



## The analysis of taboo words in “Cek Toko Sebelah (2016)” movie

May Lita Dinda Adrio ✉, Universitas PGRI Madiun

✉ [maylitadindaadrio26@gmail.com](mailto:maylitadindaadrio26@gmail.com)

---

**Abstract:** The purpose of this article is to identify kind of taboo words found in *Cek Toko Sebelah* Movie. This article using descriptive qualitative research method, with data collection techniques, namely documentation and the data analyze use Miles and Huberman (1992) theory. There are 7 kinds of taboo according to Timothy Jay (1996) cursing, profanity, blasphemy, obscenity, sexual harassment, vulgar language, and insult. The researcher found 3 kinds of taboo word in *Cek Toko Sebelah* movie, namely cursing, sexual harassment, and insult. The use of cursing in this film is intended to curse someone or express their emotions. Sexual harassment is also found in this movie both implicitly and explicitly. The most common type found in this movie is insults that are used to hurt others, but not all insults in this movie aim to insult, there are some that are used as expressions of familiarity and indifference.

**Keywords:** Taboo, Cek Toko Sebelah Movie

---



## INTRODUCTION

Talking about sociolinguistics means that we are talking about the relationship between language and society. Sociolinguistic definitions vary widely. For example, from Wijana, I Dewa Putu & Rohmadi (2006: 7) states that sociolinguistics is a branch of linguistics that tends to study the relationship between language and the people who use it. It can be said that it is clear how the language spoken by a society affects the culture of its people, and the culture of the people can also affect the language they speak. This phenomenon is considered to fit the theory of the famous sociolinguist Ronald Ward. Wardhaugh (2006) says in his book "Introduction to Sociolinguistics" that the culture of a group of people can be expressed as a reflection of the language they use, on the other hand saying that language can also be used as a medium so that people can interpret some specific culture. There are some differences in the relationship between words or language that a person or group of people tend to speak from the culture of the person, at least when interacting with other people or other cultures.

Communication is intended to present and gain meaning. The boundaries of that language and culture are two sides of the same coin. This means that language and culture are inseparable from one another. Language is used by its users to convey and -at the same time- to accommodate all aspects of culture; whereas (one of the elements) of culture is a system of symbols known as language. This is also in the sense that culture includes rules, norms, thoughts, attitudes, manners, etc. based on which people communicate and interact.

In social culture, people often have a lot of discussions with other people who have different perceptions. In fact, in this situation, many people say slang, offensive or contraindicated words. These words are used to describe feelings of all sorts of guilt, hatred, dissatisfaction, or disapproval of a situation. When people are in such situation, they typically use words, gestures, expression that considered insulting, rude or vulgar that in linguistics it called as taboo word.

Wardhaugh (2006) said that the word taboo is ignored on certain occasions because it has functions such as to attract attention, to show contempt, to be provocative and to mock authority. M. Sofyan Al Farisi, Adi, Endang Setiyo Astuti (2019) in Apha Dog Movie (2006) found four kinds of taboo word spoken by the characters, there are epithet, profanity, vulgarity, and obscenity. The function of the word is classified into four namely to seek attention, insult, to provoke and to mock authority.

According to Timothy Jay (1996) there are 7 kinds of taboo; cursing, profanity, blasphemy, obscenity, sexual harassment, vulgar language, and insult. The existence of the word taboo, and the function of the word taboo itself are very diverse among societies. The diversity of the word taboo also changes with the passage of time. Therefore, this study aims to identify the categories and functions of the word taboo that was discovered in *Cek Toko Sebelah* (2016) movie by Ernest Prakasa. The researcher uses movie called *Cek Toko Sebelah* because this movie is made based on reality. *Cek Toko Sebelah* is also included in the top 20 highest-grossing movie in the country. To date, *Cek Toko Sebelah* has released 3 sequels, each of which was aired in 2018 with the title *Cek Toko Sebelah the Series*, *Cek Toko Sebelah: Babak Baru* in 2019 and *Cek Toko Sebelah; Babak Baru 2* in 2020. Through *Cek Toko Sebelah* movie, it is hoped that readers can understand and know that the word mentioned by the character in the film is a taboo word.

## METHOD

This research employed a descriptive qualitative method that aims to describe the categories and functions of the taboo language used by the characters in *Cek Toko Sebelah* movie. The data is the

dialogue spoken by character of *Cek Toko Sebelah* movie, the data is taken from *Cek Toko Sebelah* movie by Ernest Prakasa, the data collection uses the documentary technique by transcript the dialogue spoken by character of *Cek Toko Sebelah* movie. According to Miles & Huberman (1992:16) The data analysis technique consists of three flows that occur simultaneously, namely, data reduction or the selection process, simplification, abstraction and transformation of rough data from the field; data display, is structured information that gives the possibility of drawing conclusions, all of which are designed to combine arranged information in a coherent and easily accessible form so that the researcher can draw conclusions. This is intended to make it easier for researchers to find and grouping the data. Grouping of data is determined based on 7 categories of taboos according to Timothy Jay's theory.

## RESULT

Based on the data obtained from the *Cek Toko Sebelah* movie, 3 kind of taboo and 17 taboo words have been found that are spoken by the characters in *Cek Toko Sebelah* movie. The results of categorizing taboo word are presented in the following table.

**Table 1.** *result of taboo words*

No.	Kind of Taboo	Result
1.	Cursing	6
2.	Sexual harassment	4
3.	Insulting	7

In this study, the taboo forms found were as many as 3, namely cursing, sexual harassment, and insulting. This is considered inappropriate and impolite such as body shaming, cursing that demeans people, rude words, and insult. The following is presented data and their analysis;

### A. Cursing

According to Timothy Jay (1996), cursing is a word or sentence that hurts the feelings of others or expresses an emotion with a certain word or phrase.

#### 1. *Koh Afuk: bangke benar* (really carcass)

This sentence happened when Koh Afuk annoyed with Yadi and Ojak, Yadi and Ojak were ask to make a shop display that will be contested later, the display that is displayed doesn't have a specific theme but Yadi and Ojak, instead create a theme under the sea with an abstract appearance. Koh Afuk who see this get annoyed with them. And said "bangke bener"

The word is included in the cursing because the word 'bangke' that Koh Afuk said is include in swear word and it is clearly said to Yadi and Ojak as an expression of annoyance.

#### 2. *Naryo: ndeso!* (plebeian/ countrified)

This sentence happened When Naryo was reading a poem composed by Kuncoro to give to a woman, Naryo said the word was to insult the poem made by Kuncoro. The

word 'ndeso' can be interpreted as not updated or outdated. The word can be used as an insult, but Naryo says it to Kuncoro as a joke that does not reveal cursing.

3. *Kuncoro: feminim ndasmu! jenggotmu kaya karpet futsal!* (feminism ndasmu! Your beard is like a futsal carpet)

After Naryo cursing the poem kuncoro made, Naryo says “Kun, kalo mau nyentuh hati perempuan, tanya yang paling feminim disini” Kuncoro who heard the sentence that refers to Naryo as the most feminim there makes Kuncoro say the sentence. The sentence above is an insult spoken by Kuncoro to Naryo. Kuncoro says that 'your beard is like a futsal carpet' which means to insult and curse Naryo face.

4. *Mr. Robert's wife: ih gak sudi aku, ngomong namanya dia, najis!* (I don't want to say her name, gross)

Mr. Robert's wife said this sentence to Mr. Robert when she is looking for Anita who is Mr. Robert secretary. This sentence spoken was refers to Anita as an expression of angry because Mr. Robert wife think that Anita was teasing her husband. It can be seen from the word 'najis'. The word 'najis' or disgusted in the sentence is included in the cursing because the word is intended for others and can hurt the squeeze.

5. *Mr. Robert's employees: mending saya main angry bird saja, mati kau babi!* (I'd rather play Angry Bird, you're dead, pig!)

In the sentence, the word 'you're dead pig' can be rude if it is spoken to someone, but the sentence is said by an Mr. Robert employee, to the *Angry Bird* game that she is playing.

6. Kuncoro: Janc\*k (fuck)

The word spoken by Kuncoro happened When Kuncoro tried to approach a girl, but the father of the girl came and forbade Kuncoro to approach his daughter, Kuncoro who heard this also cursed. The word above is included in cursing because it has many meanings that are usually used for curse, the word was uttered by Kuncoro to Mr. Nandar as a form of annoyance.

## B. Sexual Harassment

Sexual harassment according to Jay (1996) is unwanted sexual comments, dirty jokes, appointments to a person's appearance or behavior.

1. *Mr. Robert: apa mau nomernya Anita sekalian? nomernya 36D* (Do you want Anita's number? Her number is 36D)

The sentence above is taboo because the context of the conversation leads to the sexual harassment spoken by Mr. Robert to Koh Afuk. The word '36D' is the size of women's bra, previously Mr. Robert was giving a business card to koh Afuk that contain Mr. Robert's phone number while next to Mr. Robert, there is Anita who didn't pay attention to Mr. Robert and ko Afuk conversation.

2. *Hotel employe: ini ada tok\*t... tiket, maksud saya karcis parkir saya dapat disitu, kakak punya kan? (here's a tits... ticket, I mean parking ticket, I got it there, is it yours?)*

In the sentence, there was a hotel employee who found Anita's parking ticket, the hotel employee misfocused on Anita that wear mini dress so he mispronounced the word 'Ticket' to 'tok\*et' this is included in sexual harassment because the hotel employe was

misfocus to Anita and said something about Anita's appearance that might offend her.

3. *Mr. Nandar: aduh mbak, makin gede aja (sist, its getting bigger)*  
*Erwin: apanya pak? (what's big sir?)*  
*Mr. Nandar: Tokonya (the store)*

The sentence "aduh mbak, makin gede aja" was recited by Mr. Nandar to Anita, the sentence is categorized as sexual harassment because he indirectly said this to Anita although afterwards, he said that the sentence refers to the store, but in the sentence there is the word 'mbak' which clearly refers to Anita.

4. *Mr. Nandar: iya gede banget (yes, so big)*

The sentence above is included in the sexual harassment because it is clearly seen in the movie, Mr. Nandar said the sentence while looking at Anita's chest who was talking about the price of Mr. Nandar's store which was offered 2x. The sentence should have been referring to the price of the shop but because Mr. Nandar was focused on Anita, the sentence entered into sexual harassment.

### C. Insulting

Jay (1996) defines insults as insults to a name or ethnicity to harm, demean, and deteriorate the listener.

1. *Mrs. Sonya: katrok, ayo ayo Rin harta yang paling berharga adalah... sama aja katrok (...katrok, come on Rin the most valuable treasure is... you are katrok as well)*

The word 'katrok' here has the meaning of kampungan/ plebeian. The use of 'katrok' here is used by Mrs. Sonya to Erwin and Ririn as an insult because they don't know the song that Mrs. Sonya is referring to.

2. *Vincent: gendut, sirik kau (fat, your jealous)*

The word 'fat' in the sentence was used by Vincent to insult Aming's body shape. Although the word 'fat' is a body shaming, it is spoken because they are already familiar with each other so Aming is not too offended.

3. *Aloy: nah, Vincent yg bego aja tau (well, Vincent who's stupid is understand)*

The word 'bego' or stupid is an insult that Aloy uttered to Vincent while they were arguing about the tomato is a fruit or vegetable. The word was spoken casually by Aloy because they had been familiar with each other for a long time.

4. *Aloy: lah timun itu sayur ming, gila apa lo! (Cucumber is vegetable ming, are you crazy?)*

The word 'crazy' or are you crazy? It was an insult that Aloy said to Aming because Aming said that Cucumber was fruit. It means that this word is a insulting as an expression of emotion. Before Aloy said the sentence, they had already fought each other about fruits and vegetables until when Aming said the cucumber was fruit Aloy started to get angry and said that sentence.

5. *Vincent: pokoknya walaupun kau jadi cina miskin tidak punya toko, kita tetap akan jadi teman kau. (anyway, even if you're poor Chinese that don't have a store, we'll still be your friends)*

The sentence above was said by Vincent to Yohan as a form of concern. Although there

is the word 'poor Chinese' which if beheaded is an insult and racism, the context of the sentence above is not an insult at all it can be seen in 'we will still be your friends' that shows concern.

6. *Yadi: eh gondrong, kuns ga pantes, cocoknya tuh dipanggilnya coro (hey long hair, kuns is not fit, cockroaches fit)*

This sentence happened while Kuncoro talks to a girl, when they are on conversation, Kuncoro says “panggil aja Kuns”. Yadi, who heard this, immediately insulted Kuncoro with that sentence.

The sentence above is included in the insult because the word 'coro' spoken by Yadi has the meaning of cockroach and the word is intended to insult Kuncoro's name.

7. *Courier: salah kirim, lu kata sms, bener ni toko jaya baru. pesanan atas nama afuk, nama afuk, norak! (wrong send? Do you think it's message? Order on behalf of Afuk, Afuk, tacky!)*

The context of this sentence occurs when there is a package delivery in Afuk's name, employees who do not know that there is a package in the name of Ko Afuk also state that it was sent wrong. The courier who heard this also said the above sentence and ended up insulting Ko Afuk's name.

The sentence above is included in the insult because there is the word "Nama Afuk, Norak!", the word is clearly intended to insult Koh Afuk's name. this is taboo and impolite because Afuk is a name of a person and koh afuk is older than the courier.

## DISCUSSION

Timothy Jay (1996) said there are 7 kinds of taboo; cursing, profanity, blasphemy, obscenity, sexual harassment, vulgar language, and insult. In this study, 3 types of taboo were found in *Cek Toko Sebelah* movie, namely cursing, sexual harassment and insulting. Cursing and insulting were found to be the most numerous compared to sexual harassment with numbers of 6 and 7 respectively. The use of the word taboo in everyday life is often considered commonplace, for example as Vincent said to Aming “*Gendut, sirik kau*”, the word “*gendut*” or “*fat*” here can hurt the feelings of others if the purpose is to insult someone's body shape but, in the context of Vincent and Aming's conversation, the word “*fat*” is used as a form of familiarity between friends. According to the theory of Brown and Gilman, the word greeting is used differently to others who have different positions. The word “*fat*” here is used as a form of solidarity as a friend.

Different from the cursing, insulting that Mr. Robert's wife told to Mr. Robert that is “*ih gak sudi aku, ngomong namanya dia, najis!*” the sentence is addressed to Anita as a form of annoyance because Anita is considered to be teasing Mr. Robert, this is shown by the use of the word “*najis*” which means disgust. In the context of this conversation, Mr. Robert's wife is a wife of Mr. Robert, of who is the Boss of Anita, while Anita is the secretary of Mr. Robert. Brown and Gilman in the theory of power and solidarity, say that the party in the interlocutor who is considered to have a social status above the interlocutor, will be easier to persuasive. The position of participants in society will embody linguistic attributes, such as husband and wife relations, superiors and subordinates and special rules for social situations that determine the form of greeting used (Ervin & Tripp 1972).

## CONCLUSION

Taboo words are words that many people find unpleasant or shocking. The existence of the taboo word, and the function of the word taboo itself are very diverse among societies. According to Timothy Jay (1996) there are 7 kinds of taboo word, cursing, profanity, blasphemy, obscenity, sexual harassment, vulgar language, and insult. The diversity of the word taboo also changes with the passage of time.

This article examines the kind of taboo word found in the *Cek Toko Sebelah* movie by Ernest Prakasa. In this movie, 3 types of taboos are found, namely cursing, sexual harassment, and insult. The most common type of taboo found are cursing and insulting, as many as 6 and 7 respectively. Not all insults are meant to insult or hurt the feelings of others, some show a form of solidarity of friendship.

## REFERENCES

- Affini, Laily Nur. (2017). Analisis Kata Tabu dan Klasifikasinya di Lirik Lagu Eminem pada Album The Marshal Mathers LP. *Lensa: Kajian Kebahasaan, Kesusastraan dan Budaya*, Volume 7 Nomor 1.
- Al Farisi, Sofyan., Adi, Endang. (2019). A SOCIOLINGUISTIC ANALYSIS OF TABOO WORDS IN ALPHA DOG MOVIE. *Journey: Journal of English Language and Pedagogy* 2(2): 146–155.
- Brown, R.W., dan A.Gillman, 1968."The Pronouns of Power and Solidarity" dalam Fishman, J.A. *Reading in the Sociology of Language*. The Hague: Moulon.
- Ervin-Trip, Susan.1972. "On Sociolinguistics Rules: Alternation and Cooccurrence". Dalam John. J. GumperZ dan Dell Himes. *Direction in Sociolinguistics*. Holt, Rineharf and Winston, INC.
- Gao, C. (2013). A Sociolinguistic Study of English Taboo Language. *Theory and Practice in Language Studies*, Vol. 3, No. 12, pp. 2310-2314, December 2013.
- Giglioli Pier Paolo (ed.). 1972. *Language and Social Context*. England: Penguin Books.
- Milles dan Huberman, Analisis Data Kualitatif, Jakarta: Universitas Indonesia Press, 1992, hlm. 16
- Wahyuni, Wika., Mahyuni & Mahyudi, Johan. (2019). Ekspresi Tabu Bahasa Wanita pada Status dan Komentar di Jejaring Sosial Istagram. *Lingua* (2019), 16(2): 285-296.
- Wardhaugh, R. (2006). *An Introduction to Sociolinguistics* (Fifth Edition). Oxford: Blackwell Publishing Ltd.
- Wijana, I Dewa Putu dan Muhammad Rohmadi. 2006. *Sosiolinguistik: Kajian Teori Dan Analisis*. Yogyakarta: Pustaka Pelajar