PHENOMENON OF CURSING IN TIKTOK SOCIAL MEDIA: A SHIFT IN MEANING IN SOCIETY

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Cursing is a taboo expression for the people of Indonesia. Taboo is a prohibition in society against behavior that is considered dangerous and can make them ashamed and humiliated (Santoso, 2019; Wijana and Rohmadi, 2011). The emergence of these taboo words is due to 3 things, namely related to something scary, that make people feeling uncomfortable and something that is not polite and inappropriate. One of them is cursing 'puki mai'. 'Puki" is female genitalia, and 'mai' is a mother in Ambonese language. In the past, this curse was rarely heard because it was considered to have no respect for women/harassed women. If someone curses, then the others will avoid playing with him. However, based on initial observations, it can be seen that people's behavior in this digital era is changing. Cursing in TikTok was responded differently. This has become a trend and even tends to be entertainment for the audience. This can be seen from the number of people who liked these cursing videos more than 49.600 people on May 15, 2021 and duplicated the sound recordings of the videos in various version and shared more than 2.000 people. Based on the above background, this research is focused on finding out whether cursing 'puki mai' before and after seeing TikTok is a taboo for people living in today's digital era and whether there are differences in perceptions about cursing in TikTok across generations (Baby Boomer generations, X, Y and Z).

The approach in this research is descriptive qualitative using purposive sampling technique. The samples of this research are 100 respondents from across generations. Data were collected from February to April 2021 using a questionnaire (open-closed combination) to determine perceptions and confirmed using in-depth interviews. In addition, participatory observations were also made when respondents watched the videos shown. This triangulation method is used to test the validity of the data. Furthermore, the data were analyzed using the Miles and Huberman model, which began by reducing the data that had been collected, presenting the data and then drawing conclusions.

The results of the study showed (1) that perception of cross-generational respondent about the taboo of cursing before watching TikTok videos. The results in this diagram show that BB generation and X generation still think it is taboo, while Z generation is almost balanced.
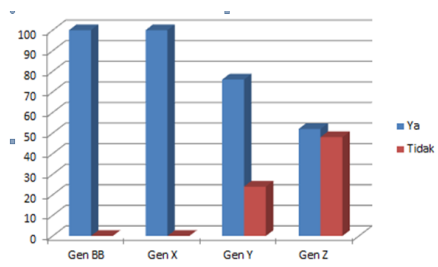
2) There is a shift in the meaning of taboo in society due to a shift in values. After watching Tiktok videos, most of the BB generation still consider that the cursing is something rude. While most of the Z generation think it is a normal thing.

The Cross-Generational Perception of Cursing on TikTok (Video 3)
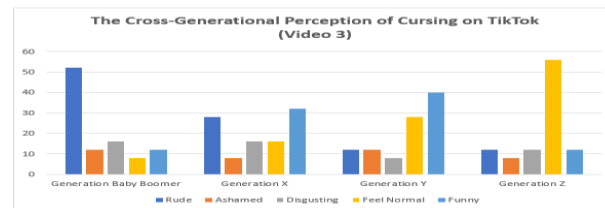
Based on the result, it can be concluded that (1) the perception of Cursing as something taboo is still believed by the Baby Boomer generation and X generation before watching TikTok Videos. On the other hand, it is not taboo for the Z generation; (2) After watching Tiktok videos, the BB and Z generation's perception of Cursing does not experience a shift in meaning. On the other hand, a shift in meaning occurs in X and Y. There is an inconsistency of perception of Cursing.

The research shows that there is a shift in meaning in society, especially in generation Z because cursing in generation Z is no longer a taboo. This has an impact on the character of society, especially the younger generation today. Thus, this research can be input for the world of education to pay more attention to the character education of students and also the norms that apply in society.

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