

**SWEAR WORDS IN “BAD MOM 2016” MOVIE;
SOCIOLINGUISTICS APPROACH**

THESIS



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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2019**

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THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



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2019**

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The thesis has been approve to be examined on the that as indicated below

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ABSTRAK

Penelitian ini bertujuan untuk menemukan jenis-jenis tipe kata umpatan yang digunakan didalam film “Bad Mom 2016” dan untuk menemukan tipe yang paling sering di gunakan di dalam film tersebut. Untuk menemukan tipe kata umpatan yang digunakan, peneliti menggunakan teori dari (Pinker, 2007). Dalam penelitian ini, peneliti memilih untuk menggunakan metode deskriptif kualitatif. Dalam rangka untuk mengumpulkan data, peneliti menerapkan metode observasi, yang dilaksanakan dengan Metode Simak Bebas Libat Cakap (SBLC), dengan penerapan teknik mencatat (Sudaryanto, 2015). Metode analisis yang digunakan dalam penelitian ini adalah padan pragmatis, sebagai bagian dari metode padan pragmatis. Metode padan memiliki dua teknik, yaitu teknik dasar dan teknik lanjutan. Untuk menyajikan hasil data yang telah di analisis, peneliti menggunakan metode formal dan informal. Hasil penelitian menunjukkan bahwa ada lima tipe kata umpatan yang diucapkan oleh para pemeran yang telah ditemukan dalam film tersebut. Kelima tipe tersebut adalah Dysphemism, Idiomatically, Abusive, Emphatically, dan Cathartically. Dari seluruh tipe yang di temukan, yang paling banyak muncul adalah tipe Cathartically dan Idiomatically dengan ditemukannya masing-masing 7 data dari 25 data, sedangkan yang terendah adalah tipe Abusive, dengan 2 data dari 25 data. Dari penelitian ini dapat di simpulkan bahwa kebanyakan orang menggunakan kata umpatan ketika mereka berada dalam situasi yang buruk, memiliki emosi negatif dan mereka mengumpat untuk mendapatkan dukungan psikologis.

Kata kunci : Sociolinguistik, mengumpat, kata umpatan.

ABSTRACT

This research aims to find the type of swear words used in "Bad Mom 2016" movie and to find the dominant type used in the film. To determine the types of swear words, the researcher used the theory from (Pinker, 2007) to find the types of swear words. In this research, the researcher uses qualitative descriptive method. In order to collect the data, the researcher applied method of observation, with the implementation of non-participatory which is applied by note-taking technique (Sudaryanto, 2015). Data analysis method which used in this research is pragmatist, which as the part of the identity method. Identity method has two technique, namely the basic and continuance technique. The researcher applied formal and informal method for presenting the result of data that have been analyzed. The findings of this research reveal that there are five types of curse words uttered by the actors who have been found in the film. The five types are Dysphemism, Idiomatically, Abusive, Emphatically, and Cathartically. Of all types could be found, mostly appear are the type Cathartically and Idiomatically with the discovery 7 data of each type from 25 data, while the lowest were Abusive type, with 2 data from 25 data. From this research it can be concluded that most people use swear words when they are under a bad situation, having negative emotions and they swear for psychological relief.

Keywords: sociolinguistic, swearing, swear words.

MOTTO AND DEDICATION

MOTTO

Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

Thomas A. Edison

DEDICATION

This paper is dedicated to all people who always pray and give support in finishing this paper for my success, they are my beloved family, especially my late father.

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All praise to Jesus Christ, the Lord is merciful and compassionate researcher who has been blessed in completing this thesis entitled *Swear Words In “Bad Mom 2016” movie; Sociolinguistics Approach*. The researcher would like to say thank you to her mother Mrs. Annie Sukemi, Papa Buce, and dearest Fourth Feng for the love, support, and blessing given to her endlessly in taking this undergraduate program. The researcher wishes her to express her gratitude and appreciation to Mr. Alpino Susanto, S.Pd., M.M., Ph.D. as her advisor who has contributed his ideas and time in arranging this thesis.

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CHAPTER I

INTRODUCTION

In this chapter, there are of the background of the research, identification of the problem, limitation of the problem, formulation of the problem, objective of research and significance of the research that are discussed by the researcher.

1.1 Background of The Research

Language is an element that reflects human values in social life and becomes media in social interaction. When they want to ask questions or need help from others, they need to express it through language. Generally there are two types of languages that are used as media in social interactions, namely formal and informal. Language is very important in social interaction because with language we will know about the meaning of conversation.

Formal language and informal language are used depending on the context. For example formal language is used in a business context, speech, seminar, meeting, learning process, presentation, and so on. While informal language is often used when people speak in informal situations, especially among close friends. In expressing feelings, everyone has many ways to use language, and swear words are included in sociolinguistics studies. Swear words are part of informal language, and swearing is one of the most efficient ways to express feelings of frustration or even to express anger in difficult situations.

Swear words are very fascinating, the general public acknowledges that sometimes they use swear words in daily conversation. And until now there are still many people who use swear words, people swears at least occasionally.

Swearing makes many people upset, irritated, feel humiliated, angry or even mad. This is considered as verbal abuse if someone else hears it. This is because not everyone likes to use swear words in their conversations. The use of swear words itself has broadened the category to include words that insult is not considered acceptable to the general public (Beers, 2015). Every swear word has its own category or classification. This classification is based on the type, meaning and context of the swear words itself.

One of the movie that contained swear words is *Bad Mom 2016* movie. The movie directed by Jon Lucas and Scott Moore. *Bad Mom 2016* movie tells about an interesting story about three mothers, Amy as a main characters, her best friend Carla and Kiki, they who work too hard and not valued by those around them. When all of them have reached their limits, they rebel from responsibility as a wife, a mother and an employee to enjoy their long delayed freedom. In this film contains many swear words languages used. In each scene and the things they did, there are always different swear words. And every swear word spoken by characters in a *Bad Mom 2016* movie does not only mean expressing anger or frustration, there are those who express intimacy between friends and some swear words to express jokes. Examples as seen in the movie is Amy's monologue.

“...then racing to work where I have meeting, after meeting ,after meeting. I usually end up eating a **shi**y¹ lunch** at my desk, and I try to workout once a week. (00:01:21)”.

From monologue above, the type of swear words is included in the types Emphatic swearing. A person can be emphatic by swearing. In this example, the

reason Amy said the swear words was to express herself, that she was really tired of her daily routine. That is why Amy swore about her food on the table. She was too busy with her duties as a wife, mother of two children, and her job as a representative of a coffee company required her to attend the meeting after the meeting until she did not have enough time to eat decent food.

From the example of the dialogue, the researcher decided to analyze the use of swear words in the *Bad Mom* 2016 movie. Through this film we can understand the type and reason of using swear words. In this movie there are many situations in which swear words are spoken frequently. The researcher found a previous study from *Journal of Children and Media*, Vol. 3, No. 2, 2009 “Swearing In The Cinema” by (Cressman, Callister, Robinson, & Near, 2009). The study examines the types, frequency, and usage of profanity in movies directed at and featuring teenagers. They found out that the amount of profanity in teen movie has actually decreased since the 1980s. From youngster until old people use swear words in their daily activity. They do not care whom they are talking to, swear words are spoken in some of their talk, without thinking about the feel of the hearer, its just represent what they feel.

On the other hand, even though swear words is not appropriate to say at any time, sometimes they are very useful for some people. Because words could express feelings, or represent what we feel, such as anger, pain, frustration, disappointment, and other feelings (Stephens, Atkins, & Kingston, 2009). However, there are also some people who use these words to look cool, and to attract attention. And there are some people who use these words because they

have made it a habit in everyday life. Swear words may be effective to express the emotions if it is used at the right time and in the right place. If not it will cause problems in communication between the other person if you do not use swear words in the right place and the right time. Based on the phenomena and explanation above, the researcher concluded to conduct this research with entitled **“SWEAR WORDS IN BAD MOM 2016 MOVIE; SOCIOLINGUISTICS APPROACH”**.

1.2 Identification of The Problem

Considering the problem explained in the background, the researcher want to analyze:

1. Swear words used by the characters in *Bad Mom 2016* movie.
2. Types of swear words used by the characters in *Bad Mom 2016* movie.
3. The frequencies of swear words used by the characters in *Bad Mom 2016* movie.
4. The context of swear words used by the characters in *Bad Mom 2016* movie.

1.3 Limitation of The Problem

Based on the problems that have been identified, the researcher make limits of the problems, as follows:

1. Analysis types of Swear words used in the *Bad Mom 2016* movie.
2. Analysis frequencies of swear words used in *Bad Mom 2016* movie.

1.4 Formulation of The Research

Facing the limitations of the problem that the researcher had specified, researcher would like to formulate the problem as follow:

1. What are the types of swear words found in the *Bad Mom 2016* movie?
2. How is the frequencies of swear words used by the character in

Bad Mom 2016 movie?

1.5 Objective of The Research

This research is considered necessary because it can provide information about the speech act contained in *Bad Mom* movie. The objectives of this research are:

1. To discribed the types of swear words found in the *Bad Mom 2016* movie.
2. To discribed the frequencies of swear words used by the characters in *Bad Mom 2016* movie

1.6 Significance of the Research

1.6.1 Theoretically

This research applied the theory to analyze the movie; it is as a reference to others researcher who conducts the same research. So, it can make people understand about the story of the movie and to add people knowledge about types of swear words and the purpose of the swear words. Researcher hopes that after reading this research people understand about what is the function of knowing this approach and applied the approach to other analysis which is related.

1.6.2 Practically

This research give practical contribution for the English Department students to be a source in learning about informal language variety, especially about swear words. And also help others to understand the types of swear words and the used of each swear words. So, that people in the society can be a better person and could use the most appropriate words to speak to each others in daily.

1.7 Definition of the Key Terms

To avoid misunderstanding for the reader, the writther explains the definition of the term as follow:

Sociolinguistics : Sociolinguistic is the study about language that related with society that the language related with the use of the languages that spoken by the society (Holmes, 2001).

Swearing : Swearing is a perennial source of fascination for those who are interested in language and society, continuously to provoke controversy and raising topical issues. An extraordinary range of style and content has evolved in oaths, profanity, foul language, and ethnic slurs over the centuries, on a scale from the most sacred utterances to the most taboo. Formal swearing is a ritual of social compliance and obligation. On the other hand, informal swearing constitutes a transgression of social codes ranging from merely impolite to the criminal (Hughes, 2006).

Swear Words : Words that are rude or offensive as a way of emphasizing what you mean or as a way of insulting someone or something. Swear words are used to promise or say firmly that you are telling the truth or that you will do something or behave in a particular way (Cambridge Dictionary).

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK

This chapter contains some theories related to the present research. There are two main parts. The first is sociolinguistics. This sociolinguistics, subchapter 2.1, represent the related literature as per the chapter title. Then it continued to swear words, types of swear words and last is theoretical framework.

2.1 Review of Related Literature

There are two sections in this subchapter, namely sociolinguistics and swearword. The explanation is contained something very related and important reference for the present research.

2.1.1 Sociolinguistics

Sociolinguistic is the study about language that is related to society that the language related with the use of the languages spoken by society in the habit. According to (Holmes, 2001) sociolinguistic is the study that has relationship with language and society in the world. It is same with Fasold (1990) who says that sociolinguistic is science that combine linguistic and society. Brown (1994) also says that sociolinguistic is sub discipline of linguistic which examines and relationship between language and culture and language and society. According to Wardhaugh (2006:13) Sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication; the equivalent goal in the sociology of language is

trying to discover how social structure can be better understood through the study of language, e.g., how certain linguistic features serve to characterize particular social arrangements. In others argument, base on Hudson in Wardhaugh (2006:13) sociolinguistics is the study of language in relation to society, whereas the sociology of language is the study of society in relation to language.

When people interact with others in the society or in a community, anytime, anywhere they have to use a language. Without a language, people will find some problems and difficulties when they do their activities or when interacting with others. There are no people or community can interact without using language. The role of language among people in life is very important. One example here is that the social status of different people in a particular community results in the use of different languages. In Indonesian culture, younger people usually speak politely by using formal language for someone older. In certain situations, older people speak formal language to people who are younger and have higher social status.

2.1.2 Politeness and Solidarity

When we speak we have to make choices of many different kinds such as what to say, when to say it and how to say it. How we say something is as important as what we say, content and form are inseparable. Some linguistics choices indicate the social relationship between speaker and listener. In our daily life, we have the awareness about which one is polite action and which one is not. Politeness, thus, is an observable and social phenomenon. Whenever we want anybody else to respect and being good to us, we have to show our politeness. In

turn, he/she will respond you politely either. We often say “hello! ” to others. All we want to do is to show our good feelings, our friendliness. In our daily life, we have the awareness about which one is polite action and which one is not. Politeness, and our intention to maintain harmonious relationships with them. In general, we act politely in order to show our wishes to start a friendly relation with someone, or to maintain it if it is already existing, or to fix it if it is being threatened for some reasons. To maintain such smooth, harmonious our daily life, we have the awareness about which one is polite action and which one is not. Politeness, thus, is an observable and social phenomenon. Whenever we want anybody else to respect and being good to us, we have to show our politeness. In turn, he/she will respond you politely either. We often say “hello! ” to others. All we want to do is to show our good feelings, our friendliness, and our intention to maintain harmonious relationships with them. In general, we act politely in order to show our wishes to start a friendly relation with someone, or to maintain it if it is already existing, or to fix it if it is being threatened for some reasons. To maintain such smooth, harmonious interpersonal relationships expected by every human in every society, politeness serves as an appropriate means. There are ideas by expert about what politeness is. Watts, (2003 p. 39) had proposed four definitions of politeness. They are as follows:

1. Politeness is the ideal union between the character of an individual and his external actions (e.g. the language which that individual uses).
2. Politeness is the ability to please others through one’s external actions (e.g. through one’s language usage).

3. Politeness is the natural attribute of a 'good' character.
4. Politeness is a socially acquired state of mind that is adjudged to have reached a state of being 'polished' and of thereby being in conformity with a set of socially accepted forms of behavior Kasper (1990) as cited in Huang (2008) said that "communication is seen as a fundamentally dangerous and antagonistic endeavor".

Politeness is therefore defined by Kasper as a term to refer to the strategies available to interactants to defuse the danger and to minimise the antagonism. In general sense politeness is taking account of feelings of others, making others feel comfortable. There are two types of politeness, positive politeness which is solidarity oriented, emphasises shared attitudes and values. While negative politeness which has power, status and distance oriented, pays people respect and avoids intruding on them.

Furthermore, linguistically, politeness is speaking appropriately to the relationship between speaker and hearer. Linguistic politeness requires understanding how language works in a variety of social context. It also needs assessing relationship between the speaker and hearer along two social dimensions (social distance/solidarity, relative status/power). Solidarity is a relation between two people who determines the positive rights (low and high). Concerns social distance between two people in terms of how much experiences they share. Meanwhile, power is a relation between two people, it determines the negative rights they expect of each other.

2.1.3 Swear Words

Swear words are part of the taboo words but the words are only used to swear. A person might think that all use taboo words or words that refer to the taboo is sworn, and despite all the swear words are taboo, not all words are taboo swear words. Because of taboo words used to swear are words related to swear words (Jay & Janschewitz, 2008). So, not all taboos used swear words. In society, something that is taboo forbidden to be discussed. Because of the taboo it was inappropriate to discuss and have a negative meaning. In addition to the negative meaning, swear words or curse is to vent the words of expression, and offensive and insulting someone. lay person might think that all use of taboo words or words that refer to taboo is swearing, and although all swear words are taboo, not all taboo words are swear words. Because taboo words that are used for swearing is the words that relation with swear words. So, not all taboo words used in swear words.

In a society, something taboo is forbidden to discuss. Because of the taboo it is inappropriate to discuss and have a negative meaning. In addition to the negative meaning, swear words or cursing words are the words to vent expression, and to offend and insult someone. Swear words is dirty words that do not deserve to be spoken to interlocutors that are usually used to express anger or to insult the other person. Swear word is a perennial source of fascination for those interested in language and society, continuously provoking controversy and raising topical issues (Hughes, 2006).

2.1.4 Types of Swear Words

The researcher focused on the theory proposed by Pinker, (2007). As stated by Pinker, (2007) cited in Wulandari, (2017). There are many kinds of swear words, there are five types of swear words namely:

1) Dysphemism (Let's f**k²)

Is the exact opposite of euphemism (a polite expression used in place of words or phrases that otherwise might be considered harsh or unpleasant to hear). It forces the listener to think about things in a negative or provocative matter. Using the wrong euphemism has a dysphemistic effect, is the process whereby the most pejorative traits of the swearing are highlighted with an offensive aims to the addressee or the audience, or to the concept itself. Dysphemism are used in talking about one's opponents, things one wishes to show disapproval of, and things one wishes to be seen to downgrade. e.g. calling someone using "*Looney Bin*" in place of mental hospital.

2. Idiomatically (It's f*cked up³.)

Is swearing without really referring to the matter. People who use this type of swearing are just using the words to arouse interest, to show off or to express to peers that the setting is informal. Idiomatic swearing is another possible reason as to why someone might swear. It is used to gain attention, used to arouse interest in a certain matter or appear macho. This can be used to express dominance or strengthen a relationship.

3) Abusively (F * ck you⁴, motherf * cker⁵ !!)

Abusive swear words it is directed towards others by insulting whether in an argument, an intense debate or just plain rude behavior and used to abuse, intimidate or insult others.

4) Emphatically (this is f * cking⁶ amazing!)

Swearing to emphasize is something to describe the size, status or relationship with the things around. Emphatic swearing is used to emphasize about certain issue, matter or the problem of specific things. A person can be emphatic by swearing.

5) Cathartically (Aww F * ck⁷ this coffee!!!)

Providing users some much needed psychological relief through the open expression of strong emotion. This gives the user some form of short term relief from stressful situations. This type of swearing is usually heard when something bad happens like spilling coffee. One theory of evolution asserts it is intended to tell the audience that you undergo a negative emotion. Catharsis swear words used when something unpleasant happens. For example, when someone gets hurt or feel bad. Cathartic swearing used to reveal to the audience that someone was having a hard time or experience negative emotions.

2.2 Previous Study

The researcher uses some work of researches for references as discussion and comparison. The first research by (Aryanti, 2009) the research title was “The Use of Swear Words in Film Entitled Hostage: A Sociolinguistics Approach”. The

aim of the previous research are to classified each kinds of swear words, described the meaning of the swear words and described the used of the swear words through sociolinguistics approach. There are similarity in the research, both researcher analyzed types of swear words and the data source is movie. The different is the theory they used, the previous researche used Allan and BurrIDGE (1991) while the present reseracher used the theory proposed byPinker, (2007). The previous reseracher found 9 types of swear words, the meaning of the swaer words are referential and emotive conotation, and the used of the swear words influenced by the relationship between the participant.

The second reseach by (Trimadona, 2016) entitled “An Analysis of Swear Words in Pondok Tinggi Dialect of Kerinci Language”. The aimed of the previous reserach to descrtibed the types, meaning, and function of swear words spoken by natives in Pondok Tinggi. The researcher found 6 different types of swear words used theory by Crystal, David (1991), the meaning of the swear words used in Pondok Tinggi are various depended on the context, and the function of the swear words are also various depended on the context. The similarity from the previous and present research are the aimed to classified types of swear words, the different are the theory used and the object of the research. The third study by (Katoppo, 2016) “Profanity Dalam Film 21 Jump Street”, Universitas Sam Ratulangi, Manado. The previous researcher aimed to find out types of profanity used in the 21 Jump Street movie. The researcher identified and classified the kinds of profanity and the kind of expressions produced by the used of profanity using (Jay, 2000) theory.

The fourth study by (Cressman et al., 2009) “Journal of Children and Media, Vol. 3, No. 2. Swearing In The Cinema (2009).” This research aimed of the previous reasearch to analyzed types, frequency, and usage of profanity in movies directed at and featuring teenagers. They found out that the amount of profanity in teen movie has actually decreased since the 1980s. The fifth study by (Hagen, 2013) from University of Bergen “Swear Words and Attitude Change: Sociolinguistics Study” (2013). He analyzed change in attitude to swearwords in the last 50 years and does this change relate only to some types of swearwords. There are at least three types of methods that he used to test the above mentioned hypotheses quantitative, qualitative, or alternatively a mixture of both. His research results advocated that no discrepancy was found in perceived severity of swearwords relating to religion and disability between the two groups of respondents. Religious swearwords were generally regarded as mild, and swearwords relating to disability, were generally regarded as very severe. From the previous studies contained above, it has differences with the study which will be conducted by the writer. The focus are discussed by the writer is on what kinds of swear words and why the speaker uses the words swear words.

2.3 Theoretical Framework

In Figure 2.1, describes about the part that becomes the main reference framework in this present reasearch. It refers of what is quoted from Pinker (2007). Pinker distinguished that there are five different kinds of swearing; Dysphemism, Idiomatically, Abusively, Emphatically, and Cathartically (Pinker, 2007)

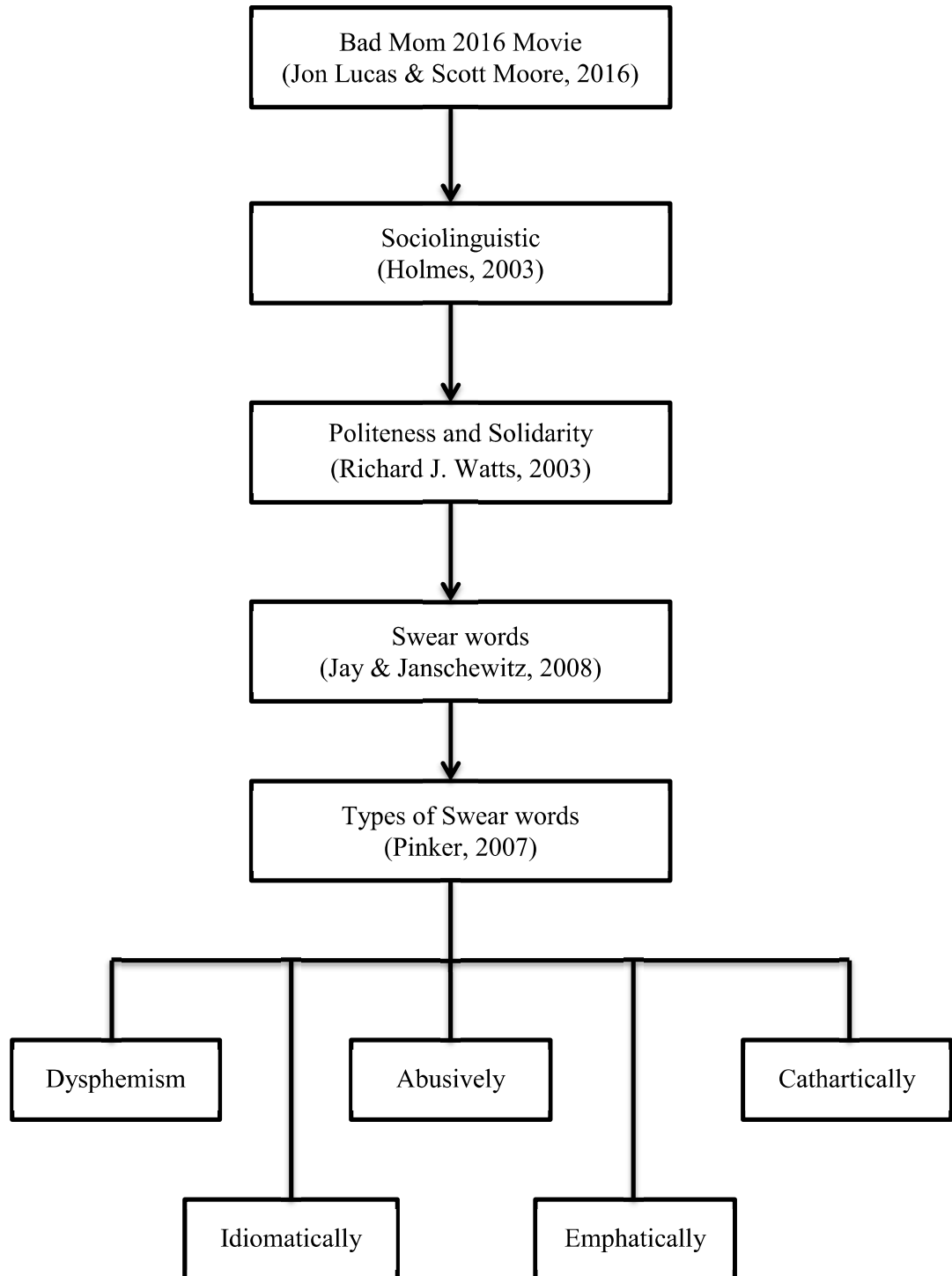


Figure 2.1 Theoretical Framework

CHAPTER III

METHOD OF THE RESEARCH

This chapter the writer tells about how the researcher collected the data with research instrument and analyzes the problem. In this chapter, the researcher also explains about the approach of the study.

3.1 Research Design

The researcher applied qualitative research method in conducting the study to analyze the data. Qualitative research methods were developed in the social sciences to enable the writers to study social and cultural phenomena. It is used to analyze the data deeply, the researcher will get rich and detailed information. Based on the problem in this research, the researcher uses descriptive qualitative method. It means that the researcher knows how to set of procedures used for the problem in this research base on a factual data. According to (Basri, 2014), qualitative is any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification, the qualitative inquiry accepted the complex and dynamic quality of the social world. It concerned with non-numerical data and it is describing the fact of the analysis systematically based on actually they are about the swear words in *Bad Mom 2016* movie. Because of using the qualitative method, this study identifies the types of swear words in *Bad Mom 2016* movie.

3.2 Object of the Research

In this research the data took from the utterance by the characters in the movie, and the script as supporting source. As the object of the research the movie have duration 1 hour 40 minutes and this movie directed by Jon Lucas & Scott Moore. Starring Mila Kunis as Amy Mitchell, Kathryn Hahn as Carla, Kristen Bell as Kiki, Christina Applegate, Jada Pinkett Smith, Annie Mumolo, Jay Hernandez, and many more. The movie won 3 awards and 5 nominations namely; CinemaCon-USA 2016 Female Star of The Year, Jupiter Award 2017 Best International Actress Mila Kunis, People's Choice Awards USA 2017 Favorite Comedic Movie, Casting Society of America, USA 2017 Outstanding Achievement in Casting - Studio or Independent Feature – Comedy, Golden Trailer Awards 2017 Best Comedy – Best Comedy Tv Sport, Guild of Music Supervisors Awards 2017, Women Film Critics Circle Awards 2016 Mommie Dearest Worst Screen – Mom of the Year Award.

The researcher transcript the movie script in the form of document that used by the researcher as the supporting source. The researcher took the data from the utterance from the characters in *Bad Mom 2016* movie and the script that downloaded from [https://www.springfieldspringfield.co.uk/movie_script,\(bad-mom, n.d.\)](https://www.springfieldspringfield.co.uk/movie_script,(bad-mom, n.d.)) . The utterance of the character become the object of this research because the researcher need to identified swear words that the characters produce. The data took from whole of the movie and the researcher only focus on the utterance that contain swear words.

3.3 Method of Collecting Data

In the process of collecting the data, the researcher use the method of observation. According to Sudaryanto (2015) method of observation is the method used by the researcher to find the data by observing. Sudaryanto divided the method of observation into two technique, there are participant and non-participant. In this research the researcher applied non-participant technique. The non-participant technique is applied in this research because the researcher did not involve in the conversation did by the characters in the *Bad Mom 2016 movie*. The researcher did some steps in the process of collecting the data, as follow:

1. Watching the Bad Mom 2016 movie thoroughly
2. Transcribing the Bad Mom 2016 movie script
3. Checking the accuracy of the characters utterance in the movie with the script by watching the movie time after time
4. Selecting the data
5. Classifying the data

3.4 Method of Analyzing Data

In analyzing the data, the researcher using the method of identity to be applied in this research. According to Sudaryanto (2015) the method of identity is a method used by the researcher which the language determiner does not become in one part with the language itself. So, in this research the researcher applied pragmatics identity method to analyzing the data in the *Bad Mom 2016 movie*. In analyzing the data the researcher did some steps, as follows:

1. The researcher collected the data about the swear words in the Bad Mom 2016 movie
2. The researcher classified and analyzed the swear words according to the types which proposed by (Pinker, 2007)
3. The researcher classified and analyzed the frequencies of swear words

3.5 Method of Presenting Research Result

After doing the analysis, the next step is presenting the result of analysis. In this research, the researcher present the result in informal way. According to Sudaryanto (2015) there are two ways to presenting the result of analysis. There are informal method and formal method. Because this research is qualitative method, the data is present by using the word and sentence. The research was presented by using word s and sentences to make the reader easily understand.