

ABSTRACT

As technology develops, the use of social media is being misused by individuals or group. Youtube video creators often make inappropriate shows, such as animation-based videos that display violence. A disturbing video is a video causing the audience of the video feel disturbed or anxious. One of the shows is the video “Spongebob Squarepants – Plankton Wins” which was uploaded on Pamtri's Youtube channel. In this video, there are acts of violence such as murder by stabbing the character's body with a knife to death. This is very uneducated and not good for the child's psychology. The purpose of this study was to determine the aspect of meaning, sense, feeling, tone, and intention in the show "Spongebob Squarepants - Plankton Wins". To achieve the research objectives, the researcher used a qualitative approach with Pateda's Aspects of Meaning theory. To obtain the results of the study, interviews were conducted with several informants in the form of perspectives and experiences of early childhood, parents, and residents who have watched the program. The results of this study indicate that the meaning aspect of the video "Spongebob Squarepants - Plankton Wins" based on informants is inappropriate for early childhood viewing and is not an educational element.

Keywords: Animation, Disturbing Video, Violence, Theory Aspects of Meaning