

CHAPTER I

BACKGROUND

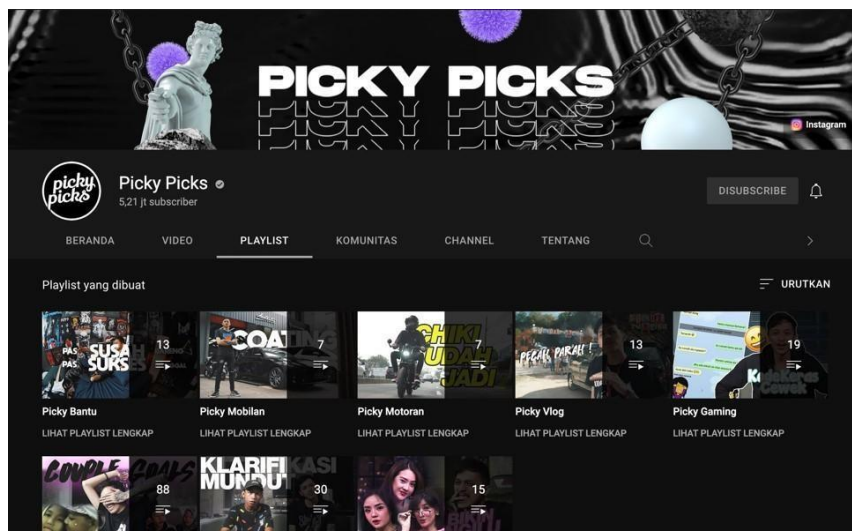
1.1 Research Background

This channel has become well-known since upload "Prank Ex" video. Furthermore, the "Cringe Video Reaction" drew a large number of people.

Many young people adore the owner of the Picky Picks channel, Bimo Putra Dwitya, who is also known as a Youtuber. This individual, who was born on September 13, 1992, in Jakarta, has a wide range of engaging information, from presentations by presenting sources to video reactions to viral videos.



Picture 1. 1 Owner from Picky Picks YouTube Channel



Picture 1. 2 Picky Picks YouTube Channel

The following are some fascinating facts about Bimo, the proprietor of the PickyPicks YouTube channel:

1. A successful young entrepreneur as well as a Youtuber. His channel is called Picky Picks with his favorite video content being cringe reaction videos and prank videos.
2. Apart from being a content creator, this tattooed man also has a clothing business called Catharsis, a clothing company in addition to being a content provider.
3. Bimo and two of his pals, Dio and Dika, were the original members of Picky Picks. They create short-duration videos and post them on Instagram, then upload longer-duration videos to YouTube once they've gained a following.
4. Won an award from MURI for selling jeans over the internet. In just one hour, almost 2400 pairs of jeans have been sold. A collaboration between Bimo and the RUCAS brand resulted in this online sale.
5. Raised by a single mother, therefore this man who looks fierce is still and always loves his mother.
6. Bimo is the second of 3 siblings.
7. Just like his appearance, he is passionate about metal music and is a connoisseur of the arts.

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.

The number of internet users in Indonesia is growing, which has an impact on the number of people who use social networking platforms. Social media can be utilized in a variety of ways, one of which is as a motivator for digital content display. As of January 2022, there were 191 million users of social media platforms based on We Are Social in Indonesia. When compared to the previous year, when there were only 170 million people, this figure has climbed by 12.35 percent. According to We Are Social, an average of 58.8% of Indonesians use the internet to watch videos and pass the time in their leisure time, and the average Indonesian spends 3 hours

17 minutes every day on social media. This means that on any given day, someone will use the internet to access social media in order to pass the time or get information. In today's world, social media has become an indispensable tool for carrying out daily tasks.

Sharing, socializing, learning, and promoting are the four main functions of social media, according to Thoughtfullearning.com. Social media is utilized as a place to express oneself in addition to being an important platform for business and marketing. Video material has recently been increasingly popular on social media, with a surge of up to 82 percent expected in 2021. (Cisco Annual Internet Report). YouTube is one of the social media platforms that offers a video gateway as an alternative for the public to watch internet-based digital shows.

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. The survey's findings reveal that there are various social media platforms that are most extensively utilized, as well as how they are used based on gender, age, socioeconomic status (SES), and the perceived value of social media among users.

Table 1. 1 Usage and Trend of Social Media

Sosial Media	Usage Percentage	Gender	Age	SES	Value
YouTube	87%	Balance between men and women	All range	All people	YouTube has evolved into a vital crossroads for social media and streaming platforms. YouTube allows individuals to freely exchange video-based content while also searching for product information. Of course, the combination of high-quality audio and video is crucial.

Facebook	75%	Tend to be preferred by men	71%: from 24 – 44 years old	70%: lower middle class	Users rate Facebook as a good platform for reaching out to the community. Aside from that, it's a good idea to watch additional videos. Although it is considered quite informative, it is advisable to remain careful with the dissemination of information
					because some users think it contains hoax content.
Instagram	79%	Tend to be preferred by women	56%: from 15-29 years old	91%: upper middle class	Instagram is a popular platform for finding product and brand information, as well as customer service. In addition, video material should be improved to maximize user engagement. Instagram has also grown in popularity as a resource for information on travel, beauty, and fashion.
TikTok	52%	Tend to be preferred by women	42%: from 15-24 years old	68%: lower middle class	TikTok is a fun platform that relies on musical abilities, filters, and video editing. TikTok is also attracting a younger demographic and has a lot of room for beauty and fashion products.

Source: Jakpat's Survey period December-January, 2022.

Based on table 4.1 from the JakPat study of social media usage and trends, it can be stated that, as of January 2022, 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 (Hamid, 2015). 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".

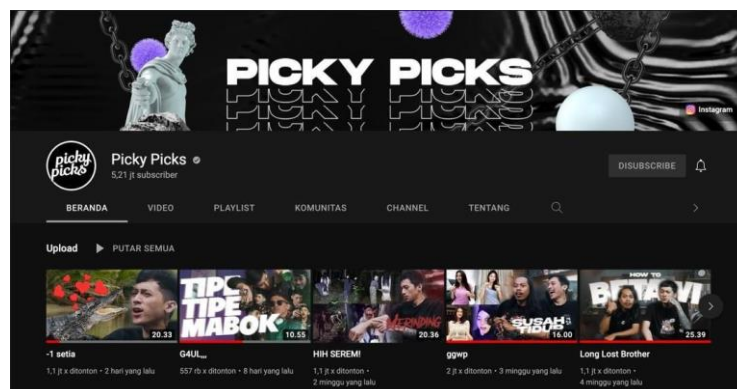
If it's about the growth of vlogging in Indonesia. Vlogging first became popular in Indonesia in 2009. The widespread distribution of Marshanda's "Curhat" video on YouTube and different television infotainment shows. A third party has uploaded a video with an expression of disappointment for the artist Marshanda. In addition, in 2010 a lip-sink video of the songs of Sinta-Jojo and Gamaliel-Audrey appeared which became the talk of various infotainment media in the community.

Making video bloggers, also known as vlogs, is currently more engaging than writing a blog. This is stated in one of Kaesang's YouTube vlog collections, where he says, "Writing on a blog has become dull for millennials today." A declaration that technological advancements will eventually give an environment and new techniques for voicing societal problems through communication media.

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 (Chandra, 2017).

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. Here's a screenshot of the Picky Picks YouTube:



Picture 1. 3 Capture of Picky Picks YouTube Channel

Language, according to Lee and Kim (2021), is more than merely a means of communication. It's also a way to convey one's own thoughts and activities. It's not just a way to share knowledge; it's also a way to feel and express our happy and negative emotions, as well as connect with others. As a result, language is an essential component of human life. In personal relationships, language is a medium of communication. When conflict is used constructively, it improves both positive and bad interpersonal connections. From interpersonal ties to weak criticism and harsh humiliation, language can work in a variety of ways. This is an important feature that you should try to perceive and comprehend.

Lee and Kim (2021) also discuss verbal aggression, which is defined as "displaying all kinds of filthy terms with words of threatening and swearing" in the dictionary. Psychological violence is another term for verbal abuse. Swearing, slandering, screaming, insulting, fouling, belittling, disrespecting, insulting, ridiculing, slandering, and violating self-respect are all examples of inappropriate behavior.



Picture 1. 4 Verbal Violence on Content Video Youtube Channel

Source: https://www.youtube.com/watch?v=5YWp_DaSBtY&t=16s

(Capture on 6 June 2022).

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.

Bang Bimo has not had an issue with verbal aggression in his video content since he began his career as a Youtuber with a channel named Picky Picks. Subscribers to Bang Bimo's channel account like the content he creates, and many of them share his feelings. This is evident in the channel's comment section.



Picture 1. 5 Picky Picks YouTube Channel Subscriber Comments

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. 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).

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.

1.2 Research Identification

As shown in the background, the research intends to explain, What impact does the content from the picky picks youtube channel have on verbal violence in it?

1.3 Research Objective

The research objectives of this study is to explain how much verbal violence representation on Picky Picks on YouTube channel

1.4 Research Aim

It is intended that the findings of this study would be beneficial to all parties concerned. Among them are:

1. For University Students

Hopefully, this study will serve as a starting point for future research and will aid in determining the extent to which verbal violence influences the development of video content on social media.

2. Information for Researchers

Hopefully, this study will shed light on the impact of this account on verbal aggression in the development of social media video content.

1.5 Time and Periodic of Research

The following table is a breakdown of the time and duration of the research that the researcher will do:

Table 1. 2 Time and Periodic of Research

No	Research Stages	Years (2021/2022)						
		MAY	JUN	JUL	AUG	SEPT	OCT	NOV
1.	Submission of Topics and Titles							
2.	Preparation of Chapter I to Chapter III							
3.	Pre-Research							
4.	Desk Evaluation Collection							
5.	Desk Evaluation Revision							
6.	Research							
7.	Preparation of Chapter IV to Chapter V							
8.	Thesis Defence							