

DEDDY CORBUZIER'S RESPONSE VIDEO CONTENT TO REZA OCTAVIAN'S INAPPROPRIATE LANGUAGE IN HIS VIDEOS ON YOUTUBE

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Abstract - Content Creator in YouTube that often called YouTuber becomes a trendsetter for their followers. Reza Oktavian, one of the famous YouTuber is not only known for his skill in playing games, but also famous for the audience's criticism of the use of impolite words in his videos. Reza often uses swear words in the videos he uploaded, both in Indonesian and English. Not a few spectators fret by swear words from Reza's video. This issue makes DedyCorbuzier's as one of Indonesian legend in entertainment industry and fellow YouTuber interested on creating content about his response for this problem and invited Reza to collaborate in the discussion. This research uses qualitative method and aim to get a deeper understanding about DedyCorbuzier's response to Reza Octavian's inappropriate language in his videos on YouTube. The result of this study indicates that managing media providers to control the language used in video content because it can be watched and imitated by young children is not the main solution, but the role of parents in assisting children as supervisors and instructors is more efficient. Because it is easier to manage their own children, than taking care of all YouTube content creators.

Keywords: Content Creator, Gamers, Gratifications, Video Online, You Tuber Indonesia

INTRODUCTION

YouTube is a video-sharing site that is used to share videos online by the whole world. This site facilitates users to upload videos that can be accessed by other users around the world for free. YouTube is the most popular video database on the Internet, and also video site that provides various information in form of 'moving pictures'. This site is provided for those who want to search information from video. We can also participate in uploading videos in YouTube servers and share them throughout the world. YouTube users can create content and watch other content.

YouTube has more than one billion users - almost a third of Internet users - and every day these users watch billions of hours of video and generate billions of views. (YouTube, 2017) YouTube is even bigger than Gmail, and nearly as big as Facebook, with over 1.8 billion monthly logged-in users. (businessinsider.sg, 2018) YouTube users are of various ages, from young to old. YouTube viewers can choose the information they need themselves and can personalize the view by subscribing to the YouTube channel, so they can get notifications of the latest videos updated by the channel. Video content creators that upload their video on YouTube called YouTuber. (mediakix.com, 2016). Usually every YouTuber has its own characteristics. A YouTuber who consistent with content theme and has his own uniqueness can get the attention from the YouTube audiences. Nowadays, this 'video uploading activity' in YouTube can be a profession that creates benefit. In addition to earning income, YouTuber also gain fame and become public figures that often used as role models by their followers. To gain many subscribers, a YouTuber must have creative and consistent videos. Usually the big YouTuber already have a definite theme for their video content. Here are some of the world-famous YouTube content themes: prank categories, "gaming" categories, teen life categories, "parody" categories, Vlog categories, "review" categories, unique fact categories, recommendation categories, experimental categories, food categories, drawing category, "how to" category, and others. (Mediakix.com, 2017) Each account owner can express himself as freely as possible in order to attract the attention of his audience.

YouTube has a number of security tools that helps users to get information based on what they need. For videos with adult content, YouTube will ask the audience to confirm their age. YouTube also provides a comment container to accommodate the responses of recipients of information from videos played on YouTube. So that there can be 2-way communication by the video owner and the audience. Video viewers can also press the thumb button if he likes the contents of the video. Big YouTuber in Indonesia often become a trendsetter for their followers. Many of them end up existing in entertainment industry. And there are a lot of brands that using them as their ambassadors. Reza Oktovian or better known as Reza Arap is one of the YouTube artists who already has 1,687,051 subscribers and has 287,359,450 views. (YouTube, n.d.) He started his career in the YouTube since November 1, 2012. Reza is famous for his videos with "gaming" category. Reza often uploads videos that record his expression while playing video games. In addition, Reza also frequently uploads his daily life, shares his thoughts on things, and makes videos that aspire to his art side.

Reza Oktovian is not only known for his skill in playing games or talent to sing, but Reza is also famous for the audience's criticism of the use of impolite words in his videos. Reza often uses swear words in the videos he uploaded, both in Indonesian and English. Not a few spectators fret by swear words from Reza's video. Given there are many small children who watch Reza's video and subscribe to his YouTube channel. Reza and his YouTuber's colleagues also had a song called "Ganteng-Ganteng Swag" which contained curses, which got popular and sung by his followers, including children. In addition to criticism in the comments column, a young man from Medan named Daniel Lim had made a petition for Reza at the Change.org site entitled Improve Your Language Quality. This petition is a form of open criticism of the lack of language Reza uses. When viewed from many videos on the channel, there are indeed many moments when Reza does not hesitate to use impolite and invective language in Indonesian or in English. (Lim. D, 2016)

This petition was flooded with supportive comments and sharp criticism of Reza. Many netizens agree that Reza Oktovian should be more responsible for the use of the language in public areas, including on YouTube. In fact, there are not a few children out there singing "Gateng-Ganteng Swag song" sung by Reza. Even some of them are still in kindergarten. This attracted attention of other YouTuber, DeddyCorbuzier. Deddy or Andreas DeodatusDeddyCahyadiSunjoyo is a mentalist or professional illusionist who has been in the Indonesian entertainment industry since 1998. (wikipedia.org, 2018) Now not only active on TV with his talk show Hitamputih, he is also an active YouTube with 624,120 subscribers and 70,329,963 views since December 7, 2009. Deddy's content gets positive responses because his channel provides interesting information and new perspectives from the events discussed in the videos. On June 13, 2017, Deddy made a video entitled "SI ANJ # NG, REZA OCTOVIAN NGOMONG JOROK TO AZKA!. DEAD ... (MOTIVE DEDDY CORBUZIER)" with the aim of giving a new perspective to children and parents in dealing with the digital world, and things that need to be known by parents when their children watch videos with less polite language content like Reza's. Deddy also invited Reza to collaborate in the discussion. (YouTube, 2017)

As Legend in Indonesian entertainment industries that have seen and experiences a lot of problems, Deddy has his own thought of this issue. What is the response of DeddyCorbuzier regarding YouTube audience criticism of the harsh words that are often spoken by Reza Octavian in videos on his YouTube channel?

THEORETICAL FRAMEWORK

Uses and Gratifications

The basic concept of uses and gratifications comes from Elihu Katz who introduced the term uses and gratifications approach in 1959. Katz argues that research on media is no longer based on what the media do to the public but emphasizes on what the public does to the media.

According to the originator, Elihu Katz, Jay G. Blumler, and Michael Gurevitch (1974), the scope of the uses and gratifications approach includes:

- The origin of needs.
- Social and psychology needs.
- Expectations arising from social and psychological needs.
- Mass media or other sources used.

- Differences in patterns of media exposure due to involvement in other activities.
- The fulfillment of needs.
- The emergence of consequences that may not be planned.

The audiences use media because there are psychological social conditions that are perceived as a problem by the public and media could overcome these problems. (Pakarkomunikasi.com, 2017)

RESULT AND DISCUSSION

As time passed, there are a lot of new innovations that can help us fulfill our needs faster and easier. People used to think that all information can only be obtained from books, but now we have many shortcuts to obtain information. Since the existence of television, humans have begun using video / moving images to fulfilling their daily information needs that can be accessed easily, can be obtained quickly, and can be digested properly with a short duration. The social environment is one of the biggest factors of the reason humans do everything. The number of people who use video on the internet to fulfilled their information needs is one of the main factors of the growing popularity of YouTube users nowadays. The video contains the YouTuber's thought about something / event, could give a new point of view to the audience, and fulfill their needs of information. The audience could get the information that they need in a fun way through visual and audio, instead of using other media that they consider less attractive.

Other than YouTube, people use social media as one of their favorite resource of media nowadays to get information. Some social media are equipped with video features to exchange information, some of which have limitations that are deliberately created according to their needs, such as Instastory—video media with ability to record videos for 15 seconds and only be seen within a period of 24 hours from the time the video was uploaded, etc. But television is still a medium that is often used to meet their needs. With the existence of online video media to get the information needed, the more information that can be received with a shorter duration, and information could be absorb and understood easier with interesting videos. Information that could have been obtained by reading onebook, now can be obtained by watching videos that have shorter duration, and we can easily watch the video over and over as long as we got connected with internet.

Now people can choose what information they want to get. We can design our own type of media that we want according to our needs. Everyone can become the source of information and share it with others anytime they wanted. And the creator also required being more creative in presenting information to attract the attention of the viewers. By getting information in a short and easier way, makes the audience held responsibilities of what they what to take from the information given. Now the audience has become an information filter for themselves. Therefore, audiences are expected to be wiser in receiving the information. With the video response from DeddyCorbuzier on the phenomenon experienced by Reza Oktovian, it is expected to provide new thinking in responding to the phenomenon. Managing media providers to control the language used in video content because it can be watched and imitated by young children is not the main solution, but the role of parents in assisting children as supervisors and instructors is more efficient. Because it is easier to manage their own children, than taking care of all YouTube content creators.

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