

ABSTRACT

Podcasts are one of the YouTube platform programs that are in great demand by the wider community. With the current development of social media, there are many uses of swear language that are free to be spoken, one of which is the use of language in podcast content. Currently, the use of swear language is not only spoken by adults, but also by small children, teenagers and adults. The research aims to identify the form of use and purpose of swear language in the HAS Creative Dzawin Nur and Praz Teguh podcast content. The research method was carried out by identifying swear language, distributing coding sheets, conducting interviews. Observational research data collection methods, coding sheets, interviews, and documentation. Source triangulation research data validity method. The results of this research show that the content of the HAS Creative Dzawin Nur and Praz Teguh video podcast with the title "PWK-Dzawin Nur Unpacks the Ritual of the Science of Summoning Kuntilanak in the Gray Sky with Praz Teguh". There are 29 swear words with categories of animals, gender, adjectives and nouns. There are ten purposes for using swear language, namely as a form of breaking the ice, expressing affirmation, expressing anger, expressing familiarity, expressing surprise, expressing joy, expressing disbelief, expressing insults, expressing self-defense, and expressing sadness.

Keywords: podcast, swear language, intended use