

## The Usage of Taboo Words and Euphemism among Malaysian Students on Social Media: A Comparative Study

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Received Date: 13/9/2021 Accepted Date: 21/10/2021 Published Date: 25/1/2022

### Abstract

Social media has grown significantly and is familiar to Malaysian youth especially among the students. It is a platform for the students to communicate and reach others without barriers all around the world, specifically in Covid-19 pandemic situation. Reviewing the posting made by many Malaysian students on social media has alerted many of us to the use of taboo words (TW) and euphemisms (EM). Past research conducted showed that most college students use social media and spend many hours checking social media sites. Hence, it is important to review on the platforms used among these students. It is because the frequent use of TW is expected to lead to negative behavior and if EM has been chosen relatively, it will have led to good behavior. The present study focuses on the use of TW and EM words on Facebook, Twitter and Instagram posting made by Malaysian students. In addition, study has reported that communicating using impolite manners of ways used on social media has become a trend [1]. This situation is worrying as it contradicts Malaysian culture which promotes politeness. Therefore, the aims of the present study are to identify the use of TW and EM weightage in posting made through social media. Afterwards, comparative platforms will be reported to see the monopoly of using TW and EM through the three platforms namely (1) Facebook, (2) Twitter and (3) Instagram. To achieve this, qualitative study conducted through social media content and data collected from posting made by secondary students from the month of March 2020 – May 2020. Students were selected based on convenient sampling where most were closely related to researchers. The use of TW was used widely among students in Malaysia compared to EM.

**Keywords:** *taboo words; euphemisms; students; social media; Malaysian*

### 1.0 Introduction

Words and expressions that are commonly deemed offensive in such ways are referred to as taboo words. According to a famous social anthropologist, it is defined as three main groups of taboo terms and phrases that are attributed to “dirty” words about sex and excretion, words involving religion, and words used in “animal abuse” (calling a person by the name of an animal) [2]. Taboo words (TW) are those that are to be avoided entirely, or at least avoided in ‘mixed company’ or ‘polite company’. TW today tends to be defined by culture and politeness. As a result, the usage of TW is strongly discouraged; those who use TW are considered impolite and disregard the rules of polite behavior and ethics in Indonesia. It is also applied to other countries. Opposite to TW, a euphemism (EM) is a polite language that is used to replace words or expressions that may otherwise be considered blunt or

offensive. EM may take various types, but they all include substituting a less offensive word or term for another.

Social media has grown significantly and is familiar to Malaysian youth especially among the students. It is a platform for the students to communicate and reach others without barriers all around the world, most importantly in the Covid-19 pandemic situation. The use of the internet among the youths in the country is becoming more alarming when the group spends about eight hours a day being online. Malaysian Crime Prevention Foundation (MCPF) senior vice-chairman Tan Sri Lee Lam Thye said the results of the Malaysian Communications and Multimedia Commission's (MCMC) study in 2018 showed that youths were stuck with the digital age problem known as 'digital drug'. According to a study, posts, tweets, and comments on social media that can be accessed by anyone around the world should be done using polite language, both in terms of sentence structure, friendly greetings, use of pronouns, and so on [4]. Therefore, it is appropriate that the use of language in social media meets the requirements of appropriate decency. In addition, researchers also reported that communicating using impolite manners of ways used on social media has become a trend. This situation is worrying as it contradicts Malaysian culture which promotes politeness [1]. Reviewing the posting made by many Malaysian students on social media alerted many of us to the use of TW and EM. Hence, the study is important for the policymakers to alert on the issues that are currently happening among the Malaysian students on the usage of a proper language on social media.

Nowadays, many students seem to be comfortable communicating using impolite and impudent language in public, especially on social media [1]. It seems to be a communication trend nowadays. The report also mentioned that use of these rude and impolite sentences and words is becoming more common among the community, especially youngsters. It seems to be adopted in society when such impolite words become common in everyday conversation or when joking. Jokes and casual communication that use rude and sarcastic language can be accepted by their friends other than it as a way of communication to build a closer friendship. There is no doubt that sometimes the words mentioned are very embarrassing, especially in public, but today's student's immune to their feelings of shame. Therefore, the present study aims to identify the use of TW and EM weightage in posting made through social media. Afterward, comparative platforms will be reported to examine the monopoly of using TW and EM through the three platforms namely (1) Facebook, (2) Twitter, and (3) Instagram.

### **1.1 Research Question**

1. What is the weightage usage of TW and EM by the Malaysian students in the social media?
2. What is the TW and EM used by Malaysian students in social media?

## **2.0 Literature Review**

### **2.1 The Usage of Taboo Words and Euphemisms**

According to the researcher, sacred taboos are archetypal taboos that have preceded human civilization since its beginning and, in some form or another, continue to exist in all societies across the world, forming anthropological universal characteristics [5]. It is also mentioned that the pragmatic intent of euphemistic expression was originally to lessen the effect that the meaning may have had on the interlocutor, an examination of contemporary theological debate revealed that EM has taken on new pragmatic dimensions due to the need to hide negative social implications and shortcomings to foster a favorable picture of truth. Bodily functions such as sex and excretion, private parts, diseases and death, blasphemous terms, wages, salary, ladies ages, and so on are examples of taboo topics [6]. EM is typically used to make taboos, impoliteness, and profanity appropriate, whereas dysphemism employs harsh vocabulary or even taboo words [7].

### *2.1.1 Function of Taboo words in Mass Media*

Taboo is a behaviour ban for a specific group of one or more persons at a given time and in a specified way. When anything physical or spiritual is alleged to be tabooed, what is truly tabooed is communication with a person, a certain group of individuals, or even the entire community [8]. The practitioners in the industry who create those terms (for example, screenwriters) are thus faced with a quandary: how to balance the value of using swear/taboo words for specific purposes (such as practical characterization) with the societal conventions that prohibit their use in the public domain, which include both social perceptions and actual laws [9]. Taboo terms in advertising used to add realism, humor, and consistency; to express viewpoints and influence audience emotion; and to help define settings, events, and characters [10].

### *2.1.2 Taboo Words Used in Social Media*

According to a VitalSmarts poll, 88 percent agreed that individuals are less courteous while using social media; 75 percent of users observe online confrontations and disputes; and one in five users had reduced in-person contact with someone entirely due to what they said online [11]. A comparative study between two major Facebook pages; Buzz Feed India and Scoop Whoop discovered that both websites employ vulgar language to some degree. Scoop Whoop, on the other hand, use more vulgar language than Buzz Feed India [9]

### *2.1.3 The Usage of Euphemisms through Communications*

EM is becoming extremely relevant in people's lives. On the one hand, it improves not only people's conversations but also their intimacy; on the other hand, people are becoming more interested in the study of EM [13]. People's communication styles differ from one society to the next. Such variations are the product of several conventions imposed by speakers of various cultures. Speakers use a communication technique known as "euphemism," which is described as "the extension of ordinary words and phrases to convey negative and humiliating thoughts" [14]. One of the studies, stated that people adopt EM to be discreet, to avoid using things that are seen as too negative by the speakers, or to conceal unfavorable realities [5]. One of EM's most important purposes is to help the other person forget about the TW. In everyday conversation, the speaker will always use EM to communicate his or her feelings indirectly, in order to avoid being disturbing or insulting to the audience [15].

### *2.1.3 Less Euphemisms Usage in Social Media*

People who often converse on social media platforms may consider online communications as a natural source of engagement. While there has been a significant amount of research on trolling and hate speech on social media, civility has gotten less attention [16]. The researchers also stated that practically, this approach can teach social media users how to use politer expressions especially crucial for persons who engage in cross-cultural dialogue and write in new languages. According to Maros, & Rosli [11], computer-mediated communication (CMC) encourages interpersonal contact and expression among users, positive politeness is reported to be the most often employed politeness method by female Twitter users.

## **2.2 Social Media Usage among Students**

According to the International Telecommunication Union (ITU), social media networks have been the most popular websites for users in both developed and developing countries [17]. ITU also stated that the growing success of social networks is due not only to network and technological causes but also to users' social preferences. One of the major changes in the substantial improvements in the field of technology and communications since globalization can be viewed as a mechanism in which the borders within countries become closer due to the ease of contact between countries whether trade, lifestyle, knowledge, or communication [18]. It can be seen especially in this pandemic of Covid-19

where all students in Malaysia have to go through online learning from March 2020. International students can also attend the classes in Malaysia even though being outside the country. Susilo and Putranto also mentioned that the existence of the long-known internet, as well as the emergence of new social media, has facilitated all aspects of life in the world [18]. Meanwhile, a study conducted by Anderson & Jiang [19] explains that the trend in adolescent social media use is just one indication of how the technological world for young people has changed. The emergence of learning platforms through social media nowadays has reached its outstanding approach.

### *2.2.1 Facebook, Instagram and Twitter as Social Media*

Social media has become an integral part of our daily lives in today's culture, especially in our generation. Social networking platforms such as Facebook, Twitter, and others have elevated the technological landscape to a whole new dimension [20]. Facebook was established in 2004 as an online community for Harvard University students, and it has since grown to become the world's most influential SNS [21]. This situation is also supported by a study that proved the attachment among students on SNS is longer than other activities [22], [23]. Other than Facebook, Instagram is an image community embedded in a diverse cultural and historical background that includes histories of fashion, cinema, graphic design, as well as modern social media, design patterns, music videos, and k-pop [24]. Manovich [24] also mentioned that it uses Instagram to provide a glimpse into the personalities of a young global society linked through shared social media networks, cultural sensibilities, and visual aesthetics. Twitter is one of the most widely used social media sites for knowledge sharing. Because of the short message material, this portal presents many difficulties [25].

### *2.2.2 The Popularity of Twitter, Facebook and Instagram*

Twitter is a prominent social networking platform where individuals may post updates, news, and information. In this media, the update, known as a 'tweet,' has a length constraint of only words character per tweet. Despite this constraint, Twitter has 500 million tweets posted daily, with 80 percent of active users on mobile and a worldwide user base of over 320 million in 2015 [11]. The researchers also stated that Twitter's prominence as a new online communication tool, as well as the apparent enforcement of a word limit per tweet, has generated linguistic worries. Facebook began as an online community among Harvard University undergraduates in 2004. It has now evolved to become the world's most popular SNS, with 2.34 billion social network users globally in 2016 [21]. In the same year, Facebook was utilized by 22.9 percent of the world's population. Owned by Facebook, Instagram has 600 million monthly active users with 150 million people using Instagram Stories every day. A statistic recorded by Omnicore [26], 59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram. It is also reported that according to one study, 17% of teenagers say that Instagram is the most important social media platform to them and 90% of users are under 35 years old.

## **2.3 Significance of the Study**

### *2.3.1 Policy Maker (Malaysian Communication and Multimedia Commission)*

The results from this research will benefit the policy-maker of media in Malaysia which is Malaysian Communication and Multimedia Commission (MCMC). The study showed the wide usage of TW among the students in Malaysia. Therefore, developments need to be done on social media to avoid high usage of TW among Malaysian students. In conjunction with the development, the usage of TW can be controlled and also increase the use of EM among students in Malaysia. For instance, Tik Tok application has a filter system that will take down and delete any videos that contain any words that are prohibited on the platform.

### 2.3.2 Future Research

The findings of this research are expected to assist and support readers and provide some contributions, especially to linguistic and media studies. In theory, the authors hope that this research will help the understanding of the usage of TW and EM by Malaysian students on social media. The research also will give knowledge to the students who want to study the use of TW and EM on social media. The present study was conducted using the quantitative method, it is hoped that a qualitative study able to be conducted in the future to quantify actual students' perceptions and factors relating to the use of TW and EM on social media.

### 2.3.3 Higher Education Institutions (HEI)

From the study conducted, it can benefit the Higher Education Institutions and also the Ministry of Higher Education to control the usage of TW among the students in Malaysia. Instead, they can also encourage the usage of EM as Malaysia always promotes the politeness of communication. Furthermore, the students also can improve their writing skills and avoid using TW. Higher Education Institutions and the Ministry of Higher Education play a very significant role as the usage of TW and EM can affect the study quality of the Malaysian students.

## 2.4 Theory Guiding the Study

Social Exchange Theory (SET) is a sociological and psychological theory that investigates the social behavior of two parties interacting and using a cost-benefit analysis to identify risks and rewards. The idea also includes economic relationships which is the cost-benefit analysis that takes place when one party has items that the other party values [27]. These calculations, according to social exchange theory, occur in love, friendship, professional, and transitory interactions as simple as exchanging words with a customer at the cash register. As a result, this theory will be utilized to investigate why students use the TW and EM, as previous research has indicated that the use of TM indicates the intimacy of a friendship, whilst the use of EM indicates politeness and the care of a constructed connection. According to the findings of the study, the students utilized TW to display their connection among their peers. TW is used as a joke among friends, however it is inappropriate to utilize TW with strangers. So the TW utilized to acquire the advantage (closeness) from their buddies is the expense in this case.

## 3.0 Methodology

The present section explains on method used in observing and analyzing the data, a qualitative approach applied, by observing content through three different platforms of social media. Observation and data collected using content analysis towards social media posting on Twitter, Facebook, and Instagram among students in Malaysia. The three social media platforms were chosen because they provide word-posting functionalities that allow users to express their opinions. Code book and coding sheet was used to record and monitor words used among students. The analysis is further made by observing the student's platform for a certain duration. Social media platforms such as Instagram is well known as a platform for people to share photographs, it may nevertheless include a lengthy description and a comment box for users to connect. Besides, according to Maros, & Rosli [11], Twitter has 500 million tweets posted daily, with 80 percent of active users on mobile and a worldwide user base of over 320 million in 2015 alone. Meanwhile, for Facebook, there were 2.34 billion social network users worldwide in 2016 which covered 22.9% of the world population [21] while a statistic reported by Omnicore [26], 59% of internet users between the ages of 18 and 29 use Instagram which shows it is a popular social media platform among students.

In the present study, a total of six students have been closely monitored by researchers to analyze their postings on social media. Among the six students, there will be three male students and three female students. The student's selection was using convenient sampling. This is due to the limitation of time as well as to make early findings on a situation. However, data obtained unable to be

generalized to the total population of students in Malaysia. The students were among the researcher's acquaintances who are from secondary school. This is also handy for the researcher, who works part-time as a tutor for secondary school pupils. The information received from the postings will be documented using a method known as codebook qualitative research. The codebook templates used in the research to gather data are given in Tables 1 and 2. The data from the social media content analysis will be evaluated from March 2020 to May 2020. The period was chosen because March 2020 was the starting of the Movement Control Order (MCO) announced by the Malaysian government to control the spread of the Covid-19 pandemic. For Facebook and Instagram, the researchers will read all the postings, captions, and comments made by the students between the chosen periods. The researchers will also read and scroll the timeline in Twitter among the students to find the usage of TW and EM from March of 2020 to May 2020.

**Table 1** Codebook Template for Frequency of Taboo Words and Euphemisms Used

Social Media	Variables	Date	Student 1
Facebook	TM	Mar' 20	1
		Apr' 20	2
		May 20	0
	EM	Mar' 20	2
		Apr' 20	0
		May 20	0
Instagram	TW	Mar' 20	1
		Apr' 20	0
		May 20	0
	EM	Mar' 20	0
		Apr' 20	1
		May 20	1
Twitter	TW	Mar' 20	3
		Apr' 20	0
		May 20	0
	EM	Mar' 20	2
		Apr' 20	1
		May 20	1

**Table 2** Codebook Template for Words of Taboo and Euphemisms Used

Social Media	Variables	Date	Student 1
Facebook	TW	Mar' 20	- <i>Mampus</i>
		Apr' 20	- <i>Bodoh</i> - <i>Bangang</i>
		May 20	-
	EM	Mar' 20	- <i>Passed Away</i>
		Apr' 20	-
		May 20	-

Instagram	TW	Mar' 20	- <i>Bodoh</i>
		Apr' 20	-
		May 20	-
	EM	Mar' 20	-
		Apr' 20	- Thrifty
		May 20	- Aging
Twitter	TW	Mar' 20	- Shit - Damn - Fuck
		Apr' 20	-
		May 20	-
	EM	Mar' 20	- Unique - Late bloomer
		Apr' 20	- Sleeping with
		May 20	- <i>Buang air kecil</i>

#### 4.0 Results and Discussion

Table 3 below showed the frequency of TW and EM used on social media by postings and comments by the Malaysian students. For Facebook postings and comments, there were not many TW and EMs used by the six students because even though they have an account on Facebook they rarely use the platform to post or comment. They use the platform to gain and share information as Facebook is one of the most influential social media where there were 2.34 billion social network users worldwide according to a research conducted by Kuss & Griffiths [21]. Among the six students, student 5 and student 6 used the most TW compared to the others. 3 usage of TW found within the period for each student 5 and student 6. However, they used more TW compared to the usage of EM. The usage frequency of TW in Facebook is higher than the usage frequency of EM.

**Table 3** Coding Sheet for Frequency of Taboo Words and Euphemisms Used

Social Media	Variables	Date	Student 1	Student 2	Student 3	Student 4	Student 5	Student 6
Facebook	TW	Mar' 20	0	0	1	0	2	1
		Apr' 20	2	0	0	0	1	1
		May 20	0	1	1	1	0	1
	EM	Mar' 20	0	0	0	0	0	0
		Apr' 20	0	0	1	0	0	0
		May 20	0	0	1	1	0	0
Instagram	TW	Mar' 20	0	0	0	0	0	0
		Apr' 20	0	1	0	0	1	0
		May 20	0	0	0	2	0	1
	EM	Mar' 20	0	0	0	1	0	0

		Apr' 20	0	0	1	0	0	0
		May 20	1	0	1	0	0	0
Twitter	TW	Mar' 20	2	3	2	2	4	4
		Apr' 20	1	1	3	2	2	3
		May 20	3	2	1	0	2	3
	EM	Mar' 20	0	0	2	1	0	0
		Apr' 20	1	0	0	0	0	1
		May 20	0	1	1	1	0	0

Besides, for Instagram, the usage frequency of TW and EM is lower than Facebook. This is because Instagram is a social media platform where they can only post pictures and videos. Even though Instagram has new features that allow the users to post words through “create” at Instagram Stories but, the Stories can only last long for 24 hours. It will automatically vanish after the time limit. Therefore, the researchers can only analyze the usage of TW and EM through the captions and comment sections made by the students. Despite the limited usage of words, the TW found were slightly higher compared to the EM used by the students. 5 taboo words in total compared to 4 EM found in the captions and comment sections by the six students.

Twitter has the highest frequency of TW and EM usage by the six students. This is because Twitter is a social media platform where it allows users to express ideas and feelings through words even it has a word limit. Student 5 and student 6 both used the most TW on March 2020 where 4 TW were found each in their postings. However, student 6 used the most TW from March 2020 to May 2020 among the six students where 10 TW were found. Although Twitter has the highest frequency usage of TW, there was still less EM usage by the six students. The frequency gap between the usage of TW and EM is astounding. Plus, there was no EM found on the student 5's postings.

**Table 4** Coding Sheet for Words of Taboo and Euphemisms Used

Social Media	Variables	Date	Student 1	Student 2	Student 3	Student 4	Student 5	Student 6
Facebook	TW	Mar' 20	-	-	- <i>Bodoh</i>	-	- <i>Pantat</i> - <i>Bangang</i>	- <i>Bodoh</i>
		Apr' 20	- <i>Gila</i> - <i>Hancing</i>	-	-	-	- <i>Bodoh</i>	- <i>Kencing</i>
		May 20	-	- <i>Bodoh</i>	- <i>Nokharom</i>	- <i>Mereng</i>	-	- <i>Telur</i>
	EM	Mar' 20	-	-	-	-	-	-
		Apr' 20	-	-	- <i>Thrifty</i>	-	-	-
		May 20	-	-	- <i>Passed away</i>	- <i>Private part</i>	-	-
Instagram	TW	Mar' 20	-	-	-	-	-	-
		Apr' 20	-	- <i>Gila</i>	-	-	- <i>Damn</i>	-
		May 20	-	-	-	- <i>Fuck</i> - <i>Sia</i>	-	- <i>Shit</i>
	EM	Mar' 20	-	-	-	- <i>Petite</i>	-	-
		Apr' 20	-	-	- <i>Aging</i>	-	-	-
		May 20	- <i>Berbadan dua</i>	-	- <i>Unique</i>	-	-	-



Twitter	TW	Mar' 20	- <i>Bodoh</i> - <i>Mampus</i>	- <i>Babi</i> - <i>Gila</i> - <i>Bodoh</i>	- <i>Matilanak</i> - Shit	- Damn - Fuck	- <i>Cilaka</i> - Crazy - <i>Babi</i> - <i>Stim</i>	- <i>Bangsat</i> - <i>Lancau</i> - <i>Waknat</i> - Fuck
		Apr' 20	- <i>Yal</i>	- <i>Sial</i>	- Asshole - Fuck off - Dead ass	- <i>Gila</i> - <i>Bangsat</i>	- <i>Musibat</i> - <i>Lahanat</i>	- <i>Bangang</i> - <i>waknat</i> - <i>Bodoh</i>
		May 20	- <i>Gampang</i> - <i>Gila</i> - <i>Mati</i>	- <i>Gila</i> - <i>Bodoh</i>	- Fuck	-	- <i>Buto</i> - <i>nokharom</i>	- <i>Nakram</i> - <i>Babi</i> - <i>Bodoh</i>
	EM	Mar' 20	-	-	- Washroom - Thrifty	- Ladies' room	-	-
		Apr' 20	- <i>Bilik air</i>	-	-	-	-	-running a little behind
		May 20	-	- <i>Kurang bijak</i>	- Passed away	- late bloomer	-	-

Table 4 above showed the coding sheet for TW and EM used by the six Malaysian students. TW that were found are *gila*, *kencing*, *hancing*, *bodoh*, *nokharom*, *mereng*, *pantat*, *bangang*, and *takde telur*. *Gila* was being used to emphasize an extreme point that they want to deliver on their postings and comments rather than using 'very' or 'most'. *Kencing* means peed while *hancing* is a pungent smell that is sharp and strong by the urine. *Kencing* and *hancing* show the same message which is to show that someone is being cheated or scammed. The word *bodoh* was found frequently being used among the students which mean stupid. *Nokharom* is an acronym made by social media users which means an illegal child. The acronym can be spelled in various ways to make it acceptable because the real meaning behind it is an improper word to be used on social media. *Mereng* brings the same meaning as *gila* but it is not a direct word as *gila*. *Mereng* is a condition that means someone's brain is tilted. *Pantat* in Malay is a private part of women while in Indonesian it means butt. However, it is still an improper word to be used openly and in fact, it is used to curse. *Bangang* brings the same meaning as *bodoh*. *Telur* is a men's private part which is the testicles. The word is being used to say that some men or boys are not brave or in English some people might use "no balls" instead of "eggs". Only 3 euphemisms were found among the students which are thrifty, passed away, and private parts. Thrifty is being used instead of saying cheap as cheap might be unpleasant or unattractive to some people. Passed away was used as a substitute to the dead and died. Dead and die are not taboo but passing away showed some manners in communication. Private parts are also being used to avoid using or saying the parts directly where it can be improper to use them openly on social media.

In Instagram, 5 TW were found which are *gila*, fuck, *sia*, damn, and shit. Social media users often used *gila* to show an extreme point of a message they want to deliver. It has the same way of usage as to how it is being used on Facebook. Fuck is a sex-related word but the users on social media do not use it to say something about sex but it is being used only as a curse word especially when they are angry. *Sia* means unfortunate, unlucky, or bad luck where it is being spelled incorrectly to make it less rough. Damn is a word to condemn vigorously to a situation or even to an individual. Shit means feces and is sometimes referred to as a contemptible or worthless person. It is also used to tease or deceive someone. It portrays the feeling of disgust, anger, or annoyance. Other than TW found, EM was also found used by the students in their Instagram postings and comments. The EM that was found is *berbadan dua*, aging, unique, and petite. *Berbadan dua* means two bodies if it is being translated directly where the actual meaning is someone is pregnant. Saying pregnant is not wrong but *berbadan dua* is used to deliver the message indirectly where it is considered polite in Malay culture. Aging is used instead of getting old as age might be sensitive to some people. Unique is also one of the EM used

by the students to substitute the word odd or weird. Figure size is sensitive among the community, especially women. Therefore, instead of using shorts to state the size, the student used petite.

Twitter has the most usage of TW and EM found among the three social media used by the students. TW found used on the twitter by the students are such as *bodoh*, *bangang*, *mampus*, *mati*, *matilanak*, *yal*, *sial*, *cilaka musibat*, *lahanat*, *gampang*, *waknat*, *nakram*, *nokharom*, *gila*, *babi*, *stim*, *lancau*, *buto*, asshole, fuck off, fuck, shit, dead ass, damn, and *bangsat*. *Bodoh* and *bangang* have the same meaning in Malay which means stupid and show the low level of thinking of someone. *Mampus* and *mati* mean dead or die but in Malay, it is not a proper word to say to someone who is still alive. Even to a deceased person, people normally do not use the words. It is usually being used to curse someone alive to die. *Matilanak* is not a curse word used the others but people use it when they face something bad unexpected. However, it is still a harsh word to be used as the real meaning behind the word is the child is going to die. *Yal*, *sial*, *cilaka musibat*, and *lahanat* have the same meaning which is unfortunate, bad luck, or unlucky. It is all used as a curse to someone or a group. Some of the words sometimes are being spelled incorrectly with the intention of being less harsh. Besides, *gampang*, *waknat*, *nakram*, and *nokharom* bring the same meaning which is an illegal child. *Gampang* in Indonesian means easy but in the Malay language, it is being used to curse. *Waknat*, *nakram*, and *nokharom* are all acronyms from two different words which are *anak* and *haram*. *Gila* is a state of a person's condition that is not normal or in other words, crazy. *Babi* is a pig. The word is often used to curse people as a comparison because the pig is haram in Islamic law. *Stim*, *lancau*, *buto*, asshole, fuck off, and fuck are words related to sex and sexual activities. Any words related to sex or sexual activities are improper to be used openly *Stim* is an expression of someone is high with drugs or horny. *Lancau* and *buto* is a men's penis. *Lancau* originates from the Chinese word "lan jiao". *Lancau* and *buto*, asshole, fuck off, and fuck were all used to curse because of dissatisfaction. Damn, bring the same meaning as used in Instagram which means to condemn vigorously to a situation or even to an individual. Next, *bangsat* means bad people or thief or bad deeds and being disliked by people.

Although EM is used lower than TW in Twitter by the six students, EM usage in Twitter is still higher compared to the usage in Facebook and Instagram. EM used by the students found in Twitter is *kurang bijak*, *bilik air*, washroom, ladies' room, thrifty, passed away, late bloomer, and running a little behind. *Kurang bijak* means less wise. Instead of using stupid, people tend to use less wisely to deliver the message adequately. *Bilik air*, washroom, and ladies' room have the same meaning. *Bilik air* was being used instead of *tandas* or *jamban* while washroom and ladies' room were used to replace the word toilet. The words were used to avoid being overly blunt and remain in a tone of politeness. Thrifty means are cheap. Talking about money and financial situations is not always deemed acceptable. As a result, the words thrifty were used instead of cheap. Passing away is a delicate way of saying dead. Late bloomers were used instead of being behind grade level. The same goes for running a little behind, it was used to replace "late". Late bloomers and running a little behind was used to express unflattering qualities or attributes of a person, or to characterize undesirable actions. People are normally raised being told to avoid saying anything if they can't find anything nice to say.

## 5.0 Conclusion and Discussion

In conclusion, the usage of TW was found more compared to the usage of EM either in Facebook, Instagram, or even Twitter. Among the three social media chosen to analyze, Twitter contains the highest usage of TW and EM. This is because Twitter is a platform of social media that allows users to write more but within the words limit. Even though Facebook also allowed the users to write more but through the findings, the researchers found that the students use it only to gain or share information they perceived on the page as the platform is used widely all around the world. In addition, there was less usage of TW and EM on Instagram because it is a platform that focuses the users to share pictures and videos. Hence, usage of TW and EM were only found in the captions and comment

sections. In Malaysia, children are normally raised by their parents being told to only speak good things and avoid saying bad words not only curse words but things that might hurt others. Therefore, it is common for people to use EM in daily conversations. EM is a polite statement that is used to replace words or phrases that would otherwise be considered harsh or unpleasant.

The comfortability and preference in communicating using impolite and impudent language in public, specifically on social media has become a norm as daily language among the community especially teenagers [4]. The worrying situation is considered rude and embarrassing as the choices of words are less suitable to represent good manners. Although TW are accepted by their friends, still there are many other options of words that can be used as a way of communication to build a closer friendship. Because TW is being used openly and widely on social media as the daily language to communicate, students nowadays seem to be immune to their feelings of shame. The present study is worth conducting because it proves that they do prefer and use TW a lot as daily communication. Hence, further action needs to be taken to make sure TW is used less and instead use EM as a better choice of words. Through the research conducted, the researchers found that EM is used less than TW. This probably due to less exposure of EM usage among students. In the future, further study needed to research the exposure of EM among the Malaysian youth to explore reasoning on less usage of EM among Malaysian students.

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