
ANALISIS ISI VIDEO *YOUTUBE* CAMEO PROJECT DALAM MENDUKUNG KAMPANYE ANTI *BULLYING*

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ABSTRAK

Perkembangan teknologi komunikasi yang semakin maju pesat ditunjukkan dengan kemunculan media sosial seperti *Youtube* yang dianggap sebagai sebuah *platform* yang dapat dimanfaatkan sebagai sarana dalam mendapatkan keuntungan dari segi ekonomi serta wadah komunikasi dalam menyampaikan aspirasi. Akun *Youtube* Cameo Project dalam kontennya yang berjudul “Pertanyaan Basa-basi yang Bikin Sakit Hati” berisi video yang dapat dikaitkan dengan pergaulan remaja saat ini yang kurang memperhatikan pola komunikasinya, sehingga terkadang secara sadar ataupun tidak sadar melukai perasaan seseorang yang mereka ajak berkomunikasi. Penelitian ini memfokuskan pada bagaimana isi pesan kampanye anti *bullying* dalam konten video yang disampaikan Cameo Project dengan menggunakan metode analisis isi. Teori yang dipergunakan dalam penelitian ini yaitu teori media social dan teori *bullying*. Penelitian ini bertujuan untuk mengetahui secara jelas makna yang disampaikan dalam video tersebut. Hasil penelitian menunjukkan bahwa tindakan *bullying* jika dilakukan terus menerus akan mengakibatkan konflik pada diri korban bully, jika korban tidak dapat survive melawan pergejolakan batinnya, maka akan muncul sugesti buruk pada diri sendiri yang menyebabkan korban *bullying* mengalami konflik intrapribadi. Dalam video yang telah dianalisa oleh peneliti menunjukkan bahwa kejadian *bullying* yang terdapat dalam video tersebut secara keseluruhan merupakan 100% komunikasi verbal.

Kata Kunci: Analisis Isi, *Bullying*, Video *Youtube*

A. INTRODUCTION

Technology is developing very rapidly and getting more advanced in this modern era. It is undeniable that the internet is a global network that connects users around the world without being limited by geographic, cultural, or political barriers (Muhammad Anshar Akil, 2011: 189). The advancement of technology and information is a form of globalization and modernization produced by social changes that occur in society. This makes it easier for humans or someone to build networks and interact with other people regardless of distance and time. This progress supports the life of the world community, including Indonesia.

Information and Communication Technology is the basis of communication terminology which includes all technical requirements for processing and conveying information which includes two aspects, namely information technology and communication technology. Information and communication technology can be associated with the media, because media has an unbreakable relationship with technology, the media is social media. In this era, social media is what society needs to handle several aspects, one of which is as a means of connecting to friendship, self-actualization tools and others. Social media is a term that describes various technologies that are used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more hypertext than a specific reference to various uses or designs. (Cross, 2013)

One of the social media that is often used today is Youtube. Youtube is a site on the Internet that makes it easy for us to watch videos from various parts of the world online, easily anyone can upload their personal videos on the online site Youtube, one of Google's services, facilitates its users to upload videos and can be accessed by other users from all over the world for free. You could say YouTube is the most popular video database in the internet world, or maybe even the most complete and varied. Currently, Youtube is the most dominant online video site provider in the United States, even in the world, by controlling 43% of the market. It is estimated that 20 hours of video duration are uploaded to Youtube every minute with 6 billion views per day. Youtube has now become a variety of needs of its users, the features offered through advances in communication technology are currently very helpful from various aspects that users need.

It has more than one billion users, nearly a third of all internet users and every day people watch hundreds of millions of hours of video on YouTube and generate billions of views. YouTube as a whole, has reached more viewers aged 18-34 and 18-49 than any other cable network in the world. The number of hours people spend watching videos on YouTube increases by 60% per year, which is watched by humans all over the world who use the internet network as the media Youtube.

YouTube with a number of users of more than 132.7 million users or around 51.5% of the total population of Indonesia of 256.2 million based on statistical data from APJII (Indonesian Internet Service Providers Association) 2016 (<https://apjii.or.id>). This refers to the number of monthly active users including public figures or celebrities in Indonesia, so that imaging or expressing their image through YouTube channels has become a trend and is widely used by news or infotainment seekers to explore the image of a public figure or celebrity. these use YouTube as a medium to communicate and also upload their personal documentation that is up to date through their channel or YouTube channel as a form of public information. No wonder video information about their daily lives or activities can be easily obtained for those in need

such as the press, fans, or even haters (haters). YouTube users can freely comment on videos uploaded by public figures or celebrities.

Currently, Indonesia already has a lot of creator content on the Youtube platform, from having only a few subscribers to many, but only the Cameo Project was chosen to represent Youtubers Indonesia who was invited to the big event, this is what makes researchers interested in choosing Cameo Project compared to Youtubers others in Indonesia to be researched in this study. The Cameo Project itself has uploaded many videos that show social problems related to the current state of society that are not considered by many as important problems in social environments such as bullying or bullying.

Many cases of bullying that occur in the current millennial era, where many teenagers grow up with wild, free associations and prefer practical or pragmatic things, this is based on advances in communication technology and supported by wrong associations, many teenagers who grew up in a harsh environment and crossed ethical boundaries, but they still feel right and are usually taken for granted. There are many cases of bullying in children. The Indonesian Child Protection Commission (KPAI) noted that 107 children were victims of bullying at school in 2018. The effects of bullying occur at several levels. Bullying can reduce a child's motivation to attend school, hinder achievement, increase children's aggressiveness, and cause depression. If not handled properly, bullying will affect the child's future. KPAI noted that in a period of 9 years, from 2011 to 2019, there were 37,381 complaints of violence against children. For bullying both in education and social media, the figure reached 2,473 reports and continues to increase.

This was conveyed in the anti-bullying campaign video from the YouTube content made by the cameo project entitled "Stale Questions That Make You Heartbroken". Cameo Project is a Youtubers group consisting of teenagers from Indonesia, which was founded in 2012. Cameo Project displays content that is not only intended to entertain but also to inspire many people and to have a positive influence on the audience. Starting from 2012 until now, during the eight years of the Cameo Project's career, 716 videos have been uploaded to their YouTube account and have accumulated 1.05 million subscribers.

Until May 02, 2020, the video "Stale Questions That Make You Hurt Hearts" uploaded on November 6 2018 via Youtube with the Cameo Project account had 621,656 views, with 53,000 Likes and 218 Dislike. This video is shown to all Indonesian people with the aim that there will be no more bullying anywhere, both verbally and non-verbally, which is done intentionally or unintentionally

B. METHOD

The research method used is qualitative research methods. Qualitative research itself is a research method that can be used for conditions with natural objects as opposed to an

experiment, where the researcher is the key instrument and the data collection technique is done by triangulation, data analysis is inductive, and the results of qualitative research emphasize the meaning more than generalization (Sugiyono, 2008: 9)

C. RESULTS AND DISCUSSION

Youtube, is a social media with video content that provides a device or facility for creating channels or channels. These channels are owned by audiences who already have an account. On this channel, users can upload videos based on the category or type they want (Nasrullah, 2016).

Bullying can be defined as an aggressive activity or behavior that is deliberately carried out by a group of people or a person repeatedly and from time to time against a victim who cannot easily defend himself or a systematic abuse of power / strength.

Non-physical or verbal bullying is a type of bullying that can also be detected because it can be caught by the sense of hearing. Examples of verbal bullying that are often not realized include: Swearing Insulting Calling Shaming Shaming in public Accusing Yelling Spreading gossip Slander Rejecting Some examples of words that include acts of verbal bullying, namely: "Goblog lo" "Jayus lo" (tacky or not fun) "Fat lo" "Cungkring lo" (skinny) "Sotoy lo" (pretentious) "Cupu lo" (geeky) "Don't have holidays anywhere, huh? Poor you"

The definition of verbal bullying itself was expressed by Sejiwa (2008: 4) who explained that verbal bullying is a form of bullying behavior that can be captured through hearing. Forms of verbal bullying include: dubbing, yelling at, cursing, insulting, humiliating in public, accusing, shouting, spreading gossip, slandering. In addition, the form of bullying in the focus on bullying (in Monicka's research, 2014) states that verbal aggression is divided into two, namely, forms of bullying that do not require serious attention, such as insulting, mocking others, like calling people and giving nicknames. by showing displeasure, hatred or anger and by teasing others.

Meanwhile, forms of bullying behavior that require serious attention are bullying through phone calls and taunts related to race or gender, threats that can hurt the feelings of others, acts of violence in the form of words that threaten or cause injuries to other people's bodies, commit coercion, extortion. Indicators of verbal bullying are when the interlocutor or the communicant feels hurt over the sentence communicated by the communicator.

Meanwhile, physical bullying This is a type of bullying that is visible to the eye. Anyone can see this detrimental act due to physical touch between the perpetrator and the victim of bullying. Examples of physical bullying: slapping, punching, stepping on feet, tackling, spitting, yelling, throwing things, punishing by running around the field, punishing by means of push ups, refusing, and so on.

Figure 1
Cameo Project Video



In that video delivered by the Cameo Project in the content "Small Talks That Make You Hurt Hearts", there are 20 bullying sentences divided into physical and non-physical bullying. The content contains the outpouring of the hearts of seven people who received different bullying treatment, bullying that was done verbally and also non-verbally. Analysis of the contents of the video, there are 160 sentences per scene. Consists of physical bullying as much as 11 sentences, equivalent to 6.87%, while for sentences of non-physical bullying as many as 8 sentences is equivalent to 5%, but if it is counted as a whole, both physical and non-physical bullying, there are 20 sentences which are indicated to contain bullying messages. equivalent to 11.87%. The total number of sentences containing elements of both physical and non-physical bullying were 39 sentences or 23.67%.

Figure 2
Video Content "Pertanyaan Basa-basi yang Bikin Sakit Hati"

	Sentence	Prosentase
Physical bullying	11 Sentence	6,8%
non Physical bullying	8 Sentence	5%
Physical bullying and non Physical bullying	20 Sentence	11,87%
Total	39 Sentence	23,67%

The result of the research shows that the youtube video "Small Talks That Make Hearts Sick" in support of the Anti Bullying Campaign "based on the per-scene data shows that there are 160 sentences in the video from the video with a duration of 07:52 minutes which has a total number of scenes as many as 46 scene.

The content analysis in the video "Small Talks That Make You Hurt Hearts," has the highest frequency of bullying, both physically and non-physically. From the video, the form of bullying that is delivered is 100% verbal bullying because the delivery that is explained throughout the video is entirely verbal.

Figure 3
Kind of Bullying

Sentence	Frekuensi	Prosentase
Fat, thin, tall, short, ugly	7 times	4,4%
Weak, lethargic, slow, malnourished	2 times	1,2%
Tacky, poor, destitute	2 times	1,2%
Total	11 times	6,8%

In the physical bullying sentence above has 3 forms of identification of bullying, namely (1) Body shape that is not ideal: Fat, Thin, Tall, Short which has a total frequency of 7 times in the video (2) Differences in the form of a person's energy such as weak, letoy , slow, malnourished has a total frequency of 2 times and (3) Visual Appearance of a person such as tacky, village, poor, destitute who has a total frequency of 2 times, if combined as a whole, the total frequency of physical bullying sentences is 11 times which is equivalent to 6.87% of the total sentences in the video.

Figure 4
Kind of Bullying

Sentence	Frekuensi	Prosentase
Someone's Abilities example : Stupid, Nerd, weird	3 times	2%
Someone's Family Background	3 times	2%
Someone's Work Background	2 times	1%
Total	8 times	5%

Non-physical bullying sentences have 3 forms of bullying identification, namely (1) the ability of a person which has a total frequency of 3 times in the video (2) someone's family background has a total frequency of 3 times and (3) the background of someone who has the

total frequency is 2 times, the overall total of the frequency of non-physical bullying sentences is 8 times which means this is equivalent to 5% of the total sentences in the video.

Figure 5
Kind of Bullying

Kind of Bullying	Frekuensi	Prosentase
physical bullying and non-physical bullying	20 sentence	11,87%
Total	20 sentence	11,87%

The combined as a whole between the physical and non-physical bullying frequency table, it has a total of 20 sentences which is equivalent to 11.87% of the total sentences in the video of the Cameo Project. The sentence indicated that it contains non-physical bullying has 8 times containing non-physical bullying, non-physical bullying here itself is defined as the act of bullying with the object of bullying outside one's physical condition, for example one's ability, one's status or one's background and others. In addition to a person's physical and abilities, bullying can also be aimed at someone through the background, if according to the bully there is a person's background that is not good it will be the topic of bullying to be shown to someone who experiences it.

According to Trevi (2012: 16) bullying is an act of using strength or power to hurt a person or group of people either verbally, physically or psychologically, thus making the victim feel depressed, afraid and helpless. Bullying can occur due to several things, including children often seeing exposure to violence at home, lack of attention from parents, the attitude of parents who spoil their children too much, children socializing and playing with friends who bully, lack of supervision from the school and influence from the media such as TV and the internet (Andri Priyatna in Monicka Putri Kusuma, 2014: 23-25).

Katyana Wardhana (2014: 21-26) states that bullying can cause a sense of trauma which can cause negative psychological effects on the victim of bullying. There is even bullying which leads to the death of the victim. Considering the negative impact of bullying, this bullying must be prevented. One technique that can be used to prevent bullying is through an anti-bullying campaign. The anti-bullying campaign is a campaign with the dimensions of social change. With the campaign through the social media YouTube, it is hoped that teenagers and the public will begin to understand that bullying is an action that has a negative impact now and in the future.

Causative factors that can lead to bullying both physically and non-physically can be a lesson for all social media users to be more careful and wise in interacting both within the community and in cyberspace in order to minimize bullying in the future. As a counter to the

Cameo Project's bullying action with its video content on YouTube entitled "Small Talks That Make You Heartbroken", conveying messages containing anti-bullying campaigns both physically and non-physically delivered verbally on the video, with the aim that anyone who are viewers of the video do not bully anyone.

D. CONCLUSION

YouTube is one of the popular mass media and its users are spread all over the world. It has its own perceptions for the public, there are pros and cons for several reasons. As a modern mass media, YouTube has various impacts on audiences. Starting from the positive impact, negative impact, to the impact as mass media. It is closely related and determines the development of the world whose behavior results are seen in the general public today.

If the bullying is carried out continuously, it will result in conflict within the bully victim, if the victim cannot survive against his inner turmoil, then what will happen will sooner or later bring up bad suggestions to himself which causes the bullying victim to experience interpersonal conflict according to the contents of the bully message which he receives from the bully himself which is bad for the victim's psyche.

Based on the results of the analysis on the video by Cameo Project with the title "Small Talks That Make You Hurt Hearts," the 160 sentences contained in the video have two types of bullying which are informed in the video, namely physical and non-physical bullying or equivalent to 11.87% Overall, physical bullying contained in the video includes insulting posture that is not ideal or can be said to be fat, then an unclear voice is heard in the form of insulting "pelo" then the last form of physical bullying is insulting the appearance of a woman with tattoo art on her body. , the form of physical bullying in the video is equivalent to 6.87% of the video as a whole.

While the non-physical form of bullying contained in the video is an insult to a person's ability or it can be said that the bully compares a person's ability based on a measure of his / her ability, then non-physical bullying is also carried out because he sees a person's marriage background is not good due to divorce, a form of non The last physical form contained in the video is an insult to a person's choice of life path who does not choose to work in an office as a permanent job, the non-physical form of bullying contained in the video is equivalent to 5% of the video as a whole.

If the bullying is carried out continuously, it will result in conflict within the bully victim, if the victim cannot survive against his inner turmoil, then what will happen will sooner or later bring up bad suggestions to himself which causes the bullying victim to experience interpersonal conflict according to the contents of the bully message which he receives from the bully himself which is bad for the victim's psyche. In the video that has been analyzed by researchers, it shows that the bullying in the video as a whole is 100% verbal communication.

The implication of this research is as input for YouTubers in increasing creativity in making videos with more motivational content. Every YouTubers has their own way of attracting viewers and subscribers. But what YouTubers should pay attention to is consistency. Consistently continues to create content on YouTube, is also consistent in maintaining an attitude in working by not imitating content from other sources or bringing down other YouTubers and always being friendly in responding to comments.

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