

CHAPTER I

BACKGROUND

1.1 Background Research

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. Users can easily and freely exchange and compose emails here. Social media is also a place where you can share user actions or activities. It is not difficult to create social media for users, and there are no space or time restrictions that allow users to be open to social networks throughout the day.

Social media is online media that is used for remote communication, the process of interaction between one user and another, and requests to receive information via the internet through special applications. The real purpose of social media is as a means of communication that connects users with lighting. For social media users to be easier and faster, a stable and fast internet connection is required. For example, wherever you are, the smartphone is easy to use and carry and Over time, the items that drive the Smartphone are getting easier in every way. 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. According to Gustam (2015:225). Only with electronic devices that have an internet connection, information can be obtained in seconds, therefore someone in this era can access information easily and provide important information about an event that is far from its location without having to be in that place where someone to Reaching the location takes quite a long time. According to Hoesny, Cahyani, and Aziz,

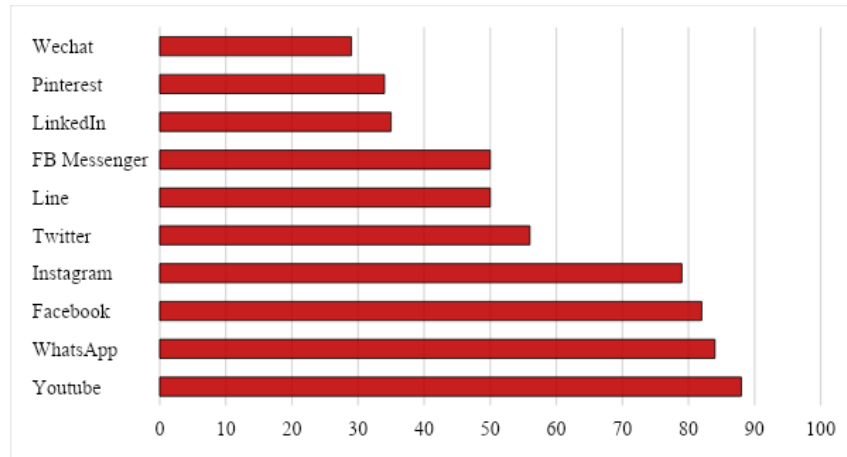
(2020:98) The following are some examples of popular social media applications, including Youtube, Instagram, Facebook, WhatsApp, blog, Twitter, Line, and others.

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.

Online social media is not only used by workers, but also by different age groups and backgrounds, and online social media is also used by housewives, students, even in early childhood. According to Mulawarman and Nurfitri (2017:36). Everyone who has different backgrounds, both age, economic layer and even work already has a smartphone, where each person also has a social media account from various applications such as Instagram, Facebook, Twitter, Youtube and so on, the truth is almost certain. How humans communicate in a digital era like this is a norm with changes in these aspects.

By having the most active social media ranking in Indonesia in terms of social media with the highest interest in this country according to research conducted by hootsuite in 2020 is Youtube. The advantage of making it easy for everyone in the world to find, watch and share video content is the superior value of a Youtube. Providing a place for everyone to share information, build relationships, and be able to become an inspiration is a function of Youtube itself, apart from that Youtube also functions as a distribution platform for content creators and advertisers from big or small names. Being a leading site in the video search category on the internet with more than 100,000,000 videos watched by visitors every day is a record held by Youtube why this media can be the choice of everyone in all parts of the world. Every day there are more than 65,000 video content uploaded (Mariyati, 2017:6).

Figure 1. 1 Social Media 2020 in Indonesia



source: <https://databoks.katadata.co.id/> (Retrieved 24 July 2021 at 20:30)

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%.

Business people must always know the changes that occur in the market and create creative ideas on products and marketing that can attract consumer interest so that what consumers want can be fulfilled properly and by consumer needs. Consciously or not, technological progress and creativity cannot be separated in the daily life of today's society. In addition to having a positive impact, technological progress also has a negative impact that the community must accept. Technological advances that have a negative impact will certainly affect a person's nature and behavior, one of which causes people to behave consumptively.

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)

In addition, marketing through social media also influences consumer attitudes that can build awareness of a product. Consumers form their attitudes towards a brand because of the information-driven by the displayed content. The attitude that consumers take after realizing a product is usually, they seek or do research first in terms of product advantages, uniqueness, or from their own needs. The resulting content can significantly influence consumer attitudes about a product (Sangadji, 2013:176).

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. YouTube has set. The opportunity for freedom of expression and opinion on YouTube was also carried out by Ade Londok, who in 2020 finally went viral because of his joke when promoting one of the suburban merchants and was hotly discussed because he reaped the pros and cons of the words spoken by Ade Londok, where Ade Londok often rant at every joke on YouTube.

Figure 1. 2Promotional Videos by Ade Londok



source: <https://youtube.com/AdeLondok> (Retrieved 20 July 2021 at 15:30)

The phenomenon of Ade Londok from Bandung, West Java which went viral through the promotional video "odading mang by" by Ade Londok, Ade at first just wanted to make a short video containing jokes and chat casually with traders during the pandemic on the Youtube channel, Ade Londok often throws rhymes and jokes that provoke laughter from the audience of the video while promoting street vendors in the vicinity, especially "Odading Mang By" who succeeded in getting attention from the public both for himself and the product "Odading" itself which reaped a positive impact by increasing consumers due to promotional videos Ade the Londok. Ade Londok actions in his videos have attracted the attention of internet users on YouTube, Instagram, and TikTok. This quick success was soon followed by offers to become endorsers, enter the recording world, and be invited to television stations. Ade Londok only makes video recordings with funny, unique, entertaining material, then uploads them to YouTube, an online site that facilitates private video viewing. In addition, he was also appointed as a promotional ambassador for Micro, Small, and Medium Enterprises (MSMEs) in the culinary field for West Java by Ridwan Kamil, Governor of West Java.

Social media users have many pros and cons to the promotional video "Odading" by Ade Londok because there is verbal violence in the content. The use of harsh words in Sundanese which some people find funny and exciting 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 verbal violence uploaded on this video. Youtube where children and teenagers will be affected and absorb the language. Some people think that Ade Londok cannot become a public figure if he often uses verbal violence in his daily life and his content because it will set a bad example. On the other hand, Ridwan Kamil and the Governor of West Java chose Ade Londok as the Culinary Ambassador of West Java. They were tasked with promoting national cuisine, especially West Java.

This proves the government's lack of attention to the use of good language on YouTube social media, so the promotional video "Odading" by Ade Londok and other videos on Ade Londok Youtube channel containing violent verbal content can still be viewed freely at all ages up to at this time, and Ade Londok himself has the responsibility of being a Culinary Ambassador for West Java without paying attention to the verbal violence that Ade Londok does in each of his videos.

Verbal violence on Youtube content is explained by Ahdiyat (2020:213), following the development of Youtube in Indonesia, content dominated by entertainment content such as gaming, music, infotainment, and comedy content. Youtubers (the name for YouTube content creators) always share information, experiences, and daily activities with their individual traits and characteristics in this content. Unfortunately, in these contents, forms of verbal violence are often found by content creators, which of course, influence the audience's behavior.

People's concerns are against the promotional videos made by Ade Londok because teenagers and even children dominate the audience accessing Youtube. They already consider Youtube content creators (YouTubers) as public figures who are their role models. The effects of content containing verbal violence should be a concern for all elements of society. Maybe some people think that the content does not affect the audience because it is considered not too significant. With the incessant content of verbal violence on Youtube, we should be worried about the community's character, attitudes, and behavior, especially young people and teenagers who are active audiences on Youtube. (Sholeh, 2018:3).

Figure 1. 3 Ade Londok Vaporid Promotional Videos



source: <https://youtube.com/AdeLondok> (Retrieved 25 July 2021 at 15:30)

An example of a promotional video on Ade Londok Youtube channel, which will be the focus of this research, is the promotional video "Odading Mang Oleh," which can be seen in figure 1.2, which was released on September 11, 2020, which already has 6 million viewers on Youtube. The researcher chose the promotional video "Odading Mang By" because of the verbal violence in it. However, not only in the "Odading Mang By" promotional video, but also in the video entitled "Eweuh Deui Ngevape Mah @vaporid.veteran," which can be seen in figure 1.3, the video was released on September 17, 2020, and has 202,245 views which contain promotions on one of the vape shop in Bandung City and the video also contains the verbal violence that Ade Londok often utters.

The researcher took the video because the five videos had the highest number of Youtube viewers in the promotional category carried out by Ade Londok. With the most-watched videos, the effect will be more significant. The effect in question is in the form of imitating words containing verbal violence by minors. Where in Law Number 11 of 2008 Article 27 paragraph 3, Regarding ITE (Electronic Information and Transactions), it is stated that everyone intentionally and without rights distributes and transmits or makes Electronic Information and Electronic Documents accessible, which contains insults and defamation.

The existence of a social media marketing video linkage carried out by Ade Londok as an endorser is also a form of marketing communication mix in the form of interactive marketing according to Kotler Keller (2014: 493) is the influence of marketing through social media as an opinion leader in shaping consumer attitudes. Furthermore, Shimp (2014: 460) argues that endorsers are using someone famous as an advertisement star in the media, ranging from print media, social media, and television media. In addition, famous people or artists are used because of their attractiveness, including good looks, courage, talent, and even humor, often representing the attractiveness desired by the brand they advertise. The use of endorsers is expected to represent a brand image that has an impact on purchasing decisions.

This means that the use of endorses that are inappropriate or often uses verbal violence on each video content, such as Ade Londok, will affect the brand image of the product or brand advertised by Ade Londok as an endorser. Kotler and Armstrong (2016: 284) say that communication in marketing a brand or product on social media depends on how the message is expressed and its content. This is a creative strategy for marketers to translate brand and product messages into certain communications in the form of content that will shape consumer attitudes informing consumer decisions to make purchases.

Based on a brief explanation about YouTube, Ade Londok promotional video phenomenon is currently overgrowing in the community. Researchers are interested in analyzing the phenomenon of Ade Londok promotional videos uploaded to social media Youtube by using content analysis. Furthermore, its relation to the Law on ITE (Information and Electronic Transactions) Number 11 of 2008 Article 27 paragraph III Chapter VII concerning Prohibited Acts and marketing ethics that Ade Londok violated.

Content analysis in Eriyanto (2011:1) is an analysis used to measure specific aspects of content carried out quantitatively. The content analysis (quantitative) used only focuses on the explicit material. The researcher only codes (marks) what is seen (in the form of sound, writing in newspapers, and

television pictures). In addition, this study will also use transmission streams that are by quantitative content analysis. In practice, the transmission stream results in a content analysis technique known as quantitative content analysis. In quantitative analysis, the focus of research is to accurately calculate and measure aspects or dimensions of the text.

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.

1.2 Research Focus

The researcher focused the research on "Verbal violence in promotional videos on Ade Londok Youtube channel". From the focus of this research, the researcher formulates the research problem as follows:

1. What types of verbal violence found in the promotional video on Ade Londok's Youtube channel?
2. How often does Ade Londok reveal verbal violence in his promotional videos?

1.3 Research Objectives

Based on the background that has been described, the objectives of this research are as follows:

1. To find out what verbal violence is in the promotional video on Ade Londok Youtube channel.
2. To find out how often Ade Londok reveals verbal violence in his promotional videos.

1.4 Research Aim

a. Theoretical Aspect

The results of this study are expected to be helpful for the development of communication education studies at the Faculty of Communication and Business, Telkom University, especially the Department of Communication Studies. It is hoped that the results of this research can be an additional insight and a reference for students who will conduct content analysis research.

b. Practical Aspect

Practically, it is hoped that this research can be a material for consideration and learning for people who are or will manage YouTube social media accounts that upload their videos properly and correctly. And keep away from the possibility of videos on YouTube that use language that is not in accordance with the ethics and norms that apply in society.

1.5 Time and Period of Research

The following table is a breakdown of the time and period of the research by the researcher will carry out:

Table 1. 1 Time and Period of Research

No.	Research Stages	Years (2020/2021)									
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
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										

Source : Researcher, 2020