

ABSTRACT

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Content Analysis of Verbal Violence In Awkarin's Vlog Episode 8-11

Year Thesis : 2018 + 89 Pages + 11 Enclosure

Bibliography : 18 Books + 6 Online Journals + 7 Source Internet Media + 1

Other Source

Vlogs are videos containing opinions, stories or everyday activities that are shared on the blog. Vlogs become popular in 2014, vlogs have now become one of the most sought-after spectators of society, especially teenagers. At first, literally vlogs became a means to give opinions and be a means of expressing themselves, but some Vloggers express themselves too freely with presence of harsh words that are verbal violence.

The purpose of this study is to find out how big the frequency of verbal violence that is displayed in Awkarin's Vlogs episode 8-11. This study uses descriptive content analysis method (content analysis) is a method that examines the contents of communication to be described in a real, systematic, quantitative and objective.

From the results of this study found that Awkarin's Vlog episode 8-11 contains verbal violence. The most common cursing category with 89 occurrence frequency with 58.2% percentage. In the mock category gain frequency 25 with the percentage of 16.3%. For category cursing get frequency 21 with percentage 13,7%. In the category of derogatory gain frequency 14 with a percentage of 9.2%. Then for the put category get frequency 3 with percentage 2%. The least categorized category is the forcing category with a frequency of 0.7% percentage.

Keywords : Vlog, Verbal Violence, Content Analysis