



Sundanese Swear Words in Reza Auditore's YouTube Videos: A Sociolinguistic Study

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ABSTRACT

Language plays a crucial role in reflecting social identity and interaction, particularly in digital communication contexts. This study investigates the use of Sundanese swear words in Reza Auditore's YouTube videos from a sociolinguistic perspective. While previous studies have primarily focused on swear words in face-to-face communication, limited attention has been given to their use in online media. Therefore, this research aims to identify the types, functions, and social factors influencing the use of swear words in digital discourse. This study employed a descriptive qualitative design using a case study approach. The data were collected from nine selected YouTube videos through observation and note-taking techniques. The analysis followed Miles and Huberman's interactive model, including data reduction, data display, and conclusion drawing. The findings revealed twelve Sundanese swear words categorized into four types: intelligence-based, animal-related, sexist, and racist terms. Among these, intelligence-based swear words were the most frequently used. In terms of function, swear words served four main purposes: emotional expression, abusive expression, social bonding, and attention-getting, with emotional expression being the most dominant. Furthermore, the use of swear words was influenced by four social factors: social context and environment, social relationships and intimacy, emotional expression and stress, and media and popular culture. The findings suggest that swear words in digital communication are not merely offensive but function as expressive and relational tools that contribute to audience engagement and identity construction. This study highlights the dynamic role of language in online environments and provides insights into sociolinguistic practices in digital media.

ARTICLE INFO

Keywords:
digital communication;
social factors;
sociolinguistics;
swear words;
YouTube videos

How to Cite in APA Style:

Dara, I. P. K. B., Paramarta, I. M. S., & Ramendra, D. P. (2026). Sundanese Swear Words in Reza Auditore's YouTube Videos: A Sociolinguistic Study. *IJLHE: International Journal of Language, Humanities, and Education*, 9(1), 167-176.
<https://doi.org/10.52217/ztmky758>

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INTRODUCTION

Language plays a crucial role in human interaction, as it reflects social relationships and cultural identity in addition to functioning as a means of communication. From a sociolinguistic perspective, language is closely related to social context, environment, and interpersonal interaction (Holmes & Wilson, 2022; Trudgill, 2000). Sociolinguistics examines how language is used in society and how social factors influence individuals' linguistic choices in everyday communication (Schieffelin, 1981; Jitpranee, 2018). One linguistic phenomenon that frequently emerges in informal interaction is the use of swear words.

Swear words are commonly associated with offensive language, emotional outbursts, or taboo expressions. However, previous studies suggest that swearing does not always carry negative connotations. Depending on the context, it may function as a marker of solidarity, humour, intimacy, or emotional expression (McEnery, 2006; Tambunsaribu, 2019; Jay & Janschewitz, 2008). In many social groups, swearing serves as a strategy for expressing shared identity and strengthening interpersonal bonds. Therefore, the meaning and function of swear words are strongly influenced by social environment and cultural background.

The use of swear words varies across regions and ethnic groups in Indonesia. Sundanese, one of the regional languages spoken in West Java, contains numerous swear expressions commonly used in daily interaction. Previous studies have shown that students and adolescents in different regions of Indonesia frequently use swear words (Arvian, 2024; Friyanto & Ashadi, 2020; Farihan et al., 2024). These studies indicate that social relationships, emotional expression, and environmental factors influence the use of profanity. However, most prior research has focused on face-to-face interaction, with limited attention given to swear words in digital media contexts.

The rapid development of online platforms has significantly transformed communication practices. YouTube, as one of the most widely used digital platforms, allows content creators to express themselves freely and engage with large audiences (Chitra, 2021; Shoufan & Mohamed, 2022). In such digital environments, language use tends to be more expressive, dynamic, and informal. Consequently, swear words frequently appear in online content, particularly in live streaming, reaction videos, and gaming contexts.

Reza Auditore, a popular YouTuber from West Java, frequently uses Sundanese swear words in his videos. His spontaneous speech often includes expressions such as *belegug*, *anjrit*, and *tolol*. Interestingly, despite the presence of taboo language, his content remains widely accepted and popular among viewers. This phenomenon raises important sociolinguistic questions regarding the types, functions, and social factors underlying the use of swear words in digital communication.

Therefore, this study aims to examine (1) the types of Sundanese swear words used in Reza Auditore's YouTube videos, (2) their communicative functions, and (3)

the social factors influencing their use. By focusing on swear words in digital media, this study extends previous research that has predominantly emphasized offline interaction and contributes to a deeper understanding of sociolinguistic practices in contemporary digital communication.

METHOD

This study employed a descriptive qualitative research design using a case study approach. A qualitative method was selected because the aim of the study was to explore and interpret linguistic phenomena in their natural context rather than to quantify them statistically (Creswell & Creswell, 2009). The case study approach enabled the researcher to focus on the use of Sundanese swear words within a specific digital context, namely Reza Auditore's YouTube videos (Ishtiaq, 2019).

The data were obtained from nine selected YouTube videos from Reza Auditore's channel. These videos were purposively selected based on the frequent occurrence of Sundanese swear words compared to other videos on the same channel. The analysis focused on the speaker's use of profanity in spontaneous speech across various content formats, including live streams, reaction videos, and entertainment content.

Data were collected through observation and documentation techniques. Each video was watched repeatedly, and all utterances containing Sundanese swear words were transcribed and recorded. The identified swear words were then categorized based on their types and communicative functions. The classification of swear word types was based on relevant sociolinguistic theories, while the analysis of functions referred to established frameworks of swearing functions.

The data were analyzed using the interactive model proposed by Miles and Huberman (1994), which consists of data collection, data reduction, data display, and conclusion drawing. Initially, all relevant utterances containing swear words were compiled. Subsequently, irrelevant data were excluded to focus solely on Sundanese profanity. The data were then organized into tables to identify patterns of types and functions. Finally, conclusions were drawn based on the identified patterns in relation to the research objectives. To ensure the trustworthiness of the analysis, the researcher carefully reviewed the transcripts and rechecked the classification of swear words to maintain consistency and accuracy throughout the study.

RESULTS AND DISCUSSION

Results

Reza Auditore used twelve Sundanese profanities in her spontaneous online interactions, according to an examination of nine chosen YouTube videos. These profanity terms were grouped according to their communicative purposes and linguistic characteristics. The results are broken down into three primary sections: (1) types of swear words, (2) their purposes, and (3) social factors that affect their

usage.

Types of Sundanese Swear Words

The results show that the twelve swear words that were found can be divided into four main groups: racist, sexist, intelligence-based, and animal terms of abuse.

Belegug, anying, anjrit, tulul/tolol, gobloug, teu puguh, peler, kanjut, keparat, pinter keblinger, edan sia, and *hideung* are among the swear words that have been identified.

The most common terms of abuse among these categories were those based on IQ. Words that describe mental condition or intellectual capacity include *belegug, tolol, gobloug, teu puguh, pinter keblinger,* and *edan sia*. During funny commentary or responses to unexpected happenings in the recordings, these idioms were commonly employed.

Anying and *anjrit*, which are both derived from animal allusions, were used to signify animal phrases of abuse. These expressions surfaced during excited, startled, or amusingly irritated times.

Peler and *kanjut*, which contain references to insults pertaining to sexuality or gender, were examples of sexist terms of abuse. Meanwhile, because *hideung* made reference to skin colour, it was labelled a racist term of abuse.

Intelligence-based swear words were more common than the other categories, despite the presence of all four types.

Table 1. Classification of Sundanese Swear Words by Type

No	Swear Word	Literal Meaning	Category
1	<i>Belegug</i>	Stupid	Intelligence-Based Term of Abuse
2	<i>Anying</i>	Bastard (dog)	Animal Term of Abuse
3	<i>Anjrit</i>	Bastard	Animal Term of Abuse
4	<i>Tulul / Tolol</i>	Dumb / Stupid	Intelligence-Based Term of Abuse
5	<i>Gobloug</i>	Dumb / Stupid	Intelligence-Based Term of Abuse
6	<i>Teu Puguh</i>	Stupid	Intelligence-Based Term of Abuse
7	<i>Peler</i>	Dick	Sexist Term of Abuse
8	<i>Kanjut</i>	Motherfucker	Sexist Term of Abuse
9	<i>Keparat</i>	Motherfucker	Intelligence-Based Term of Abuse
10	<i>Pinter Keblinger</i>	Foolish Smart	Intelligence-Based Term of Abuse
11	<i>Edan Sia</i>	You're Crazy	Intelligence-Based Term of Abuse
12	<i>Hideung</i>	Black	Racist Term of Abuse

Functions of Swear Words

The findings reveal four main communicative functions of swear words in the analyzed videos:

1. Emotional expression
2. Abusive expression

3. Social bonding
4. Attention-getting

The function that predominated was emotional expressiveness. Swear words were frequently employed to convey astonishment, annoyance, joy, or enthusiasm. Swear words, for instance, heightened emotional reactions after unexpected gaming occurrences or humorous reactions.

When someone used profanity in a hostile way towards another person, it was considered abusive language. But more often than not, the tone implied lighthearted conversation rather than actual animosity.

When swear words were employed to establish familiarity and intimacy between the speaker and the audience, social bonding developed. Swear words served as informal solidarity indicators in a number of cases, especially when used in comedic situations.

Fewer instances of attention-getting were noted. During dramatic occasions, specific terms like *keparat* and *pinter keblinger* were employed to highlight reactions and grab the audience's attention.

Table 2. Functions of Sundanese Swear Words

No	Swear Word	Emotional Expression	Abusive Expression	Social Bonding	Attention-Getting
1	<i>Belegug</i>	✓	-	-	-
2	<i>Anying</i>	✓	✓	✓	-
3	<i>Anjrit</i>	✓	✓	✓	-
4	<i>Tulul / Tolol</i>	✓	✓	✓	-
5	<i>Gobloug</i>	✓	✓	✓	-
6	<i>Teu Puguh</i>	✓	-	-	-
7	<i>Peler</i>	✓	✓	✓	-
8	<i>Kanjut</i>	✓	✓	✓	-
9	<i>Keparat</i>	✓	✓	✓	✓
10	<i>Pinter Keblinger</i>	✓	✓	✓	✓
11	<i>Edan Sia</i>	✓	✓	✓	-
12	<i>Hideung</i>	✓	✓	✓	-

Social Factors Influencing the Use of Swear Words

The analysis identified four social factors influencing the use of swear words in the selected videos:

1. Social context and environment
2. Social relationship and intimacy
3. Emotional expression and stress

4. Media and popular culture

YouTube's casual entertainment format fostered a welcoming atmosphere for impromptu and expressive language use. The live-stream and gaming formats promoted instantaneous emotional responses, which frequently led to profanity.

Intimacy and social relationships were important. Many swear words were used in a lighthearted and informal way, indicating that the YouTuber and his audience were acquainted.

Stress and emotional expression also have an impact on swearing behaviour. Excitation, frustration, or unexpected results frequently led to increased verbal use.

Lastly, the normalisation of profanity in online conversation was facilitated by the media and popular culture. Informal communication methods are encouraged by the youth-oriented character of online platforms.

Table 3. Social Factors Influencing the Use of Sundanese Swear Words

No	Swear Word	Social Context & Environment	Social Relationship & Intimacy	Emotional Expression & Stress	Media & Popular Culture
1	<i>Belegug</i>	✓	✓	✓	✓
2	<i>Anying</i>	✓	✓	✓	✓
3	<i>Anjrit</i>	✓	✓	✓	✓
4	<i>Tulul / Tolol</i>	✓	✓	✓	✓
5	<i>Gobloug</i>	✓	✓	✓	✓
6	<i>Teu Puguh</i>	✓	✓	✓	✓
7	<i>Peler</i>	✓	✓	✓	✓
8	<i>Kanjut</i>	✓	✓	✓	✓
9	<i>Keparat</i>	✓	✓	✓	✓
10	<i>Pinter Keblinger</i>	✓	✓	✓	✓
11	<i>Edan Sia</i>	✓	✓	✓	✓
12	<i>Hideung</i>	✓	✓	✓	✓

Discussion

The findings of this study indicate that both social and linguistic factors influence the use of Sundanese swear words in digital media. Although swear words are generally perceived as taboo or offensive, their use in Reza Auditore's YouTube videos serves multiple communicative functions beyond mere hostility.

First, the predominance of intelligence-based swear words suggests that references to intellectual ability function as informal evaluative expressions in Sundanese interaction. Expressions such as *belegug*, *tolol*, *gobloug*, and *edan sia* were frequently employed in humorous and spontaneous contexts. This finding aligns with sociolinguistic perspectives that emphasize the role of interpersonal

relationships and situational context in shaping language use (Holmes & Wilson, 2022; Trudgill, 2000). In digital entertainment settings, such expressions tend to function as playful teasing rather than serious insults.

Second, the findings regarding the functions of swear words support the view that swearing is not inherently negative. Prior studies have shown that swear words can serve constructive social purposes, including expressing emotions and fostering solidarity (McEnery, 2006; Tambunsaribu, 2019). In this study, emotional expression emerged as the most dominant function. Swear words were frequently used to convey surprise, excitement, frustration, and enjoyment during live streams and gaming sessions, indicating their role as emotional intensifiers in spontaneous digital discourse.

Furthermore, the prominence of social bonding as a function suggests that swear words contribute to building closer relationships between the content creator and the audience. Rather than creating social distance, such expressions often enhance familiarity and reduce formality. This finding supports the argument that swearing can function as an interactional strategy in informal communication (Jay & Janschewitz, 2008). In the context of YouTube, informal language may increase relatability and authenticity, which are essential for audience engagement.

The influence of social context further highlights the situational nature of swearing. As argued by Wardaugh (2006), language use is closely tied to social norms and cultural expectations. The casual and entertainment-oriented environment of YouTube fosters a communicative space in which expressive language becomes normalized. Swear words are often triggered by emotional reactions to unexpected events or humorous situations. In addition, media and popular culture play a significant role in shaping contemporary communication practices, particularly among younger audiences.

Another important aspect is the representation of regional linguistic identity. The frequent use of Sundanese swear words reflects the speaker's cultural background and local identity. Although such expressions are often considered inappropriate in formal contexts, their use in digital media demonstrates how taboo language can be recontextualized within specific communities. In this case, swearing functions not only as emotional expression but also as a marker of informal digital identity.

Overall, the findings suggest that the use of swear words in online communication extends beyond a simple violation of politeness norms. Instead, swear words function as dynamic communicative resources shaped by context, relationships, emotional expression, and media culture. The use of Sundanese swear words in YouTube content illustrates how local linguistic practices adapt to digital environments while maintaining their sociolinguistic significance.

CONCLUSIONS

This study examined the types, functions, and social factors influencing the use of Sundanese swear words in Reza Auditore's YouTube videos from a sociolinguistic perspective. The findings revealed that the identified swear words can be classified into four main categories: intelligence-based, animal-related, sexist, and racist expressions, with intelligence-based terms being the most dominant. In terms of function, swear words were primarily used to express emotions, followed by abusive expression, social bonding, and attention-getting. These findings demonstrate that swear words in digital communication are not merely offensive but serve as meaningful linguistic resources for expressing emotions and maintaining interpersonal relationships in informal contexts.

Furthermore, the study highlights that the use of swear words is strongly influenced by social context, interpersonal relationships, emotional states, and media culture. The informal and interactive nature of digital platforms such as YouTube creates an environment in which expressive and non-standard language becomes normalized. However, this study is limited to a single content creator and a relatively small dataset, which may restrict the generalizability of the findings. Future research is recommended to explore a wider range of digital content, compare different sociocultural contexts, and examine variations across gender or platforms. Overall, this study contributes to a deeper understanding of how local linguistic practices are adapted and reinterpreted in contemporary digital communication.

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