

ANALYSIS OF PRESUPPOSITION IN TABOO LANGUAGE ON DEDDY CORBUZIER'S PODCAST: A CASE STUDY OF THE ECCA AURA EPISODE

Piyadi

English Literature, Institut Prima Bangsa, Cirebon, Indonesia

Piyadi670@gmail.com

ABSTRACT

This research aims to analyze the presuppositions and use of taboo language in Deddy Corbuzier's podcast episode featuring Ecce Aura. Utilizing Timothy Jay's (1992) theory on taboo language and George Yule's (1996) theory of presupposition, this study explores how these elements function in podcast discourse. The qualitative descriptive method is used with data collected from selected podcast episodes. The analysis identified various types of taboo language, including profanity and derogatory terms, such as "*titit*," "*tolol*," and "*bangsat*," and presuppositions related to social boundaries and communication norms. The results suggest that taboo language in the podcast serves not only as a means of self-expression but also as a way to navigate social norms and stimulate discussion on sensitive topics, such as religion and personal boundaries. This study offers valuable insights for digital media professionals in managing effective communication strategies while avoiding unnecessary controversy in the digital space.

Keywords: presupposition, taboo language, podcast, digital media, pragmatics

ABSTRAK

Penelitian ini bertujuan untuk menganalisis prasangka dan penggunaan bahasa tabu dalam episode podcast Deddy Corbuzier yang menampilkan Ecce Aura. Menggunakan teori Timothy Jay (1992) tentang bahasa tabu dan teori prasangka George Yule (1996), penelitian ini mengeksplorasi bagaimana elemen-elemen ini berfungsi dalam diskursus podcast. Metode deskriptif kualitatif digunakan dengan data yang dikumpulkan dari episode podcast terpilih. Analisis berfokus pada mengidentifikasi jenis bahasa tabu dan prasangka, dengan tujuan mengungkap bagaimana fitur-fitur linguistik ini mempengaruhi komunikasi dalam konteks digital. Hasil penelitian ini diharapkan dapat memberikan wawasan bagi para profesional media digital dalam mengelola strategi komunikasi yang efektif, terutama dalam menghindari kontroversi yang tidak perlu dalam ruang digital.

Kata Kunci: prasangka, bahasa tabu, podcast, media digital, pragmatik

INTRODUCTION

The use of taboo language in daily communication, including in digital media such as podcasts, has drawn the attention of researchers. The scope of this research focuses on the analysis of taboo language and presupposition in Deddy Corbuzier's podcast, specifically in the episode featuring Ecce Aura. Podcasts, as a form of digital media, allow hosts and guests to speak freely without censorship, thus providing room for broader use of taboo language.

Deddy Corbuzier's podcast was selected due to its informal, free-flowing, and sometimes controversial style. The episode with Ecce Aura is particularly interesting for analysis because it contains frequent use of taboo language, providing insight into how such language is used in digital discourse. This analysis aims to understand how taboo language and presupposition are used in the digital media context and their impact on the audience.

Previous research related to taboo language and presupposition has primarily focused on traditional media such as films and television. However, studies in the context of digital media, especially podcasts, are still limited, particularly in Indonesia. Considering that podcasts offer a more spontaneous and uncensored conversational space, this research is expected to provide new contributions to understanding the variations of taboo language and presupposition in digital communication.

The scientific novelty of this research lies in the analysis of taboo language and presupposition use in podcast media, which possesses unique characteristics compared to other media. By examining podcasts, this study offers new insights into how taboo language and presupposition function in digital media communication in Indonesia.

The objective of this research is to identify and analyze the forms of taboo language and presuppositions that appear in the digital conversation in the podcast. Through this research, it is hoped that new insights can be found that will be useful for digital media professionals in managing effective communication strategies without causing unnecessary controversy.

METHOD

This research employs a qualitative descriptive approach in accordance with John W. Creswell's (2022) framework. Qualitative research is designed to deeply understand and explore social and human phenomena, making it particularly suitable for analyzing the use of taboo language and presupposition in Deddy Corbuzier's podcast episode featuring Ecce Aura.

The primary data source for this research is the podcast episode featuring Ecce Aura, which was accessed through the podcast's official YouTube channel. Data collection was conducted using observation and documentation methods. The observation technique was utilized to identify various types of taboo language present in the episode, while documentation was employed to record relevant segments of the conversation for a more thorough analysis of presuppositions.

The steps in data analysis include familiarization with the data, coding, theme development, and interpretation of results. These stages are designed to ensure a systematic and valid analysis, following Creswell's (2022) methodology. Categories of taboo language will be identified based on Timothy Jay's (1992) theory, while the analysis of presuppositions will utilize George Yule's (1996) framework. This research focuses on identifying the types of taboo language and presuppositions used in the conversation, as well as examining how these two elements influence communication in the digital context of the selected podcast episode.

RESULT AND DISCUSSION

In this study, the analysis was conducted on ten quotes from Deddy Corbuzier and Eccca Aura's podcast that include the use of taboo language and presuppositions contained within each quote. The research aims to answer the research questions focusing on the types of taboo language used and the types of presuppositions found in each quote.

Data 1

"Sebenarnya iya pernah diajak sama dokter Boike aku gamau ngapain bahas titit." [03.47 – 03.53] - Eccca Aura

"Actually yes, I was once invited by doctor Boike but I didn't want to talk about penis." [03.47 – 03.53] - Eccca Aura

In this quote, the use of the word "titit" (penis) shows an element of profanity or crude language. The presupposition here is that the speaker feels uncomfortable discussing a taboo topic, indicating boundaries in communication around intimate themes.

Data 2

"Aku udah pernah ketemu dokter Boike waktu di Talkpot bahas seks tapi yang gak titit banget kok." [03.53 – 04.05] - Eccca Aura

"I have met doctor Boike on the Talkpot show discussing sex, but it wasn't too much about penis, really." [03.53 – 04.05] - Eccca Aura

The term "seks" (sex) along with the phrase "*gak titit banget*" (not too much about penis) creates a humorous context but still reflects obscenity. The presupposition here shows that there are limits to what is considered appropriate in a discussion, reflecting social norms that govern conversation about sex.

Data 3

"Kemarin gua marah-marahun nih anak creative tolol." [05.25 – 05.27] - Deddy Corbuzier

"Yesterday I scolded this stupid creative kid." [05.25 – 05.27] - Deddy Corbuzier

The word "*tolol*" (stupid) serves as an insult or derogatory term directed at another individual. The presupposition contained within it is that the action causing the anger stems from an individual perceived as incompetent.

Data 4

"Yang naro makanan juga goblok kan dia butuh makannya pas masih hidup." [14.40 – 14.42] - Deddy Corbuzier

"The one who placed the food is stupid too, he needs the food while still alive." [14.40 – 14.42] - Deddy Corbuzier

In this context, the use of the word "goblok" (stupid) is an example of a slur meant as an

insult. The presupposition here is that there is an expectation of proper treatment for individuals in need, and the action is considered a mistake.

Data 5

"Eh bangsat gua lagi naikin drama supaya dibela orang." [20.37 – 20.42] - Deddy Corbuzier

"Hey, bastard, I'm raising the drama so people will defend me." [20.37 – 20.42] - Deddy Corbuzier

The word "bangsat" (bastard) here is an example of profanity, expressing strong emotion. The presupposition in this context is that there is a strategy to gain public sympathy by creating drama.

Data 6

"Gua setuju si sama lu itu bintang tamunya blunder kalo gua yang ngadepin itu udah gua setrum pake mic." [24.08 – 24.15] - Deddy Corbuzier

"I agree with you, that guest was a blunder, if it were me handling it, I would have electrocuted him with a mic." [24.08 – 24.15] - Deddy Corbuzier

While no explicit taboo word is used, the phrase "setrum pake mic" (electrocuted with a mic) creates a vulgarity connotation in expressing anger. The presupposition here is that there is an extreme way of expressing dissatisfaction.

Data 7

"Beautiful itu dari hati hatinya bersih bersih hati lu muka lu kagak." [39.51 – 39.57] - Deddy Corbuzier

"Beauty comes from the heart, if your heart is clean, but your face isn't." [39.51 – 39.57] - Deddy Corbuzier

Although no taboo language is used, this statement could be considered obscene by demeaning appearance. The presupposition behind this statement is that physical beauty is connected to moral values, creating tension between social judgment and morality.

Data 8

"Lu aja gak jelas ulang tahun 2 kali ngapain." [41.21 – 41.23] - Eccca Aura

"You're just confusing, why celebrate your birthday twice." [41.21 – 41.23] - Eccca Aura
This quote does not contain taboo language but conveys a tone of disdain. The presupposition is that the speaker feels superior in terms of knowledge or understanding of the situation.

Data 9

"Kenapa si gak suka orang Kristen." [46.08 – 46.11] - Eccca Aura

"Why don't you like Christians?" [46.08 – 46.11] - Eccca Aura

Although no taboo word is present, this expression contains elements of blasphemy, which could offend religious beliefs. The presupposition reflects the assumption that someone's religious preference is debatable.

Data 10

"Pakaian gua masih Kristen ya lu mau ngomong itukan." [47.01 – 47.03] - Deddy Corbuzier

"My clothing is still Christian, that's what you want to say, right?" [47.01 – 47.03] - Deddy Corbuzier

This quote, while not containing explicit taboo language, can be considered a slur depending on its context. The presupposition here is that religious identity can become a sensitive topic for discussion.

Discussion

In this study, the use of taboo language in Deddy Corbuzier and Ecce Aura's podcast has been identified and analyzed through ten quotes, reflecting various aspects of language and social norms. Each quote not only contains elements of coarse or taboo language but also illustrates how this language is used to construct meaning and social interaction between the speakers and listeners.

The use of profane words such as "titit," "tolol," and "bangsat" serves as strong expressions of emotion. In the first quote, Ecce Aura expresses discomfort when discussing certain topics, using language considered taboo as a form of protection to maintain distance from more intimate discussions. This reflects the function of taboo language as a way to express feelings openly without becoming entangled in rigid social norms.

Many of these quotes use humor to capture the audience's attention. For example, when Deddy Corbuzier speaks about his anger towards a "creative stupid kid," there is a satirical tone that critiques the individual's performance within the team. This demonstrates how coarse language can be used to convey social criticism in a lighter manner, making it more acceptable to the audience.

The analysis of these quotes also highlights the social norms that restrict discussions on sensitive topics like sex and religion. For instance, Ecce Aura's use of the phrase "why don't you like Christians?" indicates that although religious beliefs are considered taboo, they remain a topic of discussion among adults. This creates space for the exploration of ideas that may not be widely accepted in society while also challenging existing values.

In several quotes, such as Deddy Corbuzier's statement about beauty coming from the heart, there is an emphasis on the connection between physical appearance and moral values. This creates the presupposition that individuals are judged not only by their appearance but also by their character and actions. In this context, taboo language functions not just as a communication tool but also as a means of expressing worldview and personal values.

The use of taboo language in this podcast also demonstrates its impact on the audience. Profane words and humor can make listeners feel more connected to the speaker, creating a more relaxed atmosphere. However, on the other hand, the use of this language can also generate controversy and debate about the boundaries of communication.

CONCLUSION

Based on the analysis, it can be concluded that the use of taboo language in Deddy Corbuzier and Ecca Aura's podcast serves not only as a form of self-expression but also creates a broader space for discussions about social norms and cultural values. Each quote reflects how individuals interact with their environment and use language to express their identities and personal views. Although often deemed controversial, taboo language plays a significant role in modern communication, particularly on social media platforms and in podcasts. In this context, coarse language not only adds authenticity to the conversation but also facilitates deeper dialogue on issues relevant to society. Therefore, it is crucial for both listeners and speakers to comprehend the impact of the language they employ, as it shapes social perceptions and interactions. This research contributes to a deeper understanding of the dynamics of taboo language within social contexts and illustrates how such language can be utilized to navigate the boundaries of communication. It is hoped that this study can serve as a reference for future research exploring other aspects of taboo language and presupposition in public communication, further enriching the field of linguistic studies in digital media.

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