "damn" fulfills the function of highlighting his captivation with the designs, so intensifying his passion and enhancing audience engagement.

Example 2

"I can already tell you're a bit too close in your grip but maybe you already know that Damn that was fuck clean too holy shit all right well done I take it back"

In the second case, PewDiePie employs three distinct profane terms, including "damn," "fuck," and "shit." In the given context, the aforementioned terms function to enhance PewDiePie's reaction towards an individual who has flawlessly executed a lift with a barbell. The aforementioned statements serve as attention-arousing devices, effectively emphasizing the individual's profound admiration and astonishment towards the achievement of the man in question. The incorporation of several taboo terms serves to enhance the heightened emotional reaction he aims to elicit from his audience, thereby capturing their attention towards the remarkable accomplishment he is discussing.

PewDiePie strategically utilizes taboo language in these specific cases, leveraging its intrinsically captivating quality to guarantee that his video resonates and sustains audience engagement. The deliberate utilization of such linguistic choices introduces a level of urgency, relatability, and emotional resonance that defines his mode of communication and successfully captivates the attention of his audience.

c. Provocative or Aggressive

The term "provocative" refers to a form of communication or behavior that seeks to captivate individuals by presenting statements or controversies, whereas aggressive behavior entails the use of violence or threats directed towards others. Within the realm of taboo language, one can discern the presence of provocative and aggressive actions through the manner in which certain phrases are employed and the subsequent effects they exert upon individuals. The act of engaging in provocative conduct with regard to taboo terms encompasses the deliberate use of language that is contentious, startling, or thought-provoking with the aim of garnering attention and eliciting a reaction (Wardaugh, 1986). The utilization of provocative language by content makers has the purpose of generating attention, fostering dialogue, or challenging societal conventions (Seigner et al., 2023). Through the utilization of forbidden language, their objective is to elicit intense emotional responses, foster curiosity, and potentially instigate a sentiment of defiance within their target audience. The underlying purpose of this conduct is to elicit active participation and

cultivate curiosity, frequently achieved through the presentation of ideas or viewpoints that deviate from traditional or cultural norms. In contrast, aggressive behavior include the utilization of socially unacceptable language in a confrontational, antagonistic, or menacing way directed at individuals. This phenomenon may be observed by the occurrence of verbal assaults, offensive remarks, or insulting language that is targeted against particular individuals or collectives. The utilization of offensive language with the intention of asserting control, instilling fear, or belittling others is considered aggressive. It is imperative to acknowledge that aggressive behavior encompasses more than the mere utilization of socially unacceptable language and frequently encompasses the deliberate intention to inflict harm, whether it be psychological or bodily in nature. The following is an example of the function of Provocative or Aggressive taboo words in YouTube PewDiePie's "Why I Deleted the Subreddit."

Example 1

"Isn't weird like that's completely different person but I'm it's still me

how does that work what the fuck am I gonna be in 10 years"

In the above illustration, PewDiePie's utilization of the expression "what the fuck" is not intended to communicate its denotative connotation associated with sexual conduct. However, he utilizes this technique to articulate his profound amazement and perplexity regarding the unpredictability of the forthcoming decade. Within this particular context, the utilization of the word fulfills a provocative purpose, as PewDiePie strategically employs forceful language to accentuate his state of confusion, so stimulating the audience to contemplate the abstract notions of time and transformation. This particular occurrence exemplifies PewDiePie's intentional utilization of provocative terminology in order to generate interest and foster active participation among his audience. Through the utilization of the expletive "what the fuck," the speaker elicits an emotional reaction, so capturing the audience's attention and prompting contemplation over the intricate nature of time and individual metamorphosis.

The provided illustration demonstrates the deliberate utilization of language to stimulate intellectual contemplation and active involvement. It exemplifies how content producers, such as PewDiePie, adeptly employ controversial vocabulary to initiate dialogues, elicit affective responses, and motivate viewers to delve into unorthodox concepts. It is noteworthy to acknowledge that although the expression "what the fuck" may be employed in a provocative manner, its underlying intention in this particular case is not

inherently confrontational. The analysis highlights the significance of context and the creator's intended impact on the audience in determining the influence of language.

Example 2

> "If it's like about Market really motivated me to keep going and stay consistent I almost gave up here's my progress yeah God damn looking good man glad to know I inspired you guys that makes me happy"

In the above illustration, PewDiePie's utilization of the expression "God damn" is not intended to elicit a literal imprecation onto a celestial entity. However, he utilizes this tool to articulate his contentment and fervor in attaining his intended physical objectives. The utilization of the phrase "God damn" in this context serves a purpose of provocation, as PewDiePie intentionally employs strong language to accentuate his satisfaction with his achievements. Through the utilization of this particular term, the individual endeavors to establish a connection with their intended recipients, eliciting emotions and thoughts that are comparable in the context of personal accomplishments and physical aspirations.

In this particular case, the term "God damn" is not spoken in a confrontational manner or to invoke curses; instead, it serves as a provocative representation of the individual's emotional condition. PewDiePie strategically employs language in order to garner attention, cultivate a sense of connection, and elicit active participation from his audience, all while emphasizing his own achievements and contentment. The above example illustrates the purposeful use of language by content creators, such as PewDiePie, to elicit emotional responses, establish connections with their viewers, and produce engaging material. The utilization of forbidden language in a non-hostile manner underscores the significance of context and intention in comprehending the influence and purpose of language in the development of digital material.

d. Mocking authority

Mocking authority refers to a behavioral or expressive act that seeks to satirize or ridicule established sources of power or control. Within the framework of linguistic taboos, the act of mocking authority encompasses the utilization of language that derides or employs satire against individuals occupying positions of power, influence, or authority (Wardaugh, 1986). The phenomenon being referred to is a form of behavior or communication that aims to subvert or question established individuals or organizations through the use of humor, sarcasm, or irony (Attardo, 2017). The following is an example of the function of the taboo word type mocking authority in YouTube PewDiePie's "Why I Deleted the Subreddit."

Example 1

> "Now I will not be baited into feeling bad about a fucking Minecraft
>
> dog"

In the above illustration from PewDiePie's content, the phrase "a Minecraft dog" is modified by the inclusion of a profane term, namely "fucking." Although this term may carry implications associated with sexual behavior, it is employed in this particular context to underscore PewDiePie's exasperation with Minecraft canines that persistently provoke him during his gameplay. Nevertheless, the examination extends beyond the explicit connotation of the socially prohibited term. The expression "a Minecraft dog with explicit language" fulfills the purpose of deriding or satirizing figures of authority. In this particular case, the "Minecraft dog" can be interpreted as a symbol of power and control inside the gaming milieu. PewDiePie's utilization of the expletive "fucking" serves as a means of intensification, effectively communicating his comedic sense of frustration towards the given circumstance.

The primary objective of this statement is to emphasize the irrationality of experiencing negative emotions in response to the behaviors of a Minecraft dog, so indirectly ridiculing the idea of having intense reactions towards a virtual animal. PewDiePie employs a lighthearted linguistic approach to satirize figures of authority, effectively questioning the perceived importance assigned to specific elements within the realm of gaming. The provided illustration highlights the capacity of language to manipulate, challenge, or employ satire against figures of authority or institutional structures. The deliberate inclusion of prohibited language, namely the term "fucking," serves to emphasize the derisive tone of the statement and contributes to PewDiePie's unique mode of communication that effectively connects with his viewership.

According to the research findings, PewDiePie has a deliberate strategy of integrating taboo language into his videos, organizing them into separate categories and employing them for certain purposes. The examination of nine distinct categories of taboo language demonstrates that PewDiePie's use is prominently focused on sexual taboo terms, constituting a substantial 45% of their overall usage. In contrast, the utilization of taboo words connected to religion and bodily functions is comparatively lower, comprising a mere 11% of his overall linguistic usage.

When examining the reasons for the utilization of taboo language in PewDiePie's videos, it becomes evident that four main purposes can be identified. One of the most notable

functions among these is the act of attracting attention, which accounts for a significant 43% of their overall utilization. This suggests that PewDiePie purposefully utilizes controversial language in order to captivate the attention of his audience and stimulate inquiry. On the other hand, the utilization of taboo language as a means to ridicule figures of power and express disdain is rather infrequent, constituting a small 14% of its overall usage. This implies that although PewDiePie occasionally use taboo language to convey disagreement or question existing power structures, this aspect does not overwhelmingly characterize his material.

In summary, PewDiePie utilizes a wide range of controversial language, with a particular emphasis on sexual overtones that are frequently utilised. These socially unacceptable terms effectively fulfill a variety of purposes, notably directing focus towards specific elements of his discourse. It is important to acknowledge, nonetheless, that PewDiePie's films exhibit a much lower frequency of use taboo language for the purpose of ridiculing authority or expressing disdain. Although he occasionally utilizes such language for these specific goals, its significance does not compare to that of grabbing attention. PewDiePie's adeptness in incorporating forbidden words into his videos, as well as his astute comprehension of their influence on viewer engagement, is exemplified by his holistic approach. He demonstrates a strategic ability to alter these terms in order to attain specific desired objectives.

Moreover, PewDiePie, a renowned gaming streamer, consistently integrates the expletive "fuck" into his games and live streaming sessions for several purposes. The utilization of this particular linguistic selection functions as a means of emotional release, enabling the individual to articulate feelings of aggravation and mitigate the build-up of stress that arises from encountering difficult circumstances inside the game. Furthermore, it is noteworthy that numerous content creators on streaming platforms, such as PewDiePie, employ inflammatory language, such as the expletive "fuck," as a means to intensify their emotions and enhance the overall entertainment appeal of their video. Through the utilization of commonly used phrases, they establish an atmosphere that is familiar, so fostering a sense of kinship with their audience. The comprehensive utilization of taboo language enhances the genuineness of the content, thereby mirroring the unadulterated feelings encountered during the course of gameplay. Furthermore, the incorporation of such linguistic expressions has become increasingly commonplace within the gaming community, thereby fostering a collective feeling of inclusion among spectators. It is imperative, though, to recognize that

not all individuals who stream games employ forbidden language, since its utilization can vary depending on individual stylistic choices, intended audience, and personal inclinations.

4. CONCLUSION

The present study examined the usage of taboo language, specifically English taboo words, from a non-native standpoint. The primary emphasis was placed on PewDiePie's utilization of socially unacceptable language in his YouTube video entitled "Why I Deleted the Subreddit." This study utilizes Wardhaugh's theoretical framework (1986) as a means of analysis to provide significant insights into the many categories and purposes of taboo language within PewDiePie's output. The findings of the investigation indicate that PewDiePie utilizes four discrete classifications of forbidden language, including Excretion (11%), Sexual References (45%), Death (33%), and Religion (11%). The aforementioned categories encompass the diverse range of taboo issues that are incorporated into PewDiePie's programming. Moreover, the functions attributed to these banned phrases were classified into four primary categories: Drawing Attention (43%), Expressing Contempt (14%), Provoking or Displaying Aggression (29%), and Mocking Authority (14%). These functions offer a comprehensive comprehension of how PewDiePie tactically utilizes banned terms in order to elicit specific reactions and foster interaction among his viewers.

The study benefits from the theoretical contribution of Wardhaugh's (1986) framework, which is notable for its thorough classification of forbidden terms. Wardhaugh's typology provides a structured framework that enables scholars to distinguish and examine distinct categories of taboo language. Through the utilization of this theoretical framework, the research not only offers a perceptive examination of PewDiePie's material but also showcases the enduring significance of Wardhaugh's categorization in comprehending present-day language usage. The practical implications of this research for English language instruction and acquisition in non-native English-speaking nations, such as Indonesia, are significant. The outcomes of this study can be utilized by educators in the field of English language instruction to gain insights into the usage of taboo language in genuine settings, including internet material and media. Through an analysis of PewDiePie's utilization of forbidden vocabulary, individuals engaged in the process of learning can acquire valuable perspectives about the intricacies of linguistic usage and the socio-cultural factors that shape decisions pertaining to language selection. Moreover, this study has the potential to initiate dialogues regarding the suitability of specific linguistic expressions in various contexts, so

facilitating learners in cultivating a more comprehensive comprehension of the intricacies associated with language utilization.

Moreover, the research outcomes offer insight into the phenomena of adopting profane language inside the gaming community, elucidating the smooth integration of such language by gamers, exemplified by individuals like PewDiePie, during their interactions. English language educators have the opportunity to utilize this comprehension in order to actively involve students in conversations regarding language variation, register, and context. The incorporation of real-life illustrations from prominent internet figures enables instructors to establish a connection between formal language training and the language employed in day-to-day situations. This approach enhances the relevance and applicability of the learning experience for students. In summary, this research examines the utilization of taboo language by PewDiePie in his YouTube videos, providing valuable insights into the theoretical framework given by Wardhaugh and its practical implications for English language instruction in non-native English-speaking nations. Through a comprehensive examination of the various categories and purposes of profane language employed in the videos of PewDiePie, this study contributes to the advancement of our comprehension regarding the contemporary utilization of language, online communication, and pedagogical approaches to language training.

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