

**Taboo Words In The Lyrics Of Cardi B On *Album Invasion Of Privacy***

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**ABSTRACT**

This research analyzes taboo words in the *Album Invasion of Privacy* entitled Taboo words in the lyrics of Cardi b on *Album Invasion of Privacy*. The purpose of this study to describe the types, functions and meanings of the words taboo in *Album Invasion of Privacy* by Cardi b and the object in this study is *Album Invasion of Privacy*. This research uses descriptive qualitative research and the object of this research is *Album Invasion of Privacy*. The data from this study are all taboo words that the writer found in the *Album Invasion of Privacy*. The data is classified from taboo words according to Battistella theory, taboo word functions using Wardhaugh's theory, and taboo meanings categorized using Geoffrey's theory. Furthermore, the results showed that there are four types of taboo words, consisting of; obscenity, epithets, vulgarity, profanity and also the writer found that vulgarity data is more dominantly used in song lyrics in the *Album Invasion of Privacy*. Furthermore, the function of the taboo words consists of drawing attention to oneself, show contempt, to be provocative, to mock authority and the writer found that to contempt is more dominantly used in song lyrics in the *Album Invasion of Privacy*. Finally, there are two taboo meanings found, conceptual, connotative and conceptual data which is more dominantly used in *Album Invasion of Privacy*.

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## 1. Introduction

Language is not just a tool for communicating information, language also means establishing and maintaining relationships with other people.<sup>1</sup> Then the language is also flexible and dynamic which will create new possibilities in communication, so that the communication process will not stop in one word and one meaning because language can change according to the development of human life itself. This means that there are many kinds of languages that can represent the first international language used when people want to go abroad. The language used is English, because English plays an important role in every aspect. Even English is spoken not only in Australia or the United States, but also in other countries.

Taboo language is a strong social prohibition against words, objects, actions, or people who are considered by a group, culture, or society. Peter Trudgill defines taboo in these words: taboo can be characterized as being concerned with behavior that is believed to be supernaturally prohibited, or deemed immoral or inappropriate; it deals with prohibited or inhibited behavior in a way that seems irrational. This means that taboo breaches are usually unacceptable and can be considered offensive. Some actions or habits that are taboo are even prohibited by law and their violations can result in severe penalties. Thus, taboo can also bring shame, shame, and harsh treatment to the surroundings. In language, taboo is associated with things that are not spoken and especially with words and expressions that are not used.

Ronald Wardhaugh in his work on taboo along with euphemisms in his book entitled *An Introduction to Sociolinguistics*. Explain that taboo is one of the ways in which society expresses its disapproval of certain types of behavior that are believed to be harmful to its members, either for supernatural reasons or because of behavior and considered to violate moral codes. Whereas in Anthropology the meaning of taboo words is indeed a social construction by citing the fact that not every culture contains taboo language.

## 2. Review of Literature

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<sup>1</sup>Peter Trudgill, *Sociolinguistics: An Introduction*, (New York: penguin Book, 1974), p. 13

### **a. Sociolinguistics**

The existence of language cannot be separated from the society. This phenomenon is studied in Sociolinguistics. According to Yule, sociolinguistics is a part of sociolinguistics study which focuses on language which is dealing with social and cultural phenomenon in one society.<sup>2</sup> It usually explores the field of language, society, and things which are related to social sciences, especially psychology, anthropology, and sociology.

In accordance with those two linguists, Holmes also says that people who study linguistics will probably concern on describing people's different ways of speaking in different social contexts. Moreover, Holmes argues that sociolinguists also try to investigate the use of language to convey messages.<sup>3</sup> As language functions to convey messages, there must be social interactions between the members of community. Those social interactions can indicate the relationship of the people who are involved. Thus, sociolinguistics is essential in explaining the interaction between the members of the society.

Taboo is actually connected with something that is avoided and forbidden to talk about. Allan and Burridge assert that taboo originates from social restriction on one's behavior which can bring about uneasiness, harm and injury.<sup>4</sup> Since it is resulting in uneasiness, harm, and injury, people in the society are supposed to avoid taboo which has a vulgar sense. To give a clearer explanation, Trudgill defines taboo in the following way.<sup>5</sup> Taboo can be characterized as being concerned with behavior which is believed to be supernaturally forbidden or regarded as immoral or improper; it deals with behavior which is prohibited or inhibited in an apparently irrational manner. In language, taboo is associated with things which are not said, and in particular with words and expressions which are not used.

### **b. Types of Taboo Words**

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<sup>2</sup>George Yule, *The Study of Language*, (England: Cambridge University Press, 2010), Fourth Edition, p. 254

<sup>3</sup>Janet Holmes, *An Introduction to Sociolinguistics*, (New York: Routledge, 2013), Fourth Edition, p. 1

<sup>4</sup>Keith A, and Kate B. Forbidden word: taboo and the censoring of Language, p. 1

<sup>5</sup>Peter Trudgill, *Sociolinguistics: An Introduction to language and society*, p. 18

Batistella suggests four types of taboo words, i.e. epithets, profanity, vulgarity, and obscenity.<sup>6</sup> It can be seen in the explanations below:

### 1. Epithets

Epithet is characterized by the existence of several types of slurs, such as *"bitch"* and *"fag"*. Other references that are included as epithet are connected to race, ethnicity, gender, sexuality, one's appearance, and disabilities such as *"nigger"* and *"motherfucker"*. Epithet as a short but strong blast of passionate language which is triggered by frustration or anger such as *"son of a bitch"*.

### 2. Profanity

According to Batistella, profanity can be categorized as religious cursing because it usually includes the foul-mouthed use of what is considered to be sacred. Profanity as the expression involving the use of religious terms in a profane, secular or uncaring manner. The aim of the speaker is not to vilify God or anything connected with religion but it may be used to express emotional response to certain motives. The words that belong to this type are *"Jesus Christ"*, *"hell"*, *"damn"*, *"goddamn"*.

### 3. Vulgarity

Vulgarity and obscenity have the same reference especially to words or expressions that contain sexual anatomy and excretory function in a rough manner. The difference between vulgarity and obscenity is usually related to the level of prurience. In other words, vulgarity demonstrates the raw expression of street Language moreover, that vulgarity is used to humiliate or bring down the thing or individual referred to or described. The word that belong to this type such as *"ass"*, *"dick"*, and *"cunt"*.

### 4. Obscenity

Obscenity refers to expressions that are prohibited from public use since they involve repulsion to the sense, abhorrent, impolite and detestable to morality, according to Batistella profanity is defined as words or expression which involves sex differentiating anatomy or sexual and excretory function that usually uttered in rough manner. The words that belong to this type are *"fuck"* and *"shit"*.

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<sup>6</sup> Edwin L. Battistella, *Bad Language : are some word better than others*, (New york:Oxford university press 2005), p. 84

### **c. Functions of Taboo Words**

Taboo words are usually uttered because there is a reason behind them. According to Wardhaugh taboo words are disregarded in particular occasion because they have several functions such as to draw attention to oneself, to show contempt, to be provocative, and to mock authority<sup>7</sup>. To give a clear explanation of the functions of taboo words, below are brief descriptions of the functions.

#### **1. To Draw Attention to Oneself**

Sometimes people utter taboo words in order to get the attention from the listener. The speakers should gain the interest through the use of strong, powerful language whose connotation can stimulate an instant reaction from the audience. Therefore, people use taboo words which are believed to have power in gaining listener's attention because of its strong connotation.

#### **2. To Show Contempt**

The use of taboo words in conversation between two people can also mean to show contempt. The impression in which a person or may be something is totally useless and cannot be regarded. In other words, when someone tries to show contempt by using taboo words, he or she will insult the addressee by uttering words that can offend their pride.

#### **3. To Be Provocative**

When someone utters taboo words, he or she may have an intention to provoke a certain response such as violation or anger from others. Verbal obscenity can be the most efficient symbolic process offered to protester intended for inviting chaotic reaction. Taboo words are considered successful when the response is suitable with the speaker's expectation

#### **4. To Mock Authority**

Sometimes people use taboo words when they are not satisfied with public images such as government and institutions. Verbal obscenity communicates a significant hatred for society's rule, a rebellion against power as well as impertinence for things that are considered sacred. In other words, people used taboo words because they want to express their disappointment about reality that

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<sup>7</sup>Ronald Wardhaugh , *An Introduction to Sociolinguistics* , p. 239

are different from what they have expected. Therefore, some people may prefer to use certain taboo words that are directed to mock authority in order to show their disbelief about governmental stuffs.

#### **d. Meaning of Taboo Words**

In this research, the writer used theory of meaning based on pragmatic meaning which stated by Geoffrey Leech there are two conceptual meaning and connotative.<sup>8</sup>

##### **1. Conceptual Meaning**

Conceptual meaning (sometimes called 'denotative' or 'cognitive' meaning) is widely assumed to be the central factor in linguistic communication, it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not (which is not say that conceptual meaning is the most important element of every act of linguistic communication).

The conceptual meaning of a language can be studied in terms of contrastive features, for example the meaning of the word women could be specified as +Human, -Male, +Adult. As distinct from, say, boy, which could be defined +Human, +Male, -Adult. The aim of conceptual meaning is to provide an appropriate semantic representation to a sentence or statement and help readers to distinguish one meaning from the meaning of other sentences.

##### **2. Connotative Meaning**

Connotative meaning is the communicate value an expression has by virtue of what it refers to, over and above is purely conceptual content. To a large extent, the notion of 'reference' overlaps with conceptual meaning. If the word women is defined conceptually by features (+HUMAN, -MALE, +ADULT), then the three properties 'human', 'adult', 'female' must provide a criterion of the correct use of that word. These contrastive features, translated into 'real word' terms, become attributes of the referent (that which the word refers to).

#### **e. Design of Research**

In doing this research the writer used qualitative research with descriptive method that appropriate for this research.

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<sup>8</sup>Geoffrey Leech, *Semantics: the study of meaning second edition*, (New York: Penguin Books, 1981), p. 8

The source of data is Cardi B on *Album Invasion of Privacy* and the writer download the lyrics from Internet (translatelirikindo.blogspot.com). The object in this research is song lyrics. The researcher will examine about words that are considered taboo in this song lyrics. In doing this research the write uses the lyrics of privacy 7 songs as the main data and the data will be taken from the verse, stanzas, or words that can find from it.

#### **f. Finding**

The writer has found several data as follows:

##### **1. Type of Taboo Words**

No	Taboo Words	
1	Epithets (bitch, motherfucking)	2
2	Profanity(damn)	1
3	Vulgarity(ass, dick, bottoms, pussy)	4
4	Obscenity(shit, fuck)	2

From the table above there are 9 data that are writer got from *Album Invasion of Privacy*. From 4 types of taboo words according to Battistella theory, the writer gets 2 data Epithets, 1 data Profanity, 4 data Vulgarity, and 2 data obscenity.

##### **2. Function of Taboo Words**

No	Function of Taboo Words	
1	To draw attention oneself (damn, ass, motherfucking)	3
2	To show contempt (bitch, fuck)	2
3	To be provocative ( dick, pussy)	2
4	To mock authority (bitches)	1

In this study the writer found 4 functions of taboo words according to Wardraugh's theory, consisting of 8 data in the lyrics in *Album Invasion of Privacy* which are 2 data to draw attention oneself, 3 data to show contempt, 2 data to be provocative, and 1 data to mock authority.

##### **3. Meaning of Taboo Words**

No	Meaning of Taboo Words	
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1	Conceptual (fucking, bitch, damn, pussy)	4
2	Connotative (fuck, ass, motherfucking)	3

In this study the writer found 7 data that related to the Meaning of Taboo Words according to Geoffrey theory, which are 4 data conceptual meaning, 3 data connotative meaning.

#### g. Types of Taboo Words

There are four types of taboo words found in *Album Invasion of Privacy*. They are, vulgarity, profanity, obscenity, and epithets by Edwin L. Battistella theory. Each of them is explained one by one followed by some example.<sup>9</sup>

##### 1. Vulgarity

Vulgarity is different from the other two types above because it refers to words or expressions that contain sexual anatomy and excretory function in a rough manner such as **ass**, **dick**, and **pussy**. Vulgarity is believed to demonstrate the raw expression of street language. Therefore the use of vulgar language is usually to humiliate or bring down the thing or individual referred to.

The word **Dick** in Drip song appears one times in every sentence.

It can be seen below:<sup>10</sup>

“My wrist all liquid watches”

“Told the bitch jump on my **dick** and pop it”

The song lyrics above tell Cardi B life before he succeeded as a singer, how he used to be belittled and demeaned like a bitch. There is a taboo word dick which can be categorized as vulgarity type in the song lyrics above **Dick** is a vulgar term that refers to the human **male** genital organ. On the lyric “My wrist all liquid watches and Told the bitch jump on my **dick** and pop it” mean about on the lyrics above found taboo words “dick” in the songs explain about the goal is to humiliate someone he calls a prostitute.

##### 2. Profanity

<sup>9</sup>Edwin L. Battistella, *Bad Language : are some word better than others?*,

<sup>10</sup>Belcalis Almanzar, Marshall, kiirsnickball, kiari cephus, Joshua cross. Drip, in line 76



Profanity occurs when someone is using religious terminology in a profane such as *Jesus Christ, hell, damn, and Goddamn*. Although the terminology is used with those manners, but the intention of the speaker is not actually to denigrate God or anything associated with religion. The intention of the speaker is actually to express an emotional reaction to certain stimuli. In *Album Invasion of Privacy*, profanity words used in the song lyrics are *damn*.

It can be seen below:<sup>11</sup>

“Never been a fraud in my motherfucking life”

“Get money, go hard, **damn** fucking right”

The lyrics of the song above tell the life of Cardi B that he worked hard so that he could earn money and become a famous singer not by cheating. Based on the lyrics above found taboo words “damn” in the songs explain about she was not accepted as being called a fraud because the he earned money working hard. On the lyric “Never been a fraud in my motherfucking life and Get money, go hard, **damn** fucking right” mean about in his life never cheat.

### 3. Obscenity

Obscenity is described as a term which characterized sex differentiating anatomy or sexual and excretory function in a crude way such as ***fuck*** and ***shit***. Obscenity and vulgarity have the same reference but both are different. The distinction between vulgarity and obscenity is related to the level of prurience. Obscenity is believed to be prohibited from public use since they involve repulsion to the sense, abhorrent, impolite and detestable to morality.

It can be seen below:<sup>12</sup>

“If I see you and I don’t speak”

“That means I don’t ***fuck*** with you”

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<sup>11</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Get up 10, in line 16

<sup>12</sup>Belcalis Almanzar, Dieuson Octave, Jordan Thorpe, Anthony White. Bodak yellow, in line 14

The lyrics of the song above tell that Cardi B used to be a lot of people who underestimated it. Based on the lyrics above found taboo words “fuck” in the songs explain about the problems with her friends because her friend make her fell so annoyed with them. On the lyric “If I see you and don’t speak and that means I don’t ***fuck*** with you” mean about better to be silence than she serve is enemies.

#### 4. Epithet

Epithet includes a variety of matters related to race, ethnicity, gender, sexuality, one's appearance, and disabilities such as bitch, nigger, motherfucker and son of a bitch. Epithet can occur because the person uttering the word is motivated by reform or anger. Therefore, he will use emotional language with taboo words addressed to other people. The lyrics of the song Album Invasion of Privacy, the epithet are in keeping with the words bastard and bitch characterize the use of the term sexuality.

It can be seen below:<sup>13</sup>

“Real bitch, only thing fake is the boobs”

“get money, go hard, you’re ***motherfucking*** right”

The lyrics of the song above tell that most of the fake bitches are breasts, and she can make money from there. Based on the lyrics above found taboo words “motherfucking” in the songs explain about she tells someone that he gets wealth by working hard and she mentions someone with emotion called motherfucking. On the lyric “Real bitch, only thing fake is the boobs and get money, go hard, you’re ***motherfucking*** right” mean about he said that the prostitute that was fake in his body was her breasts.

#### h. Functions of Taboo Words

This section discusses the functions of taboo words the found in *Album Invasion of Privacy*. The detailed explanations in this part answer the second research question stated in Chapter I. All four functions of taboo words, including drawing attention to oneself, to be provocative, to show

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<sup>13</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Get up 10, in line 14

contempt, and to mock authority by Wardhaugh. . Each of them is explained one by one followed by some example.<sup>14</sup>

#### 1. To Show Contempt

This function can occurs when people utter taboo words to show their disrespect feeling toward the addressee. It can be said that the aim of the speaker is to offend their opposite pride because they feel that their opposite partners are completely worthless. To make the definition clearer, there are two examples of this function that are explained one by one below.

It can be seen below.<sup>15</sup>

“I started speakin' my mind and tripled my views”

“Real **bitch** only thing fake is the boobs”

The lyrics of the song above Cardi B tell us that a bitch actually has the fake part is the breast. Based on the song lyrics above the word “**bitch**” in the lyrics “I started speakin' my mind and tripled my views” and “Real **bitch** only thing fake is the boobs” show contempt for someone for having fake boobs. Pronouncement of the taboo words above that can offend a person's self-esteem.

#### 2. To Draw Attention to Oneself

This function can occur when someone utters a taboo word which has a strong connotation to gain the listener's attention. Moreover, by using strong and powerful language such as taboo word, the listeners will immediately respond the speaker's utterance. Here are some examples to draw attention to oneself.

Another example is shown as follows.<sup>16</sup>

“Never been a fraud in my motherfucking life”

“Get money, go hard, **damn** fucking right”

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<sup>14</sup>Ronald wardhaugh , *An Introduction to Sociolinguistics*

<sup>15</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Get up 10, in line 13

<sup>16</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Get up 10, in line 16

The lyrics of the song above tell the life of Cardi B that he worked hard so that he could earn money and become a famous singer not by cheating. Based on the song lyrics above the word “**damn**” in the lyrics “Never been a fraud in my motherfucking life” and “Get money, go hard, **damn** fucking right” show that she said taboo words “**damn**” to attract someone's attention because it seemed that someone would not stop he words who called him a con artist.

### 3. To Be Provocative

This function happens when a speaker utters taboo words to provoke a certain response from the listener such as violation or anger. The application of taboo words in someone's utterance is believed to be the most effective method for inviting a chaotic reaction. Therefore, some people tend to choose the employment of taboo words in their conversation to get the expected response from the listener. An example of to be provocative function is shown in the following datum.

Another example is shown as follows.<sup>17</sup>

“But if I did decide to slide, find a nigga”

“Fuck him, suck his **dick**, you would've been pissed”

The song lyrics above Cardi B say that he wants to find a man, to order someone to do something indecent. Based on the song lyrics above “**dick**” in the lyrics “But if I did decide to slide, find a nigga” and “Fuck him, suck his “**dick**”, you would've been pissed” shows that her said the taboo word “**dick**” to provoke a response from his

### 4. To Mock Authority

This function only appears once. This function can occur when people utter taboo words because they are not satisfied with public images such as the government and institutions. Therefore, they utter taboo words that are directed to mock authority in order to show their disbelief about governmental stuffs. To make the explanation clearer, there is an example

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<sup>17</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Be careful, in line 18

of conversation which shows to mock authority function which is presented below.

Another example is shown as follows.<sup>18</sup>

“Light up my wrist on these hoes (wrist)”

“Now I look down on these *bitches* (down)”

The song lyrics above Cardi B recount her wrist and she stares at the bitch. Based on the song lyrics above “*bitches*” in the lyrics “Light up my wrist on these hoes (wrist)” and “Now I look down on these “*bitches*” (down)” show that he said the word bitch to invite a chaotic reaction to someone who said “*bitch*” in the song Bodak yellow that he was very looking down on prostitutes.

### **i. Meaning of Taboo Words**

In the selected lyrics of Cardi B song the writer was consider the taboo words based on the kinds of taboo itself and the word that marked by writer as important thing to be analyzed what the meaning inside the word by looking for the donative and connotative meaning.

In other words, the writer analyzes the word in taboo that was marked by looking for denotative meaning and connotative meaning to determine word meaning in a given context based on taboo meaning that found from the data before. The writer explained the data as follow:<sup>19</sup>

#### **1. Conceptual**

Conceptual meaning (sometimes called ‘denotative’ or ‘cognitive’ meaning) is widely assumed to be the central factor in linguistic communication, it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not (which is not say that conceptual meaning is the most important element of every act of linguistic communication)

Another example is shown as follows<sup>20</sup>

Get money, go hard, damn *fucking* right

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<sup>18</sup>Belcalis Almanzar, Marshall, kiirsnickball, kiari cephus, Joshua cross. Drip, in line 26

<sup>19</sup>Geoffrey Leech, *Semantics: the study of meaning second edition*

<sup>20</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Get up 10, in line 15

Stunt on these bitches out of mothafucking' spite

Cardi B's song lyrics above tell the story of his past life, he earned money from working hard and he was very upset to see a bitch just acting. Because this bitch hates him. Based on the song lyrics above the word "**fucking**" in the lyrics "Get money, go hard, damn **fucking** right" and Stunt on these bitches out of mothafucking' spite. Conceptual meaning because he called a fucker or having sexual interfere. Because the conceptual meanings are as an absolute word meaning.

## 2. Connotative

Connotative meaning is the communicate value an expression has by virtue of what it refers to, over and above is purely conceptual content. To a large extent, the notion of 'reference' overlaps with conceptual meaning. If the word women is defined conceptually by features (+HUMAN,-MALE, +ADULT), then the three properties 'human', 'adult', 'female' must provide a criterion of the correct use of that word. These contrastive features, translated into 'real word' terms, become attributes of the referent (that which the word refers to).

Another example is shown as follows.<sup>21</sup>

Said little bitch, you can't **fuck** with me  
If you wanted to

The song's lyrics above explain where the situation is in western culture when they say "fuck" is to say anger or annoyance to someone. It turns out that if it is only connected with a full sentence, the meaning of the word "fuck" is not connected so after the writer was careful with the use of where this song originated, it turned out that people tend to use the word "fuck" in many ways, one of which is suitable for the meaning of "fuck" in this sentence and song means that which avoids trouble. Because the connotative meaning is not the meaning, the meaning the possession or additional meaning.

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<sup>21</sup>Belcalis Almanzar, Jordan Thorpe, Robert Williams, Jermaine preyan. Get up 10, in line 47

## Conclusion

The writer concluded base on the findings and analysis. Taboo Words analysis is focused on the words in the Album Invasion of Privacy. Types of Taboo Words are classified based on Bassistella, the classification of Taboo Words such as vulgarity, profanity, Obscenity, epithet. The writer analyze the use of Function of Taboo Words by using Wardhaugh, theory such as to draw attention one self, to show contempt, to be provocative, and to mock authority. Then, the Meaning of Taboo Words were categorized by using Geoffrey, the are; conceptual and connotative.

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