

# EXOTIZATION OF OFFENSIVE LANGUAGE IN BUILDING KEANU ANGELO YOUTUBER FOLLOWERS

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## ABSTRACT

This research intends to uncover creative but manipulative ways in Keanu A&Q's YouTube content that uses impolite and vulgar language. This channel has twelve million followers. This indicates that netizens of the Strawberry generation love the creativity of anti-social offensive content. YouTubers manage content without empathy for the consequences of anti-social communication just because viewers or netizens like it as an entertaining product. The theory used is the Decoding-encoding Theory from Stuart Hall, namely reception analysis. This research focuses on the acceptance of the meaning of messages by audiences and uncovers ideological work in the dynamics of the social media industry. This study is designed in the critical tradition. The research method is reception analysis from Stuart Hall. Data collection techniques were carried out utilizing Focus Group Discussion (FGD). The study results show that netizens' reception is mainly in a dominant position of hegemony. The majority of netizens accepted Keanu's Q&A content. Vulgarity and anti-ethical language are considered popular entertainment. The meaning of entertainment is formed because this anti-educational content is packed with messages that are commonly used by the transgender (sissy) community, which are used to express graceful and feminine male verbal and non-verbal expressions constructed in a humorous format. Keanu cleverly plays the impression of humour that netizens need. In the context of this, YouTubers is considered successful because it managed to get 12 million subscribers. The interpretation of Negotiation's position was shown by netizens who were entertained while watching Keanu's Q&A content but were accompanied by sadness regarding the negative impact of content like this, which could make the use of communication without permissive ethics and negate educational value. These long-term interactions can negate the ethics of minors. Opposition positions are interpreted by netizens who disagree using the swearing affirmation function. This group realizes the exoticization of vulgar language and verbal violence through a transgender message approach that transfers the meaning of entertainment in the context of the cultural industry.

**Keywords:** *Social Media, Youtube, Followers. Exotization, Vulgar Language, Culture Industry.*

## 1. INTRODUCTION

In the cultural industry entity in the digital era, YouTubers create messages/contents that are constructed with exotica as products that can attract netizens as consumers. Exotization of content with market logic prioritizes creativity in meeting market tastes rather than promoting content with ethical

language as part of the media's function to educate the public. Therefore, a speech based on ethics and aesthetics is no longer necessary—instead, communication messages or content use abusive and vulgar language without ethics and aesthetics. Commodification occurs through the exoticization of content with swearing and offensive language. YouTubers manage content without a heart by

spitting on anti-educational communications just because the audience or netizens like them as consumers to increase the number of viewers, subscribers, likes, and shares.

Social media allows users to produce media content in text, photos, and music using Web 2.0 technology (user-generated content) and distribute it to other users on their network. Digital media triggers various forms of self-presentation; YouTube is one of them. YouTube is one of the fastest-growing and most popular social media sites globally. Youtube is a site that serves as a means to share videos online. This site allows users to upload videos accessed by other users worldwide for free. In Indonesia, the role of Youtube as a means of publishing audio-visual information continues to increase. In 2019, Youtube became the most frequently used social network by audiences in Indonesia, with a percentage of 88%. Before Youtube, Indonesian people enjoyed audio-visual information through television or the big screen. Video blogging (vlogging) is one form of self-presentation that is becoming increasingly popular. This is supported by the emergence of various social media that prioritize video content. Vlogging in the digital era is considered a new form of entrepreneurial innovation. The perpetrators of vlogging are called vloggers (video bloggers). Many become professional vloggers and reap material and immaterial benefits from their fame.

The term 'Youtuber' emerged from this phenomenon, a video blogger (vlogger) who regularly posts videos on his personal YouTube channel. YouTubers with many subscribers bring their commercial benefits from traffic viewers and Google AdSense.

On the social networking site YouTube, millions and even billions of videos are uploaded by users. Even superficial things can quickly become viral entertainment commodities on YouTube. It encourages people to be enthusiastic about starting a video blogging business (video content uploaded to a web/blog) to achieve profit and popularity. Youtube characters can make audiences can interact with each other and comment or give a direct assessment of the information obtained from watching Youtube content. Following the development of Youtube in Indonesia, it can be seen that teenagers dominate the creators of Youtube content. The content created is also dominated by entertainment content such as gaming, music, infotainment, and comedy content. Youtubers (the name for YouTube content creators) always share information on experiences and daily activities with

their respective characteristics and characteristics in this content.

Content creators have started to use disrespectful language and verbal violence to create exciting content. Ironically, the audience, which teenagers and even children dominate, already considers these content creators as public figures who are their role models. So, interactions through comments display more disrespectful language. This reality confirms the facts obtained from the Digital Civility Index Reports released by Microsoft on February 26, 2021, which state that the level of politeness of Indonesian netizens is ranked 29th out of 32 countries across the continent.

One name of the many famous Youtubers in Indonesia is quite phenomenal, namely Keanu Angelo. A content creator born in 1998, whose real name is Muhammad Miftahul Huda, managed to invite laughter from netizens because of his inherent characteristics. Keanu's presence in the digital entertainment industry has received quite a positive response from netizens because of his 'transparent' character. He looks humorous with a touch of outspoken, rude, and even vulgar speech.

Interestingly, one of Keanu's contents containing harsh and vulgar speech was found to have captured the attention of netizens the most. Question & Answer (Q&A) content uploaded by Keanu with the title "Q&A: IT'S TIME TO OPEN!" This time, it was recorded that it managed to penetrate the number of viewers as many as 12,589,171 viewers and also like as many as 503,000 likes. This 42-minute, 3-second content shows Keanu's actions in answering questions from followers on Instagram with a humorous demeanour punctuated by rude swearing.



Figure 4. 1 Content creator Q&A Keanu Angelo <https://www.youtube.com/watch?v=hViQIZTzYys> tentang Q & A : Waktunya Buka-Bukaan pada akun youtube Keanu Agl.

Keanu's Q&A content skyrocketed in just one month in 2019. Keanu's communication style in making jokes, alternating with rude and disrespectful swearing, made many netizens subscribe. Netizen comments are like and cheerful, not negative

comments about the content. Keanu can be a language-style trendsetter among netizens, as seen from the number of subscribers, which has reached 12 million. This large number can indicate a changing standard of politeness among young people. The use of unethical and disrespectful language is considered attractive on social media.

This research intends to describe and identify ways to intensify something negative, namely using impolite and vulgar language as something glorified or made exotic. However, on the other hand, there are several other well-known creators, such as Reza Oktovian, Ericko Lim, and Karin Novilda. They display disrespectful language and are often heavily criticized by netizens. For example, in 2016, KPAI intervened directly to reprimand Karin Novilda for uploading content on social media. For this reason, research on Youtuber Keanu Angelo is interesting to study. Therefore, this research aims to dismantle the ideological work in the content of the YouTube channel Influencer Keanu Angelo and explore the interpretations created by netizens on the Q&A content.

In the cultural industry entity in the digital era, communication-based on ethics and aesthetics is no longer a necessity. To increase the number of viewers, subscribers, likes, and shares, YouTubers manage content by innocently spitting anti-educational content. Instead of content creators aiming to entertain, they use abusive and vulgar language without ethics and aesthetics [1]. Even swearing and insults become anti-social content produced to express Volger's unique identity and economic purposes. The research will be based on the following research questions: (a) How are netizens' interpretations of abusive and vulgar language in Keanu Angelo's Q & content based on the dominant position of hegemony, negotiating, and opposition position? (b) How about abusive and vulgar language as entertainment content based on the culture industry on Influencer Keanu Angelo's Youtube channel? (c) Why can anti-educational and anti-social vulgar language and swearing be interpreted as exotic as entertainment?

## 2. LITERATURE REVIEW

### New Media

New media is defined by integrating communication information technology and social context, then bringing it together with three elements: communication tools and artefacts; activities, practices, and uses; and social organizations formed around tools and techniques. The presence of new media has implications for

electronic equipment such as desktops, portable computers, mobile phones, or other wireless devices [2].

There are two main elements in new media, namely convergence and digitalization [3], new media are starting to ignore the limitations of printing and broadcasting capital by (a) enabling conversations between many parties; (b) enabling the simultaneous reception, change and redistribution of cultural objects; (c) interfering with the act of communication from a position of importance, from territorial relations and modernity; (d) provide instant global contacts; and (e) inserting modern/late modern subjects into a networked apparatus machine.

[4] also states that the main changes brought about by the emergence of new media include:

1. Digitization and convergence of all aspects of media.
2. Increasing interactivity and network connectivity.
3. Mobility and dislocation for sending and receiving.
4. Adaptation to the role of publications and audiences.
5. The emergence of various forms of new media 'gateways'.
6. Separation and obscurity from 'media institutions'.

### Culture Industry

Max Horkheimer and Theodor W. Adorno first used the term culture industry in their book entitled "The Culture Industry: Enlightenment as Mass Deception" in 1944. In their draft, they discussed "mass culture" and then replaced it with the concept of "mass culture". The culture industry emphasizes that culture produced massively and standardly is not a cultural expression that arises spontaneously from the masses, like popular culture, but is a product of the media industry alone [5], old and familiar with new qualities. Cultural industry products are designed to be consumed by the masses, which will largely determine the nature of the consumption. So that cultural industry products are produced more or less following strategic planning in terms of business. The culture industry deliberately integrates consumers 'from above to blur the boundaries between high and low cultures.

[6] argues that cultural industry commodities are regulated as expressed by Brecht and Suhrkamp 30 years ago, by the principle of their realization as value and not as specific content or harmonious formation. The whole practice of the culture industry transfers the profit motive nakedly into the cultural

form. Since these cultural forms first began to make a living for their creators as commodities in the marketplace, they have had something of this quality. Adorno explains that the cultural industry has a production and distribution system designed to generate profits that exceed the products' essence [6].

### Social Media

Social media or also called social networking is part of new media. Social media can be seen as an online medium (facilitator) that can strengthen user relationships and social bonds. Social media is one of the platforms that appear in cyber media. Therefore, the social media presence is not much different from the characteristics of Nasrullah's cyber media. Social media can be said to be a media platform that focuses on the existence of its users, which facilitates activities and collaborations.

### Use of Indecent Language

The concept of language impoliteness is defined differently according to the point of view of several researchers or linguists. The idea of impoliteness is generally distinguished according to its intended use and context. Based on its use, impoliteness is defined as a language activity aimed at damaging interpersonal relationships or deliberately attacking the face of the interlocutor [7] asserts that impoliteness is the opposite of politeness, namely "the use of strategies that are designed to have the opposite effect-that of social disruption". [8] further stated several factors behind using this type of language impoliteness. The first factor is the close or intimate social relationship between the speaker and the speech partner. The closer they are, the more likely it is to be rude. Another factor is the imbalance of power or social power between speakers. Speakers with a more dominant social force will disrespect speech partners with weak social strengths. The third factor is that the speaker deliberately does not want to keep the face of the interlocutor, which may be due to a conflict of interest [9].

### *Bald on record impoliteness*

In this strategy, impoliteness occurs because the speaker intentionally does not want to cooperate with the speech partner or does not want to maintain good relations with the speech partner. Intentionally not wishing to maintain good relations with the speech partner distinguishes it from Bald on record politeness. According to [10] Bald-on-record politeness can be carried out in urgent or critical

situations so that speakers do not need to use strategies to keep the face of the interlocutor.

### *Positive impoliteness (positive impoliteness)*

The speaker uses this strategy to damage the positive face of the interlocutor. The cheerful face in question is the desire of each individual to be respected, appreciated, wanted and needed by others. Here are some of the sub-strategies.

- 1) Ignoring others –ignoring the interlocutor when they are in the same setting. Ignoring it can also be in the form of not allowing speaking, not wanting to respect the other person's opinion, etc.
- 2) They are isolating others. This strategy is almost the same as strategy No. 1, but in this strategy, the speaker deliberately limits himself so that the speech partner is not involved in communicating with him.
- 3) Withdrew or separated from the speech partner who did not have the same opinion as himself or his group, for example, denied, did not want to admit the views of others.
- 4) Shows or expresses disinterest, indifference, and displeasure.
- 5) Using inappropriate designations or epithets to the speech partner or calling the speech partner with an insulting name or nickname.
- 6) Using jargon or slang so other people outside the group cannot understand the conversation.
- 7) It makes other people feel uncomfortable with the language they use.
- 8) Using taboo words, swearing or abusive language.

### *Negative impoliteness (negative impoliteness)*

Unlike negative politeness, which serves to protect the negative face of the interlocutor, namely to keep them from being disturbed, negative politeness aims to damage the opposing face, namely to interfere with the individual's desire not to be disturbed. Examples are as follows:

- 1) Scare - instils the belief that bad things will happen to the interlocutor.
- 2) Ridicule, criticize, or ridicule – the speaker demonstrates his superiority with this strategy. This includes blaming and criticizing the weaknesses of others.
- 3) They insult others and treat them arbitrarily.

### *Belittling or belittling Withhold politeness*

In this strategy, impoliteness occurs because of negligence or intentional speakers do not use the politeness that should be needed. For example, when they are helped, they do not say thank you, or when they borrow other people's things, they do not ask

permission first. Do not want to answer greetings and so on. Another concept of impoliteness in a language is relative impoliteness, which occurs because the speech [7] used is not following the sociocultural context behind it in English. It is called rudeness. Although impoliteness that is done can threaten the face of the speech partner, impoliteness is not used intentionally by the speaker to attack the front of the speech partner. In this concept, impoliteness is a negative assessment given by the speaker of the speech partner's language behaviour that is not in the proper social context [11], or it can be told that the impoliteness that occurs is the result of a violation of certain social norms. Furthermore, [12] defines it as a negative attitude towards certain behaviours in specific contexts. Disrespect occurs because language behaviour does not follow a particular organisation or group's expectations, desires and beliefs. Based on this opinion, impoliteness is not contained in certain utterances or linguistic markers but depends on specific social contexts.

### 3. METHODOLOGY

The design of this research is based on the critical paradigm of thinking. According to Horkheimer [13] critical theory must provide awareness to free humans from an irrational society into a rational society. Critical theory is believed to become emancipatory because of its nature, which is always suspicious and critically questioned by the public. Critical theory wants to explain, consider, reflect and organize social reality and dismantle existing ideologies. This paradigm emphasizes that science is not based on customary laws and procedures but on dismantling existing ideologies to liberate humans from all oppression.

The content paradigm is the research objective: to dismantle the reality of content commodification with the exoticization of vulgar language and creative swearing by YouTuber Keano Angelo. This research will also explain how, as consumers, netizens like anti-educational content. Finally, the reception analysis method will explain the audience and interpretation of Keano Angelo's content.

The research method used in this research is the reception analysis method. Reception analysis is a particular part of audience studies that examines the process by which media discourse is assimilated through its audience's discourse practice and culture. There are three main elements in the reception methodology which are explicitly dubbed "the collection, analysis, and interpretation of reception data" [14]. To conduct research using reception

analysis, Hall classifies the position of the audience or audience as follows:

- 1) Dominant-Hegemonic Position  
Audiences included in this classification understand the content of the message as it is. In other words, the audience is in line with the dominant code that the message sender is trying to build from the start.
- 2) Negotiated Position (Negotiated Position)  
This position is a combination position. On the one hand, the audience can catch the dominant code in the text, but on the other hand, the audience rejects it. They select which ones are suitable or not to be adapted to a more limited context.
- 3) Oppositional Position  
The audience in this position understands the denotative and connotative meanings as an abstraction from the message made. Still, the attitude they show is contrary to the content of the message.

### Research subject

Research subjects or informants in this study were determined through a purposive technique. Sampling data sources do purposive sampling with specific criteria. For example, the person is considered to know the most, or maybe he is the ruler, making it easier for researchers to explore the object under study [15]. In this study, the informants who were determined according to the research were audiences with the following criteria:

1. Using YouTube is one of the social media used daily.
2. Subscribers from Keano Angelo's YouTube channel with an age range of 17-30 years. Researchers determined this age range because they considered Keano Angelo's content suitable for the target audience in that age range. In addition, the researcher also assessed that the informants were able or had maturity in interpreting a text.
3. Watching abusive and vulgar content on Influencer Keano Angelo's YouTube channel, especially Q&A content.

### Data collection technique

To obtain the data needed in this study, the researchers used two techniques, namely:

1. In-depth interviews (depth interviews). An in-depth interview is a process of obtaining information for research purposes using question-and-answer face-to-face between the interviewer and the respondent or the person being interviewed, with or without using an



interview guide in which the interviewer and informant are involved in the social life involved.

## 2. Documentation

Documentation is a record of events that have passed. Documentation can be in writing, pictures, or someone's monumental works. In qualitative research, documentation complements the use of observation and interview techniques used. Therefore, the data collection results from interviews and observations will be more credible or trustworthy if supported by documentation.

## Data analysis technique

Data Analysis Techniques is a process of systematically searching and compiling data obtained from observations, interviews, field notes, and documentation studies using automated data to synthesise, compile into patterns, choosing which ones to use. Necessary and which ones will be studied, and draw conclusions so that they are easily understood by themselves.

## Data Validity Technique

The data validity technique used in this research is triangulation. Triangulation in testing data credibility is explained as checking data from various sources in various ways and over time. According [16], triangulation is divided into:

1. Triangulation of sources, the credibility of the data is tested by checking the information that has been obtained through several sources.
2. The triangulation technique tests the credibility of the data by checking the data to the same source but with a different approach. For example, through interviews, observations, or documentation. The researcher must conduct further discussions with the data sources when displaying additional data.
3. Triangulation of time and time often affects the credibility of data. Data collection must be adjusted to the conditions of the sources. Interviews in the morning when the informants are still fresh will undoubtedly provide more valid and credible data.

This study uses source triangulation to compare information obtained from one source with another to test the credibility of the data. The data that has been accepted will then be described and categorized, which views/opinions are the same, which views are different and which ideas are more specific so that the analyzed data can produce a conclusion. [17] expressed a similar opinion: no utterance is intrinsically or inherently impolite. Certain words are considered rude because they are judged based on the conditions/conditions that

underlie the existing politeness principles. Thus, impoliteness is the opposite of politeness. From the discussion above, it can be concluded that impoliteness is not contained in specific sentences or expressions but occurs because of the incompatibility of the use of speech with specific social contexts or norms. Thus, there are no intrinsically impolite utterances. Locher also expresses the same opinion ( as follows: "What is perceived to be (im)polite will thus ultimately rely on interactants' assessments of social norms of appropriateness that have been previously acquired in the speech events in question". ("What is considered polite/impolite depends on the speaker's assessment of appropriateness or conformity to prevailing social norms).

## 4. DISCUSSION

Based on the results of the interviews, it can be assumed that the six informants have a dominant meaning to the figure of Keanu Angelo. This means that the six informants align with the prevailing code that is trying to be built. Keanu tries to present his image as a figure who is indeed humorous in his way, namely in harsh and vulgar language and also disrespectful and with a transgender character.

The six informants also understood the meaning of swearing and the function of its use. In daily life, the six informants are flexible in their language. The use of swearing is familiar in their social circle and family environment.

Furthermore, based on the results of interviews and classification of the interpretations of the six informants, the following data were found:

The existence of a superior, dominant interpretation of fact reflects the success of the cultural industry practice in expressing the values of the dominant capitalist ideology based on market logic through entertainment media. As part of the explanation of the capitalists, Keanu Angelo has made crude and vulgar swearing as a commodity (trade goods) by standardizing entertainment through cultural industry practices on the social networking site YouTube to generate profit motives.

Keanu brings out the uniqueness of his Q&A content with a mass culture standard design so that it is readily accepted or consumed by the public. Furthermore, by highlighting characters such as transgender (male-female) who are cheerful, often outspoken or high-pitched when speaking, Keanu manages to package crude and vulgar swearing into a humorous and entertaining image. Thus, it is clear that creating culture. Industrial products are no longer considered quality (high art).

The reality of content that is presented with entertaining images has led netizens to be enthusiastic about consuming false satisfaction. Satisfaction with the entertainment offered has been constructed by a dominant ideology that can incite netizens to accept superficial content. As a result, netizens' awareness of ethical norms has been transparently removed. The most important thing is that netizens feel satisfied with their entertainment needs. Under the pretext of providing enlightenment, this Q&A content has become a mass fool that creates false awareness for netizens. This indeed allows Keanu's Q&A content to dominate netizens' entertainment tastes.

Lull asserts that continuous manipulation of information and public image will construct a solid dominant ideology and help support its creators' material and cultural interests. An ideology has power when it can be symbolized. How Keanu Angelo finally succeeded in making crude and vulgar swearing a symbol of entertainment and a profit-making commodity actually because Keanu manipulated the image of rude swearing by selling the idea of humour to himself. Thus, the notion that is constructed in the content containing offensive and vulgar slurs is also entertaining.

Finally, in 2021, Keanu's content entitled "Q&A: TIME IS OPEN!" has been watched up to about 13.7 million times. This certainly brings commercial advantages for Keanu. As quoted from the social blade page, Keanu's estimated annual income through YouTube is \$9,000, equivalent to Rp. 129,633,300.00.

The ease with which Keanu Angelo's Q&A content contains offensive and vulgar slurs dominates netizens' entertainment tastes, most likely due to netizens' openness as active social media users who are not rigid in following the current global trend. Moreover, in the social environment, informants such as the millennial generation have a pleasant social interaction style and are very familiar with the use of rude swearing.

The superiority of the dominant interpretation of the Q&A content, in general, can be explained because it is influenced by the humour image that Keanu constructs in the content. Because the informants already perceive Keanu as a humorous idol with a distinctive character, they seem to approve and justify the use of harsh and vulgar swearing, which is contrary to norms and ethics as a form of entertainment.

In addition, two out of six informants stated that their parents were also quite open with the use of harsh swear words. Swearing in the family environment and the social climate certainly encourage

informants to accept Keanu Angelo's Q&A content as natural entertainment.

More specifically, the informants gave more dominant interpretations of the Keanu Angelo figure and harsh and vulgar swearing in the type of gross function, type of dysphemism function, type of idiomatic type of affirmation and type of carcasses function. However, the informants also agreed that the content of Keanu's Q&A was interesting because of its crude and vulgar slurs.

The 12 million subscriber count indicates the authority of the opinion leader from Keanu's Q&A as a "respectable youtuber" by the strawberry generation of netizens. [25] states that the strawberry generation is a community full of creative, innovative ideas, but it gives up quickly and gets hurt easily. Someone who enters the strawberry generation is considered unable to withstand social pressure, has a low work ethic, and is more interested in being lazy. With the help of this "community", netizens are convinced that only creative ideas are essential to be different and outside the confines of the "parents" prison, which all the rules must be against. Content from YouTuber Keanu's Q&A takes advantage of popularizing the language of resistance that is vulgar and against social aesthetics in everyday language as sales to increase followers. YouTuber Keanu's Q&A manipulates the concept of the culture industry in a way that is also confirmed by the analysis of various studies (Bakir, McStay, 2018; Born, 2017; Bradshaw, Howard, 2018; Dentith, 2017; Derakhshan, Wardle, 2017; Farkas, Schou, 2018; Fitzpatrick, 2018; ) we can see several basic manipulation techniques used by modern media:

1. Paralyzes, blocks critical and rational perception: appeals to the most superficial emotions, the subconscious in the atmosphere of performances, and scandals, emphasizes shock, traumatic and paranormal phenomena; in particular, the manipulative effect can be enhanced by the introduction of political evaluation in entertainment shows; exploitation of slogans, myths and stereotypes;
2. False alternatives: imaginary choices, while the audience is presented with multiple viewpoints on a given topic, but in a way that latently presents opinions that are beneficial to the communicator in the best possible light; pseudo-alternatives can also be manifested in so-called non-alternative choices ("no other way");
3. Misrepresentation: distorting opponents' opinions, attributing them to something they did not say or do;

4. Ridicule, creolization, deepening of the subject: ironic, sarcastic, playful attitude to certain phenomena, themes, organizations, countries, peoples, ideas, symbols, etc. ; used for defaming something/someone, for showing insignificant and frivolous, not worthy of attention;
5. Multiplication, destruction, chaos: redundancy, high-speed flow of information that allows, on the one hand, even important (political) events to be integrated into the general "machine gun" news mode, and on the other hand, it creates the need for interpretation, explanation because a person does not want to live in a world that does not make sense. Mosaicism and randomness take away from the audience a sense of order and predictability;
6. Nickname: labelling:
  - a. negative labelling, demonization: "sticking a negative label", derogatory epithets, metaphors, names associated with certain phenomena, organizations, countries, nations, people, ideas, etc. are used to defame something/someone. Negative concepts such as "authoritarianism", "aggression", "enemy", "imperialism", "militarism", "Nazism", "nationalism", "occupation", "racism", "totalitarianism", "junta" are exploited etc.;
  - b. glittering generality: "halo effect", "radiant generalizations": exhilarating epithets, metaphors, names associated with certain phenomena, organizations, countries, nations, people, ideas, etc., used to make something / put someone on a pedestal , advertising. It exploits positive concepts such as "brotherhood", "democracy", "friendship", "health", "quality", "love", "peace", "patriotism", "victory", "superiority", "prosperity" , "Equality", "freedom", "commonwealth", "happiness", "success", etc.

As an industrial producer, Keanu Angelo certainly wants netizens to predominantly accept the values and ideologies he has constructed into Q&A content. However, in the reception study, it is stated that the active audience as cultural agents can produce various meanings from the discourse offered by the media.

Therefore, although Keanu Angelo's Q&A content seems to dominate netizens' entertainment tastes, it is also possible for netizens to interpret the negotiating position or even opposition to Keanu's Q&A content.

Netizens who have an interpretation in a negotiating position basically place themselves as connoisseurs of Keanu Angelo's Q&A content. Still, they also consider its impact on the audience, especially minors.

Informants in this negotiating position hold specific values in interpreting the content of Keanu's Q&A. As found in the study results, the religious values held by the informants and their gender status influenced the interpretation of negotiations. In addition, the informant's knowledge of an influencer's role is also affected.

Informants in a negotiating position disagreed if Keanu used the reason for 'entertaining' as the only reason to continue to use harsh and vulgar swearing in the Q&A content. Because they think other ways can be used. The informants also gave more interpretations of the negotiating position on the use of swearing in the crude function type. In addition, four of the six informants stated that although the content of Keanu Angelo's Q&A, which contained harsh and vulgar swearing, was entertaining, it could not necessarily be accepted as regular entertainment by all levels of society. They assume that everything will be returned to the individual's social characteristics, cultural background, values , gender status, individual viewing interest, social environment, knowledge, and personal experience.

Moreover, lastly, the informant's knowledge of the role of an influencer influences them to give an interpretation of the position of opposition to the use of affirmation function type swearing. The informant considered that Keanu Angelo's opinion as a digital influencer has the power to influence the audience's minds. Therefore, if Keanu uses swearing when asserting something, it is feared that it will sink into the audience's minds, which might encourage them to do the same thing or even worse.

The results of this analysis confirm that the content designed by Keanu's Q&A is simply a new economic form of the culture industry that focuses on the needs of the strawberry generation, which is vulnerable to being manipulated. The content created is designed as a commodity to meet the entertainment needs of the strawberry generation through social media. What Keanu's Q&A is doing is solely based on market logic which perpetuates the hegemony of capitalist ideology through the culture industry base.

Based on the descriptions above, the dominance of Keanu's Q&A content can be described through the following ideological work narrative scheme:



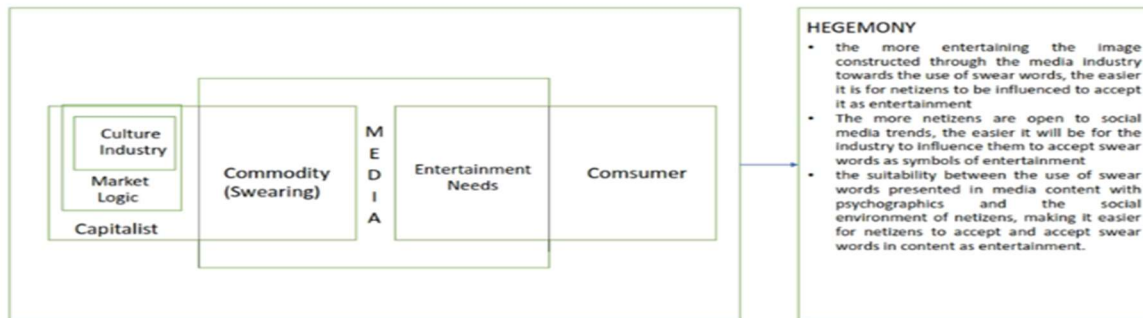


Figure. Schematic of Ideological Work Narrativ

## 5. CONCLUSION

Based on the results of the research and discussion that have been presented previously, it can be concluded that:

1. Keanu Angelo, as part of the elaboration of the capitalists, has succeeded in expressing dominant ideologies based on market logic through cultural industry practices on YouTube social media. Keanu commodifies harsh and vulgar swearing into a commodity with entertainment standards. Using clever imaging techniques, Keanu managed to hegemonize netizens to accept harsh and vulgar slurs as a symbol of normal entertainment. This success certainly brings profits. As quoted from the Social Blade page, it was noted that Keanu's estimated annual income through YouTube reached \$9,000 or equivalent to Rp. 129,633,300.00.
2. The ease with which Keanu Angelo's Q&A content contains harsh and vulgar swearing-in dominating the entertainment tastes of informants is influenced by the openness of informants as millennials who actively use social media; social environment, and family environment that is familiar with the use of harsh and vulgar swearing; as well as the image of humour constructed by Keanu Angelo in the content.
3. Informants who have an interpretation in a negotiating position basically place themselves as connoisseurs of Keanu Angelo's Q&A content, but they also consider the resulting impact, especially for minors.
4. Informants who provide interpretations on opposition positions also know the role of an influencer. So the informant expressed his disapproval of swearing in the type of

affirmation function. Remembering what an influencer represents has excellent power in influencing the audience.

Based on the above conclusion, despite the findings elaborated, this study could not address the influence or impact of the text on the audiences.

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