

TABLE OF CONTENTS

TITLE PAGE.....	ii
APPROVAL PAGE	iii
ORISINALITY STATEMENT	iv
FOREWORD	v
ABSTRAK	vii
ABSTRACT	viii
TABLE OF CONTENTS.....	ix
LIST OF PICTURES.....	xii
LIST OF TABLES.....	xiii
LIST OF ATTACHMENT	xiv
CHAPTER I BACKGROUND.....	1
1.1 Background Research.....	1
1.2 Research Focus	9
1.3 Research Objectives	9
1.4 Research Aim	10
1.5 Time and Period of Research.....	10
CHAPTER II LITERATURE REVIEW	12
2.1 Theoretical Studies.....	12
2.1.1 Communication.....	12
2.1.3 Promotions	16
2.1.3.1 Promotional and Marketing Business Ethics	16
2.1.4 Mass Communication.....	17
2.1.5 New Media.....	19
2.1.6 Youtube	20
2.2 Previous research	20
2.3 Framework of Thinking.....	30
CHAPTER III RESEARCH METHOD	32
3.1 Research Paradigm.....	32
3.2 Research Approach	33

3.3 Types of Research.....	33
3.4 Research Methods.....	34
3.5 Research Subjects	35
3.5.1 Population.....	35
3.4.2 Sample	35
3.4.2 Sample Recall Methods	36
3.6 Research Analysis Units.....	38
3.7 Reliability Test.....	38
3.8 Variable Operations	39
3.8.1 Animal Associations.....	40
3.8.2 Swearing	40
3.8.3 Hyperbole	40
3.8.4 Euphymism	40
3.8.5 Disfemism.....	40
3.9 Data Collection	42
3.10 Coder Identitiy and Training.....	43
3.11 Data Analysis Techniques	44
CHAPTER IV ANALYSIS AND DISCUSSION.....	46
4.1 Ade Londok Profile.....	46
4.2 Coder Characteristics	47
4.3 Research Result.....	49
4.3.1 Data Acquisition Between Coders	49
4.3.2 Inter-Coder Reliability Test	51
4.3.3 Inter-Coder Reliability Test Results.....	52
4.4 Analysis	54
4.4.1 Verbal Violence.....	54
4.4.2 Types of Verbal Violence Words.....	58
4.4.3 Data Analysis	62
4.5 Relationship with Ethics in Social Media	63
CHAPTER V CONCLUSION AND SUGGESTION.....	66
5.1 Conclusion.....	66

5.2 Suggestion	67
BIBILOGRAPHY.....	69
ATTACHMENT	72