

TABLE OF CONTENT

APPROVAL PAGE	i
ORISINALITY STATEMENT	ii
FOREWORD.....	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF PICTURES.....	viii
LIST OF ATTACHMENT	x
BACKGROUND.....	1
1.1 Research Background.....	1
1.2 Research Identification.....	8
1.3 Research Objective.....	8
1.4 Research Aim	8
1.5 Time and Periodic of Research	9
CHAPTER II LITERATURE REVIEW	10
2.1 Theoretical Studies	10
2.1.1 Communication	10
2.1.2 Concept of Verbal Violence	13
2.1.3 Video Blog Content	14
2.1.4 New Media	15
2.1.5 YouTube	15
2.2 Previous Research	16
2.3 Framework of Thinking.....	31
CHAPTER III RESEARCH METHOD	33
3.1 Type of Research.....	33

3.2 Operationalization of Variables.....	33
3.2.1 Operationalization of Variables	33
3.2.1.1 Animal Associations.....	34
3.3 Research Subjects.....	36
3.3.1 Population.....	36
3.3.2 Sample	36
3.3.3 Sample Recall Methods	36
3.4 Research Analysis Units.....	38
3.5 Reliability Test.....	39
3.6 Data Collection.....	39
3.7 Data Analysis Techniques	40
3.8 Coder Identity and Training	41
CHAPTER IV ANALYSIS AND DISCUSSION	43
4.1 Choder Characteristics	43
4.2 Research Results.....	44
4.2.1 Data Acquisition Between Coders.....	44
4.2.2 Enter Coder Reliability Test	46
4.2.3 Enter Coder Reliability Test Results	48
4.2.4 Frequency of Verbal Violence.....	49
4.2.5 Types of Verbal Violence Words	53
4.2.6 Percentage of Verbal Violence	58
4.3 Analysis and Discussion.....	60
CHAPTER V CONCLUSION AND SUGGESTION	62
5.1 Conclusion.....	62

5.2 Suggestions.....	63
BLIBLIOGRAPHY	64
ATTACHMENT	67
Attachment 1. Sample Videos by Picky Picks	67