

# An analysis of swearing words in Donald Trump's 2023 speeches

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## ABSTRACT

Many people still believe that using swearing words is taboo. However, it is undeniable that swearing words are becoming more widespread, particularly among young generations, westerners, and people who have close relationships to express emotions or as a way of speaking. This study aimed to explore themes and functions in Donald Trump's 2023 campaign speech videos under the auspices of pragmatics. This study used a qualitative approach throughout the technique of content analysis. Data collection was carried out through observation, which consisted of pre-observation, observation, transcribing data, and cross-checking the entire data. The data analysis technique used in this study was thematic analysis, which also consisted of coding, classifying, discussing, and reporting. Furthermore, to achieve trustworthiness, the researcher carried out triangulation through expert judgment to confirm the validity of the data.

This study revealed the swearing words spoken by Donald Trump were classified into two themes, namely Religious and Scatological Themes. Then, the five functions of swearing words were also revealed, namely expletive, auxiliary, affirmation & contradiction, unfriendly suggestion, and name-calling. The study of these swearing words helps us to understand the cultural norms and values that apply in society and can be used to build identity and solidarity, particularly in communities that allow the use of swearing words. This study also provides an understanding of how important swearing words to express emotions to reduce frustration or disappointment. However, the use of swearing words must be adjusted to the situation and conditions, especially to whom the swearing words are directed.

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## 1. Introduction

### 1.1 Background of The Study

In conversing, language is considered to be the needs (Goodman & Goodman, 2013) to ease people in communicating with each other (Saddhono, 2017). Through language, everyone can deliver their thought and it can also be employed in delivering ideas through polite or swear words based on people's preference. In addition, it is needed to know that individuals have preferences in delivering their opinions and beliefs (Mooney & Evans, 2018). Surely, it will cause something unpleasant to happen. Therefore, it is difficult for people to express their feelings or ide well which means in the end they will use swearing words. The use of swearing words is actually caused by emotional instability, affiliation, spontaneity, and unhappiness about something. (Sinaga et al., 2023).

Swearing words have been developing for thousands of years (Chirico, 2014; Mohr, 2013; Vingerhoets & Bylsma, 2013) and it has become part of the vocabulary used in everyday life (Kremin, 2017; Stapleton, 2010). As stated by Mohr (2013), up to 0.7% of the words a person speaks every day contain swearing words. For that, swearing words in this 21<sup>st</sup> century are no longer a taboo thing that society must avoid because it is used in everyone's daily communication (Andang & Bram, 2018). Moreover, the unique facts in delivering swearing words is teaching the utterers and the listeners on how their brain, minds, or even societies work to produce intelligence and creativity at the end of the result (Byrne, 2017; Washmuth & Stephens, 2022). On the other hand, it can be seen from many western societies, especially young generations use swearing words as humor and express their annoyance (Byrne, 2017; Jay, 1992) to make the atmosphere do not seem awkward. It means that swearing is necessary in any communication between Western communities to improve their interpersonal relationships.

According to the figure who always utters swearing words, Donald Trump is considered as one of the most important and controversial figures in the United States (Crines & Dolowitz, 2018; García, 2018). It can be seen from his speeches that it contains a lot of swearing words. Along with the many controversial issues raised by Donald Trump, anti-immigrant is considered one of his controversial issues (Sullivan, 2023). Donald Trump stated that immigrants "poison the blood of the nation." Then, since Donald Trump wants to renominate himself as president of the United States, he has often delivered speeches that contain insinuations using swearing words to bring down and judge the Joe Biden's administration as the current president of the United States. Apart from that, Donald Trump is also a prominent politician and businessman (Street, 2019). This social background does not prevent him from being a brave, critical figure, able to comment and condemn things that are not in accordance with his wishes and the facts that are happening in the United States.

Additionally, what is most surprising is that Donald Trump was able to become the leader of the United States and achieved a number of successes during his leadership, even though he is known as a sarcastic, critical, and cunning person (Mekouar, 2022; Sherman, 2017), especially in his speeches. All swearing words were definitely embedded in every speech he named, both before and after becoming head of state, based on videos of his speeches uploaded on YouTube. The reason is that Donald Trump is a Westerner whose use of swearing words has become a habit. In this case, Donald Trump uses swearing words as a tool to criticize allies or governments he considers incompetent, especially in terms of advancing the United States. Then, as a respected and influential figure in the United States, Donald Trump became increasingly malignant toward his opponents regarding the issues of the US presidential election that will be held soon. Thus, the researcher was motivated and curious to analyze the meaning of the swearing words uttered by Donald Trump in his campaign videos. For this reason, referring to meaning, the researcher wanted to explore and analyze the themes of swearing words in Donald Trump's 2023 campaign speeches and the functions of swearing words in his 2023 campaign speeches.

## 1.2 Research Questions

According to social media footage of Trump's speeches, which is currently being focus of American attention, it is evident that several expressions of swearing words. In dealing with video speech itself, the researcher poses the following two research topics, as follows:

1. What are the themes of swearing words used in Donald Trump's 2023 campaign speeches?
2. What are the functions of swearing words used in Donald Trump's 2023 campaign speeches?

## 1.3 Literature Review

### 1.3.1 Pragmatics

Pragmatics is defined as the study of how context influences meaning (Thomas, 2014). It is also added by Yule (1996) that pragmatics is a study of how listeners can perceive a context based on their intended meaning, assumptions, and the type of action they want, in which all freedom to interpret the context is connected with the linguistic forms when the speaker speaks. However, it is difficult for humans to be consistent and impartial when analyzing concepts in the study of pragmatics (Leech, 2016) so that it can be complicated at times. For that, it necessitates a thorough comprehension of what is going on in people's minds as well as knowledge of the pragmatics theories.

### 1.3.2 Swearing Words

Swearing words are emotive language (Ljung, 2011) which is familiarly used to convey a strong emotion of a speaker (Vingerhoets & Bylsma, 2013). Swearing can also be described as the use of unpleasant or obscene language to emphasize the intended both an individual or thing (Sa'adah, 2019). Swearing is generally regarded negatively because it is said to generate problems for the utterer as well as the listener. In line with Jay (2009), swearing is a forbidden language coming from social customs and it is referred to as offensive emotional language by many (Fägersten, 2017). According to (Stapleton, 2010) swearing is a linguistic action based on forbidden taboos with social or cultural implications, such as sexual or internal organs which can risk of censure.

In conclusion, swearing words are a tool for those who say them to express their emotions, which can offend other people's feelings. This is because the use of swearing words come from many things, such as religion, sexuality, and even intimate parts of the body. As a result, it will cause the listeners to be offended and end up in a conflict between the utterer and the listener.

### 1.3.3 Themes and Functions of Swearing Words

#### a. Themes of Swearing Words

##### 1) The Religious

It refers to religion or supernatural things in the same way that many other languages do. Many languages, including Christian and Muslim, can be used to make celestial vows (i.e. Christian and Muslim) such as God, Jesus/Christ, the Holy Spirit, and the saints. Furthermore, in Islamic culture, the attribute of swearing is associated with these religious figures, such as Wa-'izzat Allah, which means "For the Glory of God," and Wi Hyaat Allah, which means "For the Life of God." On the other hand, celestial Christian swearing was eventually replaced by diabolic swearing, which invoked the devil and hell. Furthermore, in line with diabolic swearing, the word damnation is associated with hell. According to Cambridge Dictionary, n.d; Walls (1992), it refers to the act of sending someone to hell or the state of being in hell. As time passes, they can also express their annoyance, emphasize their emotion or anger by simply saying "damn" (Šindelářová, 2016).

##### 2) The Scatological

The scatological swearing refers to excrement and the anus. It is prominent in all the languages in this study. It can be a form of piss, shit, asshole, crap, ass, etc. This type of swearing is more often used in swearing than others.

#### b. The Functions of Swearing Words

##### 1) Expletive

It is employed to convey emotions that are not directed to others.

For example: God damn it, fuck, shit.

##### 2) Auxiliary

As a way of speaking (lazy swearing, an auxiliary type of swearing is not aimed to a person or situation. It is often or always non-emphatic.

For example: this fucking Y, this bloody X

In addition, there are other functions of swearing words that are proposed by Ljung (2011), as follows:

##### Stand-alone function

Stand-alone function refers to a major type. It is a structural function of swearing word that can function independently without the addition of other words. It entails the following:

- 1) Affirmation and Contradiction, a kind of swearing expression that is added to certain situations, particularly when there is disapproval. For example: the hell it was (it referred to the motorbike whose tire was punctured).
- 2) Unfriendly Suggestion, is a swearing expression of the speaker's assault reaction to someone in conversation to respond to what someone has said. For example: Go to hell!!, Kiss my ass!.

- 3) Name Calling, is a swearing expression of the speaker's opinion whether negative or positive opinion to the addresser. For example: a burglar, a murderer, an idiot, etc.

### 1.3.4 Campaign

In general, a campaign is a process of communication activities by individuals or groups carried out under the auspices of an institution whose aim is to create a certain effect or impact on the public. As stated by Rogers & Storey (1987), a communication campaign is a set of coordinated activities aimed at a particular audience, with time constraints and predetermined objectives to meet certain targets. Political parties are typically closely associated with this type of campaign activity. Therefore, calling for a political party to campaign can be carried out through banners, advertisements, or even speeches from parties who have an important role in nominating council members.

### 1.3.5 Donald Trump

Donald Trump is an important and influential figure in the United States (Ivana & Suprayogi, 2020). He was born in New York on June 14, 1946. Donald Trump graduated from college with a bachelor's degree in economics from the Wharton School at the University of Pennsylvania. Trump is a man who has the ambition to develop his career from businessman, and politician, to the presenter of an American TV series (Kadim, 2022). He is also a figure who dares to say something contradictory. He is known by some Americans as ambitious, aggressive, sarcastic, intimidating, or even controlling (Immelman, 2020). This can be seen from the video of his speeches which often make sarcasm of his enemies, even openly mocking the performance of Joe Biden, who is currently serving as the 46th president of the United States. Thus, it is evident that this man full of controversy did this in order to bring down Biden in order to gain positive support from the American people for his future candidacy. However, during his leadership, the United States experienced rapid economic growth. As Hult (2021) stated that Donald Trump has already achieved in several sectors, including economy, international affairs, federal judiciary, and deregulation.

## 1.4 Review of Related Studies

At present, there are many studies which have been conducted related to Swearing Words. Therefore, the previous study that analyzed swearing words was conducted by Kristy Beers Fägersten (2017), entitled English-language swearing as Humor in Swedish comic strips. This study employs qualitative study and aims to investigate how non-native English Swedish swear words were used in Swedish-language comics and discuss how language and pragmatics play a part in humor. In this study, the researcher used the theory of humor from Flansburg and Barrett (2008) to select Swedish comic strips that consist of humor taken from Encryption. This study shows 6 examples of Swedish comic strips with English swear words- switch because using English swear words in the context of comic strips constructs and uses English as a humorous.

There is also a study conducted by Ririn Susetyaningsih (2014) entitled A Sociolinguistic Analysis of Swearing Uttered by The Main Character in The Film The Wolf of Wall Street with 2 main purposes. The study aimed to analyze the types of swearing words and the reason of using swearing words by the characters that used theory from Andersson and Trudgill. The result of this study shows the main character of the film The Wolf of Wall Street uttered 120 swearing words during 60 minutes.

## 2. Method

This study employed qualitative research. According to Leavy (2014), qualitative research based on social and behavioral reflection is used to investigate, describe, and clarify phenomena, reveal the significance individuals attribute to actions, events, and artifacts, and develop a deeper understanding of social existence. For this reason, the aim of qualitative research is in line with the aim of this study, which focuses on analyzing swearing words in Donald Trump's 2023 campaign videos. Thus, this study is classified as qualitative content analysis. Qualitative content analysis refers to a flexible method that uses an inductive approach aimed at understanding text and images to form answers to questions which are then designed to condense raw data into categories or themes based on interpretation (Cresswell, 2012).

## 2.1 Data Sources

The data sources in this study refer to swearing words in Donald Trump's 2023 campaign videos accessed via YouTube. Regarding videos of Donald Trump's campaign speeches accessed via YouTube, the researcher confined the study to campaign speech videos only in 2023. This was because Donald Trump's campaign videos in 2023 were different from campaign videos in previous years (i.e. 2016 and 2020) which it only discussed the presidential election and the internal issues of United States. However, in the video of his campaign speech in 2023, Donald Trump also discussed issues related to the presidency of the United States which will be held soon. Then, Donald Trump also discussed international issues such as the Ukraine and Russia war, the Hamas and Israel war, and so on, which are currently being widely discussed and are the center of attention of people around the world.

For this reason, from many campaign speech videos circulating on YouTube, in selecting the campaign speech videos used in this study, it must meet the parameters determined by the researcher, as presented below:

- a. Firstly, the campaign speech videos must contain complete speech videos so that the researcher obtained the full context and meaning of Donald Trump's speeches.
- b. Secondly, the contents of the campaign speech videos must be included swearing words uttered by Donald Trump.
- c. Thirdly, the researcher prioritized campaign speech videos that had the highest ratings (i.e. the most viewers and the number of likes for the campaign videos).
- d. Lastly, the subtitles of the campaign speech videos should be activated to make the researcher easier to transcribe the data.

Therefore, after selecting many videos of Donald Trump's 2023 campaign speeches based on the parameters, there were 9 videos from various types of publisher channels that were used as data sources in this study. Then, the time for campaign speech videos as a data source was from April to December 2023. This was because Donald Trump's campaign speeches first appeared in April and the researcher had carried out a very strict search regarding publishing campaign speech videos by Donald Trump before April 2023. Furthermore, additional information regarding to the data sources, the campaign videos were from the United Kingdom and the United States seen by the channel publishers. Therefore, related to the origin of the channels, the first comes from the United Kingdom, consisting of The Telegraph which published a Donald Trump campaign video with the title *Former President Speaks to Nation in Mar-a-Lago after Arrest*, The Times and The Sunday Times which published A campaign video with the title *Donald Trump speaks at a campaign rally in Houston, Texas*.

In addition, the second comes from the United States, consisting of FOX 5 Atlanta which published a campaign video with the title *Former President Donald Trump at Georgia GOP Convention*, CNN-News18 which published a campaign video with the title *Former US President Donald Trump Vows To Ban Gaza Refugees*, LiveNOW from FOX which published a video with the title *Trump Speaks in South Dakota, Receives Endorsement from Gov. Kristi Noem*, *Trump Speaks in Michigan instead of Attending Republican Debate*, *Donald Trump speaks at GOP California Convention*, Forbes Breaking News which published a campaign video with the title *Trump Goes On Attack Against Biden Over Ongoing Migrant Influx At Iowa Campaign Rally*, and NTD which also published a campaign video with the title *Trump Speaks at New Hampshire Rally*. Thus, there is a table that contains more detailed information regarding the data source in the form of 9 videos of Donald Trump's campaign speeches

## 2.2 Data Collecting and Data Analysis Technique

In collecting data, the researcher used observation. Referring to observation because it allows the researcher to collect data directly from research sources (Cohen et al., 2017). Additionally, the researcher can observe directly what happens in the social context being studied. It is needed to know that observation can be divided into several types such as complete participant observation, participant as an observer, non-participant observation, and complete observation (Cresswell, 2013). However, the role of the researcher in conducting this study was as non-participant observation because in this type the researcher only played the role of observing and



took notes regarding the data sources that have been provided. For this reason, the data collection in this study consists of 3 stages, namely observation, transcribing, and cross-checking.

Furthermore, qualitative data analysis that is intended in this study is thematic analysis. Because it is intended to analyze the meaning of swearing words uttered by Donald Trump in his campaign speeches as the data. Qualitative data analysis involves categorizing and analyzing linguistic data to make claims about implicit and explicit dimensions, the structure of meaning-making in the data, and the content that has a subjective or social meaning to compare and generalize different texts, materials, or cases (Flick, 2013). Therefore, the researcher used several steps in analyzing data, including coding, classifying, discussing, and reporting.

### 3. Findings and Discussion

#### 3.1. Findings

##### 3.1.1. Themes of Swearing Words

The result in this study reveals that there are 123 themes of swearing words uttered by Donald Trump in his campaign speech videos. The data is divided into 2 categories out of 5 categories. The data includes 119 data of religious themes and 4 data of scatological themes.

##### a. Religious Theme

[1] *"This is a prosecution not an investigation, she puts our family through hell!, it costs hundred of millions of dollars to defend."*

*The Telegraph*, April 5, 2023

[2] *"I am supposed to be a very smart person number one, I wouldn't do it anyway but I was sure as hell wouldn't do it like many people on the line."*

*Fox 5 Atlanta*, June 11, 2023

Both of datum [1] and [2] show the word *hell*. In religious theme, the word *hell* is related to religion or supernatural, which refers to a place of eternal fire where people will experience misery and receive severe retribution for bad deeds during their lifetime.

Datum [1] shows the word *hell* in which a comma is placed and followed by a statement about the consequences of the woman's (i.e. She) actions, which are detrimental and seem to put pressure on Donald Trump's family.

Datum [2] means Donald Trump will never do anything that will harm himself, as other people do, because he is a smart and very influential figure in the United States.

##### b. Scatological Theme

[3] *"We're going to definitely sue him, we're going to be a real pain in the ass."*

*The Telegraph*, April 5, 2023

[4] *"The whole world is watching the prosecution of a political opponent that's kicking his ass."*

*NTD*, October 17, 2023

Datum [3] and [4] show the word *ass*. In the scatological themes, the word *ass* refers to an intimate part of the body and will sound disrespectful to some people who do not understand the context in which the word is used.

Datum [3] shows the word *ass* in which it is inappropriate to say to other people because it is related to excrement and anus. Therefore, the word *ass* is included in the scatological theme. However, the phrase *kicking his ass* also supported by the context in the narrative does not only mean a part of the body but have the meaning that the whole world is watching this political opponent being persecuted because he beat up his political rival (i.e. Joe Biden). Then, datum [4] shows the word *ass* does not just mean a part of the body but have a meaning Donald Trump keeps working as hard as he can without caring for the salary.

## c. Functions of Swearing Words

## 1) Expletive

[5] *"You have to get out and you have to fight like **hell**"*

*LiveNOW from FOX*, September 9, 2023

[6] *"Darling you shouldn't use that word, sometimes I'll say **hell**"*

*Forbes Breaking News*, September 21, 2023

Datum [5] and [6] show the word *hell*. However, it is assumed to convey the meaning of Donald Trump's emotions but not directed at people. Datum [5] means Donald Trump is advised to use words other than *hell* to express his emotions about something. However, Donald Trump stated that he will continue to use the word *hell* to express his emotions. Datum [6], from the sentence *I don't give a damn*, means Donald Trump showed his indifference to anyone (i.e., a Republican).

## 2) Auxiliary

[7] *"Shut up silly woman said the reptile with a grin, you knew **damn** well."*

*CNN-NEWS18*, October 17, 2023

[8] *"All those people that are dead would be alive today, all those cities that are burned and shot to the ground missiles going into every a knocking the **hell** out of them."*

*FOX 5 ATLANTA*, June 11, 2023

Datum [7] and [8] show the word *damn* and *hell* which means a way of speaking that is not directed at a person or situation. Datum [7] tends to convey the meaning of emphasis in the form of the speaker's intention (reptile). Then the word *damn* in the sentence you knew damn well also gives the meaning that (i.e. you) knew what the reptile said. Therefore, datum 12 is classified as a swearing word because it only emphasizes information that a silly woman got the inside scoop. Then, datum [8] shows the word *hell* that indicates that the missile caused serious damage to several buildings and there was no intention to curse or vent frustration at the damage to these buildings.

## 3) Affirmation and Contradiction

[9] *"That horrible situation took place in Afghanistan, you wouldn't have had that, I think it was the lowest point, I think I'd actually convince Putin to go in, He look at that, he said , anybody that incompetent, I should do, whatever the **hell** I want."*

*LiveNOW from FOX*, September 30, 2023

[10] *"Why didn't you give me a damn chart Mario, I'll put it right in the face of that beautiful piece of equipment whatever the **hell** it is"*

*The Times and The Sunday Times*, November 3, 2023

Datum [9] and [10] show the word *hell*. Datum [9] shows the word *hell* which refers to disapproval of the way the situation in Afghanistan was handled, which incidentally is still in a horrible condition. For this reason, the use of *hell* in the sentence of whatever the hell I want conveys the meaning of disagreement and will do whatever they (i.e. I) want regarding the Afghanistan issue. Datum [10] shows the word *hell* refers to Donald Trump's disapproval as seen from the sentence Why didn't you give me a damn chart Mario which he uttered. In this case, it means that he is asking for something that should be given. Then, after uttering I'll put it right in the face of that beautiful piece of equipment, Donald Trump continues to respond to this statement with a harsh expression, i.e. whatever the hell it is. For this reason, it can be interpreted as an annoyance because you feel you are not well prepared even though you have good equipment.

## 4) Unfriendly Suggestion

[11] *"I see that with politicians, it's sort of like when somebody's a never Trumper and the we win and they come and they just absolutely kiss my ass"*

FOX 5 ATLANTA, June 11, 2023

[12] *"If they happen to do something that perhaps because they make mistakes and there's always some bad ones no matter what you do but we can't let our country go to hell"*

FOX 5 ATLANTA, June 11, 2023

Datum [11] and [12] show the word *ass* and *hell*. Datum [11] shows the phrase *go to hell* which refers to Donald Trump's reaction to the statement *If they happen to do something that perhaps because they make mistakes and there's always some bad ones no matter what you do*, which means people in power might make mistakes. However, Donald Trump responded that even though this happened, we cannot let our country go to the brink of chaos or even destruction where the United States cannot function properly and the condition of its people suffers greatly. In addition, conveying *go to hell* also means Trump's anger if destruction occurs. Then, datum [12] shows the word *hell* which refers to Donald Trump's disapproval of the current condition of the United States under the leadership of Joe Biden. For this reason, Donald Trump encourages Americans to be smarter in choosing the next leader of the United States. In other words, he also tries to encourage Americans to choose him as the next president of the United States.

## 5) Name-Calling

[13] *"We have to be so careful, we have to make sure that they dont cheat because they are cheaters."*

LiveNOW from FOX, September 9, 2023

[14] *"We're a bunch of stupid fools because we are led by a man who should never ever have been allowed to been on that position."*

LiveNOW from FOX, September 9, 2023

Datum [13] and [14] show the words *cheaters* and *fools* which lead to the speaker's negative opinion. Datum [13], the word *cheaters* refers to a swearing expression of the speaker's negative opinion which leads to guys who always do cheating as assumed by Donald Trump. Then, Americans have to be careful of what the guys are going to do something. Furthermore, in the context of this datum, the word *cheaters* is considered too rude to be spoken in public. Then, datum [14] refers to a swearing expression of the speaker's negative opinion which leads to mention of themselves or in this case it is also to represent Americans uttered by Donald Trump because he regrets having an incompetent leader. Moreover, Donald Trump thinks that the current leader of the United States will be a boomerang to create chaos in the country. Furthermore, in the context of this datum, the word *fools* is considered too rude to be said in public.

## 3.2. Discussion

In this study, the theme of swearing words is based on Ljung's theory (2011) in which only 2 types of swearing words out of the 5 types of themes of swearing words are displayed in the theoretical framework. The types of themes of swearing words consisted of 119 data of religious themes and 4 data of scatological themes. This study is also in line with Kurniawanti & Damanhuri (2022) which examined all the characters in the *Chips* movie, but not all themes were found in each character. Then in this study, related to religion and scatological it leads to religion and excrements spoken by Donald Trump but does not lead to that. Donald Trump's use of swearing words shows his annoyance with the issues occurring in the United States. For this reason, the dominant theme of swearing words is a religious theme, namely the word *hell*. Then, regarding the functions of swearing words in this study, it is based on 2 theories, namely Ljung (2011) and Anderson and Trudgill (1990). Therefore, the most dominant finding used by Donald Trump in his campaign speeches is the auxiliary function (i.e. the



word hell). As we know, swearing words in the context spoken by Donald Trump have largely become his style of speech in expressing emotions. However, most of these emotional expressions are not directed at other people. In this case, Donald Trump uttered these curse words because he was annoyed with several problems that were currently occurring in the United States. Furthermore, regarding the problems that arose, Donald Trump openly blamed the current president of the United States. He expressed this directly by mentioning various greetings to the 46th president of the United States.

In line with this, Mohr (2013) stated in some ways, swearing words are bad language that can be offensive, but they are considered the most effective words to express extreme emotions, both positive and negative. Moreover, some individuals use swearing words to indicate a friendship or closeness with the listener (Fägersten & Stapleton, 2023; Mohr, 2013; Timothy & Janschewitz, 2008). Additionally, uttering swearing words for some people who are already conventional to those words meaning that it is just a word to make the situation not look stiff (i.e. Americans who are already familiar with those words) because their daily communication is always inextricably linked to swearing words (Chirico, 2014) and they can utter swearing words in every place they go. As what Donald Trump has done when he uttered swearing words in his Campaign speeches. Swearing words can also be considered a form of humor that relies on a shared background of knowledge (Fägersten, 2017). In line with this, based on the results of research conducted by Wen et al. (2021), it is said that Singapore's younger generation supports the use of swear words that can show solidarity, including expressions that convey closeness, emotional comfort, and a sense of belonging. This is also supported by research conducted by Goddard (2015) in which swearing words are more tolerated in Australia and have even become a core culture so that the frequency of their use by society is above that of the people of the United States, which also aims to expand the perception of closeness and solidarity with each other. However, this invites contradictions where the Singapore government does not tolerate the free use of swearing words, particularly in local media. It is because countries in the Asian region have traditions and values that emphasize respect, politeness and obedience (Latif, 2019). Therefore, the use of swear words cannot be generalized as to whether they are only good or not. This must be adjusted to conditions because it will also affect the culture of a place. Because everyone has a different perspective in understanding every meaning in swearing words. For that, pragmatics studies have an important role in capturing the meaning, especially in swearing words (Goddard, 2015). By studying pragmatics, we can better understand the speaker's intent in the context of uttering swearing words (Timothy & Janschewitz, 2008). This can help us communicate more effectively and avoid misunderstandings, especially for people who think that swearing words are taboo.

#### 4. Conclusion

Based on the findings of this study, it can be concluded that there are 2 types of themes of swearing words uttered by Donald Trump. The themes consist of religious theme such as the words *hell* or *damn* and scatological theme such as the word *ass*. Therefore, from the findings on the swearing themes, it can be seen that the word *hell*, which is included in the religious theme, is a type of theme of the swearing word that is more often used by Donald Trump in his campaign speeches. Furthermore, from the types of functions of swearing words, there are 5 types of functions including expletive, auxiliary, affirmation and contradiction, unfriendly suggestion, and name-calling. Then, from those types of functions, it can be seen the example of the phrase I will say *hell* as the expletive, the phrase you knew *damn* well as the auxiliary, the phrase the *hell* it is as affirmation and contradiction, the phrase kiss my *ass* as unfriendly suggestion, and the words *cheaters* or *fools* as name-calling. However, the type of auxiliary function is more dominant in this study.

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