

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