

Vulgar Verbal Messages on Pete-Pete's Public Transport in Makassar City

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Abstract

The main problem studied in this study is what is the form of eating vulgar language used in land transportation modes? The purpose to be achieved in this study is to describe the form of vulgar language used in the public sector, this research is categorized into qualitative descriptive research types. The subject of this study is public transportation while the data source is all public transportation or land transportation modes in Makassar City. Data collection techniques are carried out through documentation techniques while data analysis is carried out in three stages, namely, data reduction, data classification, and data interpretation. The results of the study showed that the form of using vulgar language in land transportation modes in Makassar City consisted of: 1) Vulgar expressions of very rude categories, 2) Vulgar expressions of rude categories; 3. Medium category vulgar expressions.

Keywords: Verbal Messages, Quotes, Public Transport

Introduction

A fact that language is important for humans. Language is what distinguishes humans from other living things. To relate to others and meet their needs, humans need discussion as a tool for communication. Language is a verbal tool used to communicate. Language is an arbitrary system of sound symbols used by a group of members of society to interact and identify themselves. (Abdul Chaer, 2009: 30) In addition to having several functions, the language also has several variations.

In the field of sociolinguistics, there is what is called language variation. Language variation is a variation or variety of languages. Language variations themselves include language variations in terms of speakers, language variations in terms of usage, language variations in terms of formality, and language variations in terms of means. Variations in terms of speakers include idiolects, dialects, chronolects, sociolects, acrolecs, basilek, vulgarity, slang, colloquial, quotes, argot and ken. Vulgar language variations are language variations whose language use is less educated, impolite and from among those who are not educated. For example, when someone is angry, he will use disrespectful language such as mentioning the name of an animal or other rude words.

One of the functions of language is as information, so language acquisition as information can be obtained through oral and written activities. Through oral activities can be obtained from news broadcasts on television, radio and electronic devices, while obtaining information through writing activities can be obtained from various print media, magazines and quotes in public transportation. Public transportation is a means of vehicle or mode of transportation used to transport people or goods from one place to another for a fee (Warpani, 2002).

Public transportation as one of the means of transportation in the public sector is required to provide the best service so that prospective passengers feel safe, comfortable, and peaceful while using these modes of transportation. The habit of using vulgar expressions can be used as a basis that vulgar language is a social variation whose characteristics are the use of language by those who are less educated, or from among those who are not educated. For those who are less literate, it seems that in language they tend to directly express their meaning without considering the form of the language.

The same thing is found in the use of Indonesian advertising realm, such as Rahim's 2021 findings which concluded that several advertised products, both on electronic media (television) and on social media, proved that vulgar and erotic word choices were used in advertising media. (Rahim, 2021). The study of linguistic landscapes (LL) is a new field within applied linguistics that focuses on the symbolic and indexical meanings of linguistic signs displayed in the physical world (Duizenberg, 2020).

LL studies have emerged since the late 1990s and there has been a surge in interest in LL research within sociolinguistics (Amer & Obeidat, 2014). Some researchers examined store signs from various angles. Jing (2017), for example examining the multilingual usage of 329 businesses from 3 *existing department stores* Shanghai, China. The results showed that foreign languages were more widely spoken than Chinese: English had a proportion of 70%, while Chinese had a proportion of 25%. The study concluded that the use of foreign languages on store signage is more attractive and considered acceptable because it displays a kind of language internationalization.

The same study was also reported by Andriyanti (2019), which examines "sign patterns in the linguistic landscape of schools and what they represent in the context of language situations in multilingual contexts". The data in this study consisted of 890 signs collected from five high schools in Yogyakarta. The study of the linguistic landscape (LL) is a new field in applied linguistics that focuses on the symbolic and indexical meanings of linguistic signs displayed in the physical world (Duizenberg, 2020).

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study is categorized into linguistic landscape studies, which are subfields of sociolinguistics and applied linguistics related to written language forms in public spaces (Cenoz & Gorter, 2006; Duizenberg, 2020; Landry & Bourhis, 1997).

LL was first used by Landry & Bourhis (1997) that limits public street signs, billboards, street names, place names, shop names, and government buildings to a group of counties, regions, or cities. Furthermore, the study of Linguistic Landscape by the researchers was further expanded to include the use of other languages in public settings, including the wall space of microbiology laboratories (Hanauer, 2009), place names, road signs and *T-shirts* (Coupland & Garrett, 2010), and domestic and commercial waste and garbage containers (Kallen, 2010).

Meanwhile, Cenoz & Gorter (2006) expanding the scope of Linguistic Landscape as part of a word circle, an image that is displayed in the public sphere and takes center stage in a region. LL there is a study that tries to understand the motives, uses, ideologies, language variety, and contestation of various forms of language use displayed in public spaces. It investigates "texts in the public sphere in order to analyze language and social factors" (Ardhian & Soemarlam, 2018).

Research Methods

This type of research is classified as qualitative research, which aims to describe the form of vulgar language in verbal messages found in public transportation modes / pete-pete. The data in this study is written data in the form of verbal expressions or messages written on the walls or glass of public transportation cars. The source of data in this study is public transportation cars in Makassar City, especially trucks, buses, and pete-pete. Data collection techniques are carried out through documentation techniques while data analysis is carried out in three stages, namely, data reduction, data classification, and data interpretation.

Results and Discussion

Public transportation (Buses, mikrolets and trucks) is one of the modes of land transportation. The users of land transportation are generally from the middle to lower economic circles. The existence of this transportation facility makes it easy for local residents to carry out their activities. However, an interesting thing to study from this phenomenon is the emergence of various quotes among public transport drivers both in the form of words, phrases, and sentences. Here researchers present some data on the use of vulgar expressions in verbal messages found on public transportation.

Data 1



Data 1 with the expression "Aja mua mu taliwe Ndi nasaba pura muaki'tu ma'kada 'slowly baby, sick". The sentence above uses the regional language, namely the Bugis language which means "don't be too awesome, because you have said 'slow down baby". The use of the phrase has the meaning of sexual intercourse or sexual contact made with the opposite sex. However, in Islam intimate relations can be done if you have muhrim and perform a marriage contract (ijab kabul). The verbal message is categorized as a very rude vulgar expression because the creators of these quotes divulge secrets that they are supposed to keep carefully.

Data 2



Data 2 with the phrase "Actor has a taste of oky jelly drink". The word "Pelakor" is an expression in the form of an acronym to refer to a woman who is considered to have triggered a rift in someone else's household. The use of the word "pelakor" is still often used by the community because there are many problems arising about the damage to one's household due to a third person / plakor. "Oky Jelly Drink" is a ready-to-drink jelly drink in glass packaging produced in Indonesia, released in 2003.

It comes with a delicious and refreshing fruity flavor, coupled with nata de coco that can be chewed for new sensations." The actor has an oky jelly drink taste" with the expression using figurative language which can be interpreted as the actor / third person has a new taste or sensation on the genitals of the woman or the actor. The verbal message was very vulgar and rude because it mentioned the identity of the Woman.

Data 3



Data 3 with the phrase "Keep the deck combitta, approach the new year #anaknya mama aji". The word "Combi" is a swear word or dirty word used in the Makassar area. The word combi refers to the address of the female genitalia so the expression is considered very vulgar. The relationship between the word and the phrase "New Year" means that on New Year's Eve there was a lot of promiscuity among young people. Because the author or creator of this quote mentions female genitals, the verbal message is categorized as very rude.

Data 4



Data 4 with the phrase "It is said to be slang in gaulin crying". The word "Digaulin" means being. The meaning of the quote is a child who is slang with a trendy association but after being he cries or regrets in the association he has done. The umgkapan is considered vulgar with the use of the word "Digauli". These verbal messages are categorized as rude vulgar expressions.

Data 5



Data 5 with the phrase "Already cape-cape Ibu Kartini naikin drajat perempuan elu even open BO". The word Open BO if translated into Indonesian is open outgoing orders or open online orders. But the meaning of open BO actually has a negative meaning. Because the meaning of open BO is related to the world of online institutions. The definition of online prostitution is sexual acts with other people using transactions where the transaction process can be done using electronic media or through applications available in cyberspace. This verbal message is categorized as a form of vulgar expression that is not rude because it is a form of rebuke to be more vigilant and not to do strange things.

Data 6



Data 6 with the phrase "Let it be beautiful if it's like a pete-pete car, just carelessly ride". Pete-pete cars are a means of public transportation that is used everywhere by people with various ethnicities, religions, ages, and so on who use these means of

transportation. However, the expression "Let me be beautiful like a pete-pete car, just ride anything" has the meaning of a beautiful girl who can easily be associated with just any man. The phrase "Pete-pete car" is just a symbol to analogize public transportation with the girl's habits. The vulgar expression is categorized as a very rude verbal message.

Data 7



Data 7 with the phrase "Don't be arrogant if above, remember it is also delicious". If the word is separated from the quote "Don't be arrogant if above" has many meanings such as if we feel too better, have everything, show off what we have, and so on. But in contrast to the quote "Don't be arrogant if above, remember it's also delicious".

Then the meaning of the expression is very ambiguous. One of the meanings it has is the meaning of the position in making love or having intercourse with a man or woman, which is a position below or above. This expression is considered a vulgar verbal message because it states the position of husband and wife in having intercourse. The phrase is categorized as a rude verbal message.

Data 8



Data 8 with the phrase "Don't ki high your jealousy, be that widow". The word widow is a word for women who have divorced or separated from their husbands either due to divorce or left dead by their spouses. The meaning of the word "jealousy" is an emotion experienced when someone feels the relationship with a partner is threatened and results in loss of ownership, usually this will arise if there is a third party. The meaning of these quotes is not too jealous so that your husband is not too pressured. These verbal messages are moderate or non-abusive vulgar expressions.

Data 9



Data 9 with the expression "Perna roommate did not have time to propose, om satisfied, om paid". In these quotes there is a meaning that a man and a woman once shared a room. Rooming has many assumptions, maybe it's just a rooming or maybe it can do things out of mind. The phrase "Om satisfied" means satisfaction with something, which can be related to the form of a woman's service to a man / om in having intercourse as befits a husband and wife. This verbal message is considered a very rude vulgar expression.

Data 10



Data 10 with the expression "It's useless if it's open B O". The word beautiful means beautiful either about the face or face of a woman. Open B O is an act of offering oneself to others through social media. The meaning of the expression is that it is useless

to have a beautiful face if you work as a woman who sells herself to men. The expression is considered vulgar and rude.

Discussion

Moreover, linguistically formulated symbols in public spaces in Indonesia are closely related to "social, economic, political and cultural aspects" (Duizenberg, 2020). In addition, the diversity of society in Indonesia allows the emergence of language variations to make it easier for each individual to understand the information in the public place. The use of language in public spaces is also inseparable from the influence of the development of globalization and economic growth (Syamsuri, 2011, 2013).

The use of language in international brand names and the use of vulgar expressions in public spaces, for example, are important to highlight considering that the use of good, correct, and polite Indonesian is a constitutional order that must be carried out by every Indonesian citizen, including foreign business actors in Indonesia. The results of research conducted by Erikha 2018 on street signage in Yogyakarta City concluded that road boards contain discourses created by dominant parties (in this case the Yogyakarta Palace) in their social space (Erikha, 2018).

This fact shows that the Keraton also used its authority by trying to attach Javanese identity (with the choice of Javanese) to street names and emphasized by the choice of hanacaraka script. The findings in this study are somewhat different from previous researchers because in this study the object of study is a form of verbal messages with vulgar content. The results of the study showed that the form of using vulgar language in land transportation modes in Makassar City consisted of: 1) Vulgar expressions of very rude categories, 2) Vulgar expressions of rude categories; 3. Medium category vulgar expressions. The same thing is found in the use of Indonesian advertising realm, such as the findings in the previous study, namely 2021, which concluded that several advertised products, both on electronic media (television) and on social media, proved that vulgar and erotic word choices were used in advertising media (Rahim, 2021)

Conclusion

Based on the results of research on vulgar language in quotes on public transportation, it can be concluded that there are still some quotes found in public transportation that use inappropriate vulgar language. Many factors that affect vulgar language can occur such as geographic factors or regional factors, regional language factors, slang, and so on.

As we have to talk about educating the public about it so that the language or quotes should pay attention to the norms in using the language. The results of the study showed that the form of using vulgar language in land transportation modes in Makassar City consisted of: 1) Vulgar expressions of very rude categories, 2) Vulgar expressions of rude categories; 3. Medium category vulgar expressions.

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