

VERBAL VIOLENCE IN PROMOTIONAL VIDEOS ON YOUTUBE (A CASE OF ADE LONDOK'S YOUTUBE CHANNEL)

KEKERASAN VERBAL DALAM VIDEO PROMOSI DI YOUTUBE (KASUS CHANNEL YOUTUBE ADE LONDOK)

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Abstrak

Adanya kebebasan berekspresi dan berpendapat di YouTube oleh berbagai content creator juga dilakukan oleh Ade Londok. Pengguna media sosial banyak yang pro dan kontra terhadap video promosi "Odading" Ade Londok karena terdapat kekerasan verbal di dalam kontennya. Penggunaan kata-kata kasar dalam bahasa Sunda yang menurut sebagian orang lucu dan menganggap bahwa kata-kata yang digunakan dalam video tersebut dimaksudkan untuk mempromosikan salah satu makanan tradisional Jawa Barat, namun sebagian orang tidak setuju dengan penyajian konten promosi menggunakan bahasa sunda yang kasar. Penelitian ini berkaitan dengan komunikasi verbal yang digunakan yaitu pada kekerasan verbal yang terdapat dalam video promosi yang dilakukan oleh Ade Londok. Dalam penelitian ini peneliti menggunakan pendekatan kuantitatif untuk mengetahui kuantitas atau jumlah kekerasan verbal yang terdapat dalam video promosi Ade Londok di Youtube. Hasil penelitian yang telah dilakukan peneliti melalui metode analisis isi dengan menghitung data menggunakan uji reliabilitas antar coder, dapat diketahui bahwa kekerasan verbal terbagi menjadi lima kategorisasi yang telah dioperasionalkan yaitu asosiasi pada hewan, eufemisme, hiperbola, umpatan, dan disfemisme. Berdasarkan uji reliabilitas antar coder yang telah dilakukan, data menunjukkan memiliki tingkat reliabilitas yang tinggi, dimana kekerasan verbal yang terjadi pada video promosi di channel YouTube Ade Londok memiliki angka reliabilitas sebesar 0,8 atau 80%. Dimana alat ukur yang digunakan menghasilkan temuan yang sama yaitu empat video promosi yang sama dari dua coder dan hanya satu video yang tidak inter-coder-approved. Rata-rata jumlah 142 kali kekerasan verbal muncul selama periode 11 September 2021 hingga 21 Oktober 2021.

Kata Kunci: Kekerasan Verbal, Youtube, Video Promosi

Abstract

The existence of freedom of expression and opinion on YouTube by various content creators is also carried out by Ade Londok. Many social media users are pro and contra of Ade Londok's "Odading" promotional video because there is verbal violence in its content. The use of harsh words in Sundanese, which some people find funny and think that the words used in the video are meant to promote one of the traditional foods of West Java, but some people do not agree with the presentation of promotional content using harsh Sundanese language. In this study, researchers used a quantitative approach to determine the quantity or amount of verbal violence in Ade Londok's promotional video on Youtube. The results of research that researchers have carried out through content analysis methods by calculating data using reliability tests between coders, it can be seen that verbal violence is divided into five operationalized categorizations, namely associations in animals, euphemisms, hyperbole, swearing, and dysphemism. Based on the reliability test between coders that have been carried out, the data shows that it has a high level of reliability, where verbal violence that occurs in promotional videos on Ade Londok's YouTube channel has a reliability rate of 0.8 or 80%. The measuring instrument used produces the same findings, namely four promotional videos from two coders and only one video that is not inter-coder-approved. An average of 142 verbal violence occurred from September 11, 2021 to October 21, 2021..

Keywords: Verbal Violence, Youtube, Promotional Video

1. BACKGROUND

The changing times also affect technology, many things become practical and fast. It has a huge impact on human life. The development of information technology that occurs in the current era of globalization aims to facilitate, accelerate, or provide convenience in communicating and make it easier for people to receive information. Social media is one of the achievements of information technology. The popularity of social networks is growing every year. Social media is an online environment. On average, all things are done online through social media, both in the form of applications and websites on smartphones.

Social media makes it easy for users to participate, share, and create a work where the work will be distributed to a wide audience. Online social media has brought many changes to humans in terms of personality, creativity, socialization, and intelligence. Social media is also very useful for everyone, because people think that social media can take people away and bring benefits to some people. In addition, social networks are no longer only used to convey messages to people who are far away, but have now become entertainment media, social media, lifestyle media, business media and also media that have educational meaning.

Youtube is the container or platform with the most users in Indonesia, as indicated by the data in the image above. This social media, which has many fans in Indonesia, has the characteristics of users aged 16 to 64 years who are recorded on the system. Youtube owns the percentage of the popularity of 88%.

Marketing through digital, especially on social media, is a technique in promoting a product and service in a more specific way because marketing on social media utilizes the display of content to attract consumers' attention. Where currently, social media is a platform that is widely used by consumers. The content displayed needs to be varied to determine which content will be influential and quite effective. Marketing content through social media indirectly affects consumers seeing the digital market needs to choose the right platform to market their products with social media. Where social media becomes a platform for developing content marketing. (Chaffey & Fiona Ellis Chadwick 2016:449).

YouTube as a platform with the concept of sharing videos attracts the interest of the Indonesian people to enliven this platform by uploading funny videos, reaction videos to things that are trending in Indonesia, or videos that give opinions about things, all of which can be uploaded if they do not violate the rules.

Researchers use content analysis because this method is one of the methods in the discipline of communication. This study relates to the verbal communication used, namely in verbal violence contained in the promotional video conducted by Ade Londok. Content analysis is also used to systematically find out the contents of one of the new media types, namely Youtube, which will be studied in this study. In quantitative content analysis, researchers only focus on explicit material, wherein this study is the problem of verbal communication in the form of verbal violence contained in the promotional video by Ade Londok. Based on the information above, the authors are interested in further analyzing Verbal Violence in Promotional Videos on Ade Londok Youtube Channel

2. LITERATURE REVIEW

2.1 Concept of Verbal Violence

Verbal violence is a form of violence as a tool of oppression most often used by boys and girls (Colorosa, 2003). One form of violence against children is verbal violence, including threatening, cursing, scolding, and giving negative labels. Children who receive this treatment are more likely to behave maladaptively, withdrawn, shy, cry when approached, are afraid to leave the house, and are afraid to meet other people. (Huraerah, 2007). In some forms of violence, verbal violence is easy to do and is the initial form of violence to lead to other violence that is more cruel and degrading. Verbal violence is defined as a form of violence that can hurt the self-esteem and feelings of others through words. According to Hamarman & Bernet (2000), verbal violence is verbal behavior that is considered rude such as threatening children, threatening children to leave the house, cursing children, calling children by names (e.g., stupid, useless, ugly) (Chang et al., 2008).

In Riyanto (2013:95), verbal violence in the communication literature is interpreted as subtle violence, carried out using harsh, obscene, and insulting words. Waruwu (2010:29) defines *verbal violence* in general as insults with words, slander, vilifying others, and character assassination. According to Noh & Talaat (2012), forms of verbal violence such as calling by calling (stupid), insulting such as (you are a stupid child, you are rotten), threatening or rejecting children like I wish you were never born, parents yelling at their children, make mocking statements so that the child feels humiliated.

Verbal violence occurs on purpose, but in reality, it is mainly done unconsciously or unintentionally. This happens because people sometimes do not realize that what they are doing is violence. After all, they think it is normal and only a joke.

2.2 Promotional and Marketing Business Ethics

Marketing a company or industry product requires an effective promotion strategy. In order to market it, a marketer must develop an effective communication program aimed at the consumer to communicate the

information that the company has and is designed to produce the product or the industry. According to Kennedy and Soemanagara, in the study of marketing communication, effective and efficient promotional activities can be included as part of the concept of mixed marketing communication (Marketing communication mix) (Kennedy and Soemanagara, 2006). Promotional ethics is part of business ethics. Business ethics refers to the study of the moral aspects of economic and business activities. Ethics as a study or study is a philosophical ethic or part of philosophy. While ethics as practical is applied ethics which is a guide to behaving like a certain moral community (Alma, 200:134)

2.3 Mass Communication

The mass media support all human activities, which makes mass communication one of the contexts of communication. The mass media supports examples of daily human activities, such as reading news and seeing the latest events through mass media. According to Werner J. Severin, James W. Tankard (2005:21), the form of communication with the use of media to connect communicators with a communicant widely with a high number and each has a place to live; long-distance and very heterogeneous in nature and form effects can be called mass communication. Communication activities carried out through modern mass media such as electronic media, namely television, radio, print media, and online, explain mass communication itself. Josep A. Devito also explained the definition of mass communication according to Nurudin (2007:11), whose activities aim to spread to the masses or the general public. Communication whose distribution is carried out by audio or visual transmitters is another meaning for mass communication. Another submission by McQuail (2011: 98) the function of spreading information or messages symbolically to the general public and scattered and heterogeneous is mass communication carried out by a group in an institution and has technological tools such as newspapers, radio, films, television and so on.

The effects of mass media can be seen from various approaches according to Steven M. Chaffe in (Ardianto, Elvinaro, 2009: 49) the approach to the effects of mass media from messages conveyed from the media itself and the approach to change in the audience where there is a change in attitudes or feelings or with the term others are known as cognitive, affective, and behavioral changes:

1. The first approach is the effect of mass media related to the message or the media itself. There are economic effects, social effects, activity schedules, loss of discomfort, and growing a feeling in the audience. The presence of mass media amid human life can grow various businesses. Production, distribution, and consumption of mass media services.
2. The second approach is to look at the types of changes that occur in the audience
 - a. Cognitive Effect: It is a result that arises in the communicant, which is informative or adds knowledge. Mass media has the goal of helping the audience to learn helpful information and develop cognitive skills.
 - b. Affective Effect: The audience receiving messages from the media can already feel the feelings due to the effect of conveying the message. The intensity of the emotional effect of messages conveyed by mass media influences an emotional atmosphere, cognitive schema, exposure atmosphere, individual predisposition, and identification factors.
 - c. Behavioral Effect: The form of action or activity of the audience and becomes a habit is an effect that arises after receiving messages from the mass media. The interaction between the stimulus received by a recipient of the message from the media consumed will provide a form of behavioral response

2.4 Youtube

A video site providing various information in the form of audio-visual that can be relied upon in this day and age is YouTube itself. The provision of the Youtube site is intended for audiences who have an interest in searching for information through audio-visual media. Apart from its primary use, audiences can also upload videos to Youtube, which can later be watched by the public at large (Putra & Patmaningrum, 2018:9). The emergence of new interests in the community where these interests or habits create profits in the form of income for active users who participate. The emergence of this new habit is the effect of the high number of youtube users in Indonesia. Apart from its primary function, getting a profit is also a function that the community feels, where its primary function is to create fame.

3. RESEARCH METHOD

In this study, researchers used a quantitative approach to know the quantity or amount of verbal violence contained in Ade Londok promotional video on Youtube. The use of the positivism paradigm in this study is to find out violations of the ITE Law through verbal violence in Ade Londok promotional video on Youtube and what verbal violence is contained in the video. This study aims to determine the frequency of verbal violence in promotional videos conducted by Ade Londok on social media Youtube. Researchers only focus on certain words that contain verbal violence that is mentioned repeatedly. This is because researchers use content analysis. Therefore, this type of descriptive research is expected to describe situations or incidents of verbal violence that are meant to help explain verbal violence On Ade Londok video as clearly as possible.

To get the right results in identifying the contents of the statement, the researcher only coded the repetition of words containing verbal violence using a coding sheet, which two coders carried on. Thus, the indicators in this study are five categories of verbal violence, namely associations with animals, swearing, hyperbole, euphemism, and dysphemism.

4. ANALYSIS AND DISCUSSION

4.1 Research Result

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, manual data calculations took approximately seven days for each coder. Data calculation is carried out in the period from May to June 2017. In contrast to using a machine or computer, it may only take two days for each coder. Researchers do this to avoid errors or errors in calculating data when using a device or computer. And the following are the results of data acquisition by each coder.

4.2 Inter-Coder Reliability Result

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:

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Table 4.1 Reliability Test

No.	Title	Coder's Frequency 1	Coder's Frequency 2	Agree (A) Disagree (D)
1.	<i>Odading Mang Oleh</i>	7	7	S
2.	<i>[Review] Kuliner di Bandung</i>	22	21	D
3.	<i>Disini! Tempat merubah mobil jadi keren- Otomax Store</i>	21	21	A
4.	<i>Eweuh Deui Ngevape Mah</i>	57	57	A
5.	<i>Borong Hand Phone di ASK CELL! / Pusat Gadget Termurah Di Bandung !?</i>	36	36	A
Total		143	142	Total A : 4 Total D : 1

What is done is to determine the indexer (additional assessor) and analyze the hardness using the indicator items that have been made to be compared with the results of the researcher's analysis. Then the results are recorded using a coding sheet and seen whether each of these indicators has a high level of reliability or not. In conducting the reliability test, the researcher used the Holsty Formula as follows:

$$CR = \frac{2M}{N1 + N2}$$

Information:

CR = Coeficient reliability

M = Number of statements approved by researchers and other coders

N1 = Number of units coded by the researcher

N2 = Number of units coded by other coders

$$CR = \frac{2(4)}{5 + 5}$$

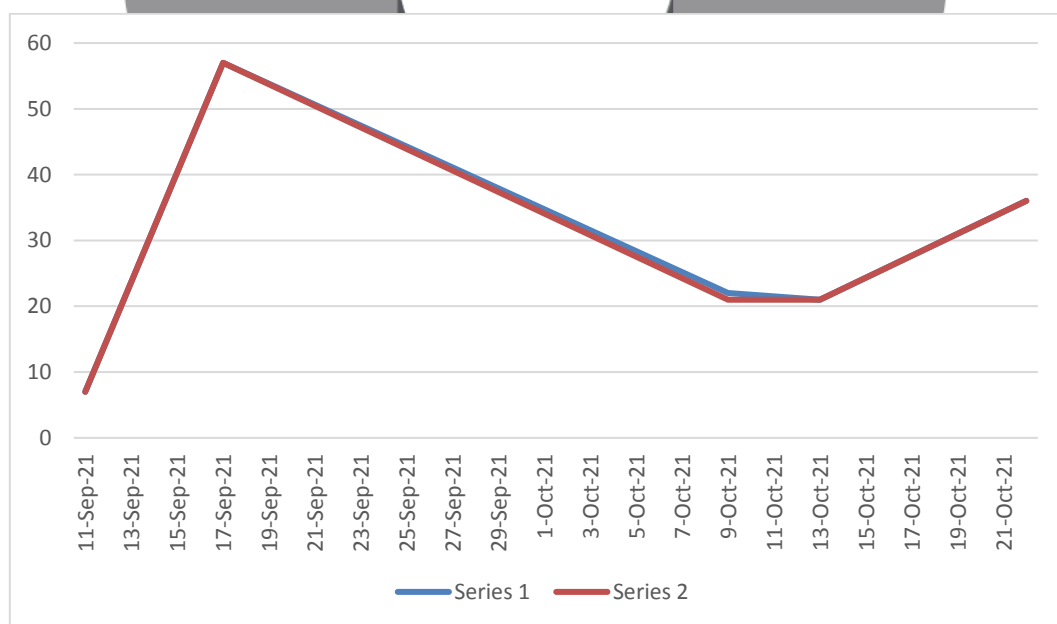
$$CR = \frac{8}{10} = 0,8$$

Based on the between-coder reliability test above, the data has a high level of reliability, which exceeds the minimum reliability score of 0.7 or 70%, where verbal violence that occurs on the promotional video in Ade Londok YouTube channel has a reliability number of 0.8 or 80% of the tested sample, which represents the entire population. From the reliability test that has been carried out by the researcher, it can be concluded that the measuring instrument or coding sheet, which has been categorized into five namely association on animals, euphemisms, hyperbole, swearing, and dysphemism, has reliability in measuring verbal violence that occurs on the promotional video in Ade Londok YouTube channel. Where the measuring tool used produces the same findings, namely the same 4 promotional videos from the two coders. In Krippendorff (2006:212), a reliable measuring instrument should produce the same results from the same set of symptoms, regardless of circumstances.

4.3 Verbal Violence Analysis

The form of verbal violence based on the definition that has been described in Riyanto (2013: 95) explains that verbal violence in the communication literature is defined as a form of subtle violence; carried out using harsh, obscene, and insulting words. Based on the definition of verbal violence, in this study, the researcher divides its operationalization into five categorizations, namely association with animals, euphemisms, hyperbole, swearing, and dysphemism.

Figure 4. 1 Verbal Violence Frequency Graph in Ade Londok Channel



After the inter-coder reliability test was conducted, the most verbal violence belonged to the first coder (Faza Tazki Aula), with a total of 143 verbal cases of violence in all samples. Meanwhile, the verbal violence that appeared on the second coder (Nabila Ukhti) was 142 times. In addition, as many as 4 videos of the 5 video samples studied were inter-coder approved. Meanwhile, only four videos were not approved between coders. The difference in the agreement can be seen in the graph above with the lines between coders that do not meet each other on October 9 2021. In addition, it can also be seen in the graph above that verbal violence the highest was on September 17 2021, and the lowest was on October 9, 2021. 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 143 times, is reduced by the total verbal violence of the second coder, which amounted to 141 times, a difference of 1 time or 0.35% 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.

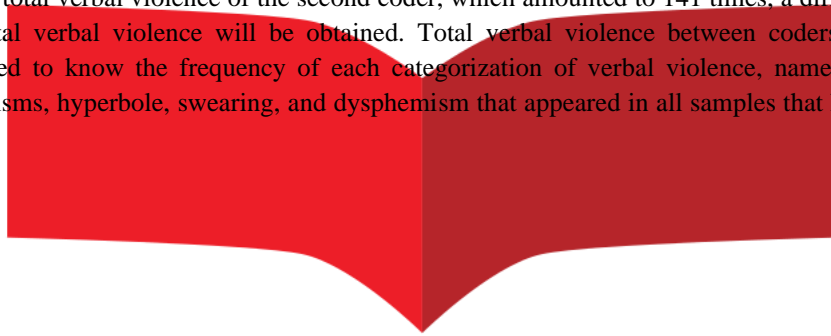
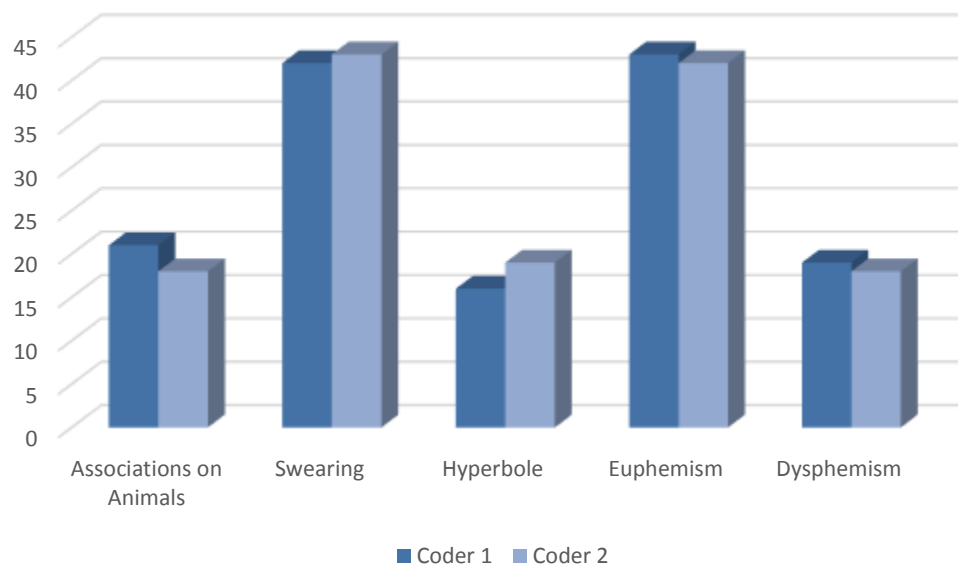


Figure 4. 2 Frequency Diagram of Verbal Violence Categorization in Ade Londok Youtube Channel

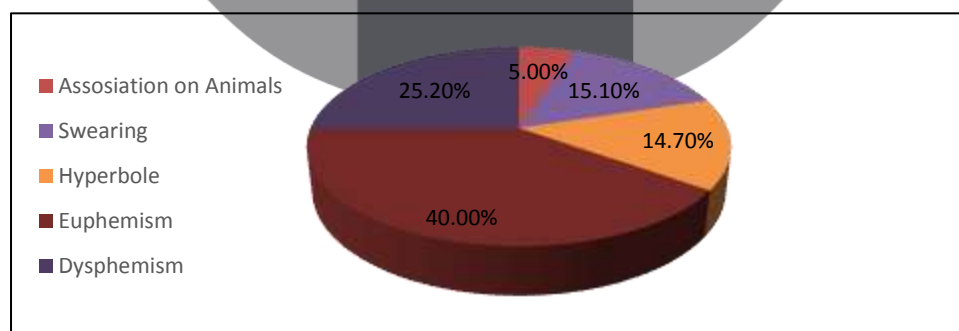
Source: (Results of Inter-Coder Data Calculation, 2021)

4.4 Data Analysis

Table 4.1 Reliability Test

No.	Category	Frequency	Percentage
1.	Assosiation on Animals	7	5%
2.	Swearing	21,5	15,1%
3.	Hyperbole	21	14,7%
4.	Euphemism	57	40%
5.	Dysphemism	36	25,2%
Total		142,5	100%

Based on the data obtained in the table above, the researchers looked for the average frequency of verbal violence between coders. Thus, an average number of 142 times verbal violence appeared during the period September 11, 2021 to October 21 2021. The promotional video that caused the most verbal violence was on September 17 2021 entitled 'Eweuh Deui Ngevape Mah' with 57 times occurrence or 39.86%. Meanwhile, the promotional video with the most minor appearance of verbal violence was on September 11, 2021, entitled 'Odading Mang Oleh' with 7 appearances or 4.89%.

**Figure 4. 3 Percentage of Verbal Violence in Ade Londok's Youtube Channel**

Source: (Inter-Coder Data Calculation Results, 2021).

The intensity of verbal violence in the promotional video on the Ade Londok YouTube channel shows a significant amount. From the entire sample of promotional videos studied, the euphemism category ranks first as verbal violence that appears most often in Ade Londok promotional video with 57 times or 40%. Therefore, most verbal violence contained in the promotional video on Ade Londok YouTube channel is a euphemism. In the second position, the verbal violence often used by Ade Londok in his promotional video is dysphemism. With occurrences of 36 times or 25,20%. Furthermore, in the third position in the category of swearing with 21,5 rounded to 22 occurrences or 15.10%. Then, the hyperbole category became verbal violence, taking the fourth position with 21 occurrences or 14.70% and the last position is association on animals with 7 occurrences or 5%

4.5 Relationship with Ethics in Social Media

In social media, some rules and ethics must be obeyed by its users. According to Thurlow in Nasrullah (2015: 182), ethics on the internet or netiquette comes from the word "net" to describe a network (network), or it could be the internet and etiquette, which means ethics or values applied in communication in the cyber world. Netiquette is a convention on philosophical norms that is used as a guide for standard rules in the communication process on the internet or is internet ethics and social behavior that applies in online media. There are at least a few reasons to maintain etiquette on the internet. In Alinurdin (2019: 128), there are ten chapters of the Social Media Code of Ethics that must be obeyed in the virtual world. This Social Media Code of Ethics regulates three things: prevention of crime and protecting personal safety, prevention of law violations in cyberspace, and respect for copyright. However, in this study, two factors include reasons for maintaining ethics on the internet or social media, which are as follows:

1. Using Excellent and Correct Language and Grammar : The use of language in communicating, both verbally and in writing, must use polite, polite, reasonable, and correct language and writing status. This is important to avoid misunderstandings in interpreting the message conveyed. In communicating on social media, the offense is possible. The problem is that on social media, there is no face and facial expression. On the other hand, communicating in the real world, there are facial expressions, so it is difficult to hide something.
2. Bully-free posts Spreading hate through posts will deal with the law. Bullying, disgracing other people, blaspheming, or insulting on social media should not be done or even should be done. The National Police Chief has issued a regulation regarding hate speech numbered SE/06/X/2015, of course, a sign for netizens. Netizens should think carefully before spreading information. Do not let the post will have a legal impact on yourself.

Ade Londok should have been aware that what he was doing was wrong and violated the norms that apply in society, especially in Indonesia. It is feared that the behaviour of saying dirty words on social media can be imitated by minors who do not understand behaviour that falls into the category of subtle violence. This can cause the moral decay of the nation's next generation and erode the culture of politeness with the content on Ade Londok Youtube channel, which is considered a joke with harsh words and swearing in the regional language, which the government and the community should. In the promotional video that Ade Londok did on his YouTube channel, there were many insulting words shown to the audience or displayed to people in the video such as shopkeeper staff and so on, as in one of the videos located on Vaporid Bandung, which was indirectly shown to the competitors of the business. Directly harsh words were hurled at the shopkeeper staff who was a woman. Therefore, Ade Londok has violated the ITE Law with the previously mentioned article and must be sanctioned or punished according to the article violated. The sanction is contained in the ITE Law, Article 45 paragraph I Chapter XI concerning Criminal Provisions, which reads, "Everyone who fulfils the elements as referred to in Article 27 paragraph (I), (II), (III), and (IV) shall be sentenced to a maximum imprisonment of six years and a maximum fine one billion rupiahg.

5. KESIMPULAN

Based on the results of research that has been carried out by researchers through content analysis methods regarding Verbal Violence in the promotional video on the Ade Londok YouTube Channel by calculating data using an inter-coder reliability test. Therefore, from the research data that has been processed, the researchers draw the following conclusions:

1. Referring to the research question that the researcher has determined as the focal point of the study, namely what verbal violence is in the vlog game sample. After doing the research, verbal violence is divided into four categorizations that have been operationalized, namely association on animals, euphemisms, hyperbole, swearing, and dysphemism.
2. The researcher wants to know the amount or frequency of verbal violence in the promotional video sample on Ade Londok YouTube channel. Based on the between-coder reliability tests that have been carried out, it can be concluded as follows. the data has a high level of reliability, which exceeds the minimum reliability score of 0.7 or 70%, where verbal violence that occurs on the promotional video in Ade Londok YouTube channel has a reliability number of 0.8 or 80%. Where the measuring tool used produces the same findings, namely the same 4 promotional videos from the two coders and only one video is not inter-coder approved.
 - a. Average number of 142 times verbal violence appeared during the period September 11, 2021 to October 21 2021. The promotional video that caused the most verbal violence was on September 17 2021 entitled 'Eweuh Deui Ngevape Mah' with 57 times occurrence or 39.86%. Meanwhile, the promotional video with the most minor appearance of verbal violence was on September 11, 2021, entitled 'Odading Mang Oleh' with 7 appearances or 4.89%.
 - b. From the entire sample of promotional videos studied, the euphemism category ranks first as verbal violence that appears most often in Ade Londok promotional video with 57 times or 40%. Therefore, most verbal violence contained in the promotional video on Ade Londok YouTube channel is euphemism. In the second position, the verbal violence often used by Ade Londok in his promotional video is dysphemism. With occurrences of 36 times or 25,20%. Furthermore, in the third position is the category of swearing with 21,5 rounded to 22 occurrences or 15.10%. Then, the hyperbole category became verbal violence, taking the fourth position with 21 occurrences or 14.70% and the last position is association on animals with 7 occurrences or 5%.

Suggestions given by researchers after conducting this research are as follows:

1. Academic Suggestion
The researcher hopes that in the future, many academics will research content analysis. Because, so far, content analysis research, especially in the Communication Studies program at Telkom University, is still lacking, and researchers find it difficult to find references for similar research. In addition, there are still many accounts on YouTube that have verbal violence in them, similar to this research. Researchers hope that the many studies on verbal violence that have been carried out will increase awareness for the government, readers, and parents of channels on YouTube that have harmful content, especially in Indonesia.
2. Practical Suggestion
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. Because similar channels that have counterproductive or harmful content should not be used as entertainment for everyday life. We should consider further the impact that similar YouTube channels will have, which can damage the morale of the nation's next generation.

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