

Verbal Violence In Picky Picks Youtube Channel

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Abstract

The internet is employed as a community communication tools, along with the emergence of new media as a communication medium in today's global society. In recent years, Indonesia have been more interested in using the internet. According to databoks.katadata.co.id, there were 204.7 million internet users in Indonesia in Januari 2022. Social media has become an indispensable tool for carrying out daily tasks. Social media is utilized as a place to express oneself in addition to being an important platform for business and marketing. YouTube is one of the social media that offers a video gateway as an alternative for the public to watch internet-based digital shows. The purpose of this study was to find out representation verbal violence in reaction content on video on YouTube channel Picky Picks. The research method used in this study is a quantitative research techniques. The researcher used two coders to ensure objectivity in coding and data collecting. Two encoders are used to assess the authenticity of the data collected and determine the correctness of the data using a reliability tet is utilized to determine the data's accuracy. The results show The intensity of verbal violence in the promotional video on the Picky Picks YouTube channel shows a significant amount. From the entire sample of videos studied, the euphemism category ranks first as verbal violence that appears most often in Picky Picks video with 33 times or 39,1%. Therefore, most verbal violence contained in the video on Picky Picks YouTube channel is a euphemism. In the second position, the verbal violence often used by Picky Picks's video is dysphemism. The conclusion of this study shows for the government should be more active in controlling YouTube channels that have similar content with research, by blocking and ensnaring channel creators on YouTube who have harmful content, with the previously discussed law, namely the ITE Law (Information and Electronic Transactions). To prevent the proliferation of these Youtube channels which can damage the morale of society. For readers, with the research that has been made, hopefully, it will be an additional insight and prefer the Youtube channel as entertainment.

Keywords-verbal violence, reaction content, YouTube.

I. BACKGROUND

The internet is employed as a community communication tool, along with the emergence of new media as a communication medium in today's global society. In recent years, Indonesians have been more interested in using the internet. Indonesia is one of the world's most populous countries in terms of internet users. According to databoks.katadata.co.id, there were 204.7 million internet users in Indonesia in January 2022, according to We Are Social. This figure has risen from 1.03%t the previous year. The number of internet users in Indonesia has continued to rise over the last five years, with a considerable growth of 54.2% from 2014 to 2018 [1].

A survey of 2,387 respondents who actively used social media in the last three months, from December 30, 2021, to January 2, 2022, was done by Jakpat (a mobile survey app), and the results are beneficial for analyzing social media usage and trends [2]. YouTube is the most extensively utilized social media by Indonesians, with an 87 percent user percentage. YouTube is a video-sharing website that is both entertaining and educational. YouTube has the benefit of being accessible from anywhere and at any time. Furthermore, YouTube serves as a crossroads for social networking and streaming services. YouTube allows users to freely share content, with a mix of high-quality audio and video being a key feature.

YouTube is classified as a social media platform where the majority of users are socially extroverted [3]. Users desire to always exhibit their dominance in social life, so YouTube is utilized as a communication tool to improve their presence and entertainment. Various variations of posted vlogging themes can indicate YouTube users' power. From societal themes to personal social difficulties, millennials face a variety of challenges. All user-generated vlogging content is judged necessary to be made public. If you refer to the development of vlogging in Indonesia. In 2009 was the beginning of the development of vlogging in Indonesia. Circulating video "Curhat".

YouTube is part of a variant of social media that increasingly understands all human needs as social beings in developing its features. YouTube users are challenged to contribute their personal video content for widespread consumption. Sharing video content is the vision and mission for the YouTube video site, which has prompted challenging desires for its users [4].

The Picky Picks YouTube Channel is one of the users or vloggers who uses YouTube's social media. Bimo Putra Dwitya, also known as Bang Dimo, is the channel's proprietor. Picky Picks posts a wide range of entertainment content, from interviews with sources to video reactions to things that are trending on other social media platforms, or what is known as cringe content. With an early viral video named "Prank Former," the Picky Picks channel has been active since 2015.

Bang Bimo, the creator of the Picky Picks YouTube channel, frequently employs profanity in his uploaded videos. When reacting to viral videos or speaking with sources for the goal of expressing himself about the existing topic or what he saw, Bang Bimo uses verbal aggression. This is one of the reason to choose Bang Bimo as the research subject.

Then, Bang Bimo is reacting to a viral video from the community in picture 1.4, which is part of the video content named "-1 faithful." In one 20:32 minute video material, Bang Bimo always repeated the words "dog" and "nyet" when reacting. The word came to him while he was reacting to a film that had left him speechless due to the actions of the people in the video. This kind of things look likely representation of verbal violence. And that why the author choose this channel as research subject.

The phenomena of Bang video content is currently common in the community, according to a brief explanation on the Picky Picks YouTube channel. The phenomena of Picky Picks video footage uploaded to YouTube social media is being studied by researchers employing content analysis.

It has to do with Article 27 paragraph III Chapter VII of the ITE Law (Information and Electronic Transactions) Number 11 of 2008, which deals with Prohibited Acts and the ethical use of social media [5]. In the social context, violence in the form of verbal or emotional violence is an attitude or action that can involve feelings of danger for a person to do so [6]. Verbal aggression has the potential to disrupt social development as well as character development. By abusing words and not knowing how to function correctly and nicely, verbal violence is used as a means to harm others.

Furthermore, verbal aggression can be described as emotional blackmail, which is a sort of direct or indirect manipulation in which the perpetrator threatens and punishes the victim if he does not get what he wants. Communication violence is regarded as a subtle type of violence. Although this violence will not directly cause it, its impact may cause others to despair if it is repeated [7].

The author is interested in further examining Representation Verbal Violence in the reaction video content of the Picky Picks YouTube channel based on the information and phenomena that have been discussed by the author.

II. LITERATURE REVIEW

A. Communication

Communication is defined as the unidirectional exchange of verbal and nonverbal information between sender and recipient. Internal and external factors influence this communication approach, which is characterized by a reciprocal process between persons who give and receive appropriate and accurate information that molds and reforms attitudes, behavior, and cognition [8].

B. Concept of Verbal Violence

In the social context, violence in the form of verbal or emotional violence is an attitude or action that can involve feelings of danger for a person to do so [7]. Verbal aggression has the potential to disrupt social development as well as character development. By abusing words and not knowing how to function correctly and nicely, verbal violence is used as a means to harm others.

Furthermore, verbal aggression can be described as emotional blackmail, which is a sort of direct or indirect manipulation in which the perpetrator threatens and punishes the victim if he does not get what he wants. Communication violence is regarded as a subtle type of violence. Although this violence will not directly cause it, its impact may cause others to despair if it is repeated [8].

C. Forms of Verbal Violence

According to Wibowo and Parancika (2018) [8], the type of verbal violence is Bullying (mocking, criticizing, and pestering) is a sort of verbal aggression that has become increasingly common in the digital age. Other forms of verbal violence include: (1) not affectionate or cold; (2) intimidation; (3) demeaning and shaming individuals; (4) the habit of reproaching; (5) heed or refusal; and (6) excessive punishment, as indicated (Fitriana, et al, 2015: 82). There are three sorts of verbal violence, according to Tower via Nazhifah (2017: 265): (1) yelling; (2) swearing; and (3) offering bad nicknames or labels [9].

D. New Media

According to Aziz (2018) [10], the media has transitioned from its conventional culture to the internet era (second media age), or what is now known as new media (new media). This epoch brings fresh hues to the table, as well as equally vibrant effects. The advancement of information technology has resulted in significant advancements in digitalization technology, demonstrating that all print and electronic media content may be

merged and distributed [11]. This is the age of new media, which introduces a whole new universe with all of its complexities. New Media, often known as online media, is a type of technology-mediated communication that coexists alongside computers (Creeber G. and Martin, 2009).

E. YouTube

YouTube is a video-based social media platform that has been on the rise over the past ten years. YouTube has over one billion users, accounting for about a third of all internet users, according to figures on its own website. Content providers on YouTube have published 10,000 videos as of March 2015, owing to the fact that having an account or channel on YouTube and gaining subscribers or views can earn money. With time, an increasing number of people build YouTube profiles, which can lead to career prospects. Hundreds of millions of hours of video are watched and billions of views are generated every day by YouTube users. YouTube's average audience is between the ages of 18 and 34. YouTube offers a wide range of video material, including music, movies, news & information, sports, lifestyle, gaming, and vlogs.

F. FRAMEWORK

The necessity of research on the topics discussed above regarding "Verbal Violence in Reaction Video Content on the Picky Picks YouTube Channel" has been explored in this study through a literature review of books, research journals, and other sources. Use of social media for verbal and ethical violence. The following is the research's framework:

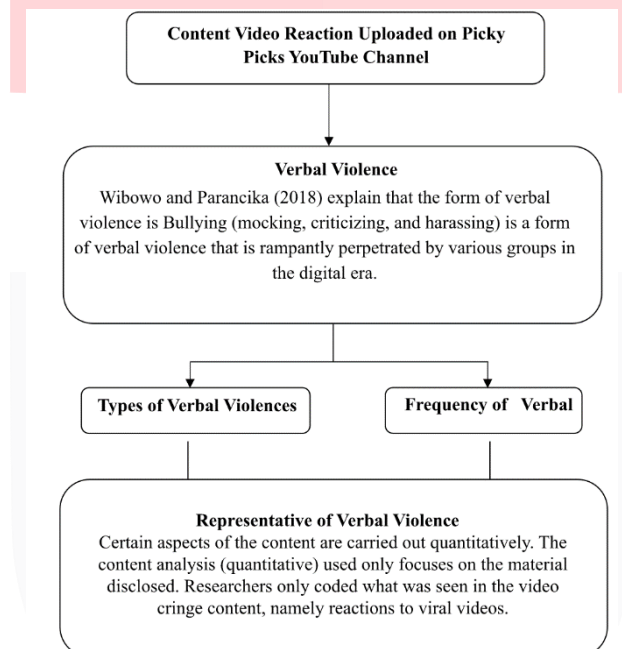


Figure 1. Framework

III. RESEARCH METHOD

This study employs quantitative research techniques. Quantitative research methods are research methods based on the positivist philosophy that are used for data collecting employing research instruments, statistical data analysis, and hypothesis testing on specific populations or samples [13]. Quantitative research is research that attempts to objectively explain a contemporary occurrence or situation. The goal of this study is to show that all quantitative research analyses must be based on statistical tests rather than subjective judgments (Kriyantono, 2006). Quantitative research, according to Sugiyono [14], is a method based on the positivist philosophy that is used to investigate populations and samples by evaluating statistical data and seeking to characterize and test hypotheses. The positivist ideology holds that everything can be observed, measured, and clarified. The phenomena under investigation are causal, value-free, and reasonably stable.

The features and characteristics of the post content were described using a method analysis in this study. Content analysis is a systematic way to evaluate the content of communication and its transmission, or an analytical tool for monitoring and analyzing the communication activities of selected communicators [15]. The researcher used two coders to ensure objectivity in coding and data collecting. The reliability test is performed to determine whether the data collected is correct and valid. There were two encoders used. Two encoders are used to assess the authenticity of the data collected and determine the correctness of the data using a reliability tet is utilized to determine the data's accuracy.

Definitions represented in testable criteria are operational variables. Research variables are a person's, object's, or activity's qualities, properties, or values that have particular variations set by the researcher to be investigated. Following that, conclusions are reached [13]. This study focuses on types of verbal violence in reaction video content on the Picky YouTube channel, based on the categorization of indications that have been presented and collated about the conceptual definition of verbal violence in a literature review. As a result, the study's indications include five types of verbal violence: animal association, swearing, hyperbole, euphemism, and dysphemism.

Table 1. Concept operation

Conceptual	Categorization	Word Item on Video
Verbal Violence	Association on Animal	1. Anjing
		2. Nyet
	Swearing	1. Tai
		2. Goblok
		3. Fuck fuck
		4. Fucking blind
		5. Mother fucker
		6. oh shit
	Hyperbole	1. Bictes i'm here
		2. Sange
	Euphemism	1. Anjir
		2. annoy
		3. Ilfeel
		4. Bego
	Dysphemism	1. cok
		2. Open BO
		3. lu yang gila

In this work, syntactic units are utilized in the coding process. The syntactic unit is a grammatical unit that employs words or phrases to express itself. Counting is used to complete the operation. Neuman is a physicist who (2000:295) In this study, the coder's sole responsibility is to calculate what is seen. The coder in this study solely

looked at the content of communication that appeared in the research variable, namely verbal violence, namely in the form of classification that had previously been operationalized through conceptual categories such as animal associations, euphemisms, hyperbole, dysphemism, and swearing on reaction video titled “ora umum”, “uWu”, “Cinta & Nafsu”, “Nontonin Orang Makan Bubur”, dan ‘OMG BYE PARAH|(CRINGER I I ALERT)’ on the Picky Picks YouTube channel.

IV. RESEARCH RESULTS AND DISCUSSION

A. RESEARCH RESULTS

The researcher calculated the data using measuring instruments or coding sheets, which were calculated manually by each coder. The advantage of calculating data manually is that the computed data will rarely make errors or errors in calculating data, compared to using machines or computers. The error in question is an error that occurs in the computer application system, namely an error in the grouping of calculated word categorizations because, in the calculated sample, there is a lot of vocabulary that may not be understood by the machine or computer system. However, there are also shortcomings, namely in terms of the timing of the implementation of data calculations. The time required for calculating data is much longer compared to using a machine or computer.

In this study, researchers used the Holsti formula for reliability testing. The Holsti formula is an inter-coder reliability test that is widely used in addition to the percentage of approval (Neuendorf, 2002:149). This formula was introduced by Ole R. Holsti (1969). Reliability is indicated in the percentage of approval and the percentage of inter-coder equality when assessing content. Thus, the researchers conducted a reliability test using the Holsti formula, with the following results.

Table 2. Reliability test

No	Title	Coder's Frequency 1	Coder's Frequency 2	Agree (A) Disagree (D)
1	Nontonin Orang Makan Bubur (24th Feb 2017)	1	1	A
2	OMG BYE PARAH (CRINGER ALERT) (14th Nov 2017)	4	4	A
3	Ora Umum (16th Feb 2022)	15	18	D
4	uWu (6th Mar 2022)	33	33	A
5	Antara Cinta dan Nafsu (23rd Mar 2022)	30	30	A
	TOTAL	83	86	Total A: 4 Total D: 1

The number of verbal violence calculated between coders has a relatively small difference. If the total verbal violence of the first coder, which amounted to 83 times, is reduced by the total verbal violence of the second coder, which amounted to 86 times, a difference of 3 times or 3.6% of the total verbal violence will be obtained. Total verbal violence between coders. Furthermore, the researchers wanted to know the frequency of each categorization of verbal violence, namely association with animals, euphemisms, hyperbole, swearing, and dysphemism that appeared in all samples that had been calculated between coders.

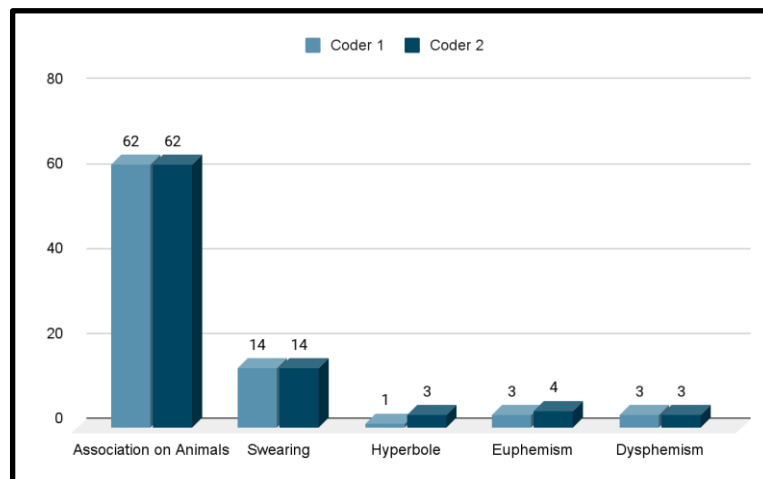


Figure 2. Frequency Diagram of Verbal Violence Categorization in Picky Picks Channel

Source: Data processed by Author, 2022.

Based on the picture above regarding the frequency of the verbal violence category on the Picky Picks channel, it is found that the Association on Animals verbal violence category has the highest number of frequencies of 62 times in the two coders. This means that the Picky Picks channel often uses sentences that have elements about animals. Then the second highest rank was swearing 14 times by two coders, which means that Picky Picks often use swear words in the video content reactions they make.

1. Association on Animals

Association (symbolic figure of speech) is a figure of speech that compares two different things but is considered the same. This figure of speech which is often referred to as association figure of speech, is often used in conversation and in writing. At the same time, the association in animals referred to in this study is likening or equating a person/group negatively to animals. From the results of the inter-coder reliability test, both of coders have the same result. The associations on animals appeared 62 times or 36,6%. This is the most often verbal violence on videos.

2. Swearing

While what is meant by swearing is offensive words (dirty, etc) spoken out of anger (annoyance, disappointment, hatred, etc). And when the swearing is accepted as an insult by the listener, then the perpetrator will be judged impolite. Assessing swearing as harsh words must be reviewed from several aspects, including the identity of the listener (background of the recipient of the message), the relationship between the perpetrator and the recipient of the message, social norms, goals, and motivation. So, the assessment of harsh words are not only determined by the content of the words but also looks at the taste in certain situations.

Andersson and Hirsch have found two basic motives for potentially swearing behavior. The first motive is 'there is a cause'. It is a reactive act. While the second, 'because' of an active behavior and has a specific purpose. The category of reactive swearing can be marked by the expression of the use of the word, while the active category can be marked by the habit of using the word. The data shows that both of coders have the same result with the frequent of swearing word 14 times or 8.28%. It is less than the previous operationalization, but it does not mean the lowest.

3. Hyperbole

Hyperbole is a figure of speech that contains exaggerated statements in number, size, or nature to emphasize a statement or situation to intensify, enhance the impression, and influence (Tarigan, 1985:55). According to Keraf (1981 : 127) hyperbole is a language style that contains an exaggerated statement by exaggerating something. The most frequent hyperbole belongs to the first coder (Audi Isra) with occurrences 0,59% or only 1 time. In the second coder (Kelvin Kusuma) hyperbole appeared 3 times or 1,77%.

4. Euphemism

Euphemism comes from the Greek word euphemizein which means to speak in clear and reasonable words. The word is a derivative of eu (good) and phemeo (speaking), so euphemism is interpreted as speaking using kind or gentle words or giving a good impression. (Tarigan, 1985:143). According to Allan and Burridge, euphemism are used as an alternative to expressions that are not liked, to avoid losing face, no one's own face

and the listener or third party by hurting. Zollner, (1997:92) Wilpert is more detailed than some of the reasons for the use of euphemisms. Among them are:

- a. Avoiding taboo words or things
- b. Cover the shame
- c. Avoid using words that can cause harm
- d. Shows that he is an educated person
- e. Due to reasons related to religion or belief
- f. Avoid using words that sound bad
- g. Rhetorical purposes

The data shows that the most frequent euphemism words belonged to the second coder (Kelvin Kusuma) with 4 times or 2,36%. Meanwhile, the first coder data (Audi Isra) shows 3 times occurrences or 1,77%.

5. Dysphemism

Dysphemism is the opposite of euphemism. If euphemism is used to smooth language taboos, while dysphemism is used to sharpen language taboos. Euphemism is also an expression that is biased, hurt or offends, expresses taboo things, uses swear words and words that are vulgar (Vulgarisms). (Gluck, 1993:156). If a word (phrase or sentence) is used with the intention of hurting someone, expressing contempt, or demeaning something, it will be euphemism. Dysphemism aims to give a negative picture of an action or person. The data shows that the both of coders have the same result, it is 3 times or 1,77%.

B. RESEARCH DISCUSSION

According to Wibowo and Parancika (2018), the type of verbal violence is Bullying (mocking, criticizing, and pestering) is a sort of verbal aggression that has become increasingly common in the digital age. Other forms of verbal violence include: (1) not affectionate or cold; (2) intimidation; (3) demeaning and shaming individuals; (4) the habit of reproaching; (5) heed or refusal; and (6) excessive punishment, as indicated (Fitriana, et al, 2015: 82). There are three sorts of verbal violence, according to Tower via Nazhifah (2017: 265): (1) yelling; (2) swearing; and (3) offering bad nicknames or labels.

In the social context, violence in the form of verbal or emotional violence is an attitude or action that can involve feelings of danger for a person to do so (Nindya and Margaretha, 2012: 2). Verbal aggression has the potential to disrupt social development as well as character development. By abusing words and not knowing how to function correctly and nicely, verbal violence is used as a means to harm others.

Furthermore, verbal aggression can be described as emotional blackmail, which is a sort of direct or indirect manipulation in which the perpetrator threatens and punishes the victim if he does not get what he wants. Communication violence is regarded as a subtle type of violence. Although this violence will not directly cause it, its impact may cause others to despair if it is repeated (Wibowo and Parancika, 2018).

Digital etiquette is created to preserve the feel and comfort of other users. Often digital users forget that although users do not see each other face to face in the digital world, it should be noted that behind every account, behind every forum post, the individual can be offended if you violate your etiquette. This also happens in the subject of this research, namely Picky Picks as user and manager of YouTube channel. Picky Picks forgot the etiquette component that applies in the virtual or digital world. Picky Picks may offend people who do not like this his harsh words and violate the rules of conduct in the digital world. Picky Picks should remember that he lives in a virtual world he manages, but there are other individuals in real life who may not like, or even be distributed by, his behaviour on YouTube that violates etiquette. In the video that Picky Picks did on his YouTube channel, there were many insulting words shown to the audience or displayed to people in the video such as the girl sang for her ex boyfriend, which was directly said harsh word.

V. CONCLUSION

The intensity of verbal violence in the promotional video on the Picky Picks YouTube channel shows a significant amount. From the entire sample of videos studied, the euphemism category ranks first as verbal violence that appears most often in Picky Picks video with 33 times or 39,1%. Therefore, most verbal violence contained in the video on Picky Picks YouTube channel is a euphemism. In the second position, the verbal violence often used by Picky Picks's video is dysphemism. With occurrences of 30 times or 35,5%. Furthermore, in the third position in the category of hyperbole with 16,5 times or 19,5%. Then, the swearing category became verbal violence, taking the fourth position with 4 times or 4,7% and the last position is association on animals with 1 time or 1,2%. For the government, the government should be more active in controlling YouTube channels that have similar content with research, by blocking and ensnaring channel creators on YouTube who have harmful content, with the previously discussed law, namely the ITE Law (Information and Electronic Transactions). To prevent the proliferation of these Youtube channels which can damage the morale of society. For readers, with the research that has been made, hopefully, it will be an additional insight and prefer the Youtube channel as entertainment.

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