

## Analisis Makna dan Emosi Pada Ujaran Vulgar di Video Valorant YouTube Milyhya = Analysis of Vulgar Speech Meaning and Emotions in a Valorant Video by Milyhya on YouTube

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### Abstrak

Dalam game perang multipemain, terdapat situasi yang dapat terjadi secara spontan. Hal tersebut dapat memicu respons reaktif, seperti penggunaan kata-kata vulgar. Contohnya dapat ditemukan pada video yang diunggah oleh Milyhya di YouTube. Penggunaan kata-kata vulgar dapat dianalisis berdasarkan makna dan emosi dengan menggunakan pendekatan semantik dan psikolinguistik. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis pola-pola dari data yang ditemukan. Penelitian ini menemukan 16 data kosakata vulgar, sembilan di antaranya dianalisis lebih lanjut. Hasil dari penelitian ini adalah: (1) medan set terbagi atas makian dan sapaan; (2) kosakata vulgar dapat mengacu ke binatang, aktivitas, keadaan/sifat, profesi, atau anggota tubuh; (3) seluruh kosakata vulgar memiliki konotasi negatif; (4) terdapat lima emosi yang dapat diekspresikan (marah, sedih, jengkel, terkejut, nikmat), masing-masing dengan pola dan latar belakangnya; (5) kata 'anjing' dapat mengekspresikan empat emosi, dan; (6) emosi jengkel dapat diekspresikan dengan enam kosakata vulgar.

.....In multiplayer first-person shooter games, there are situations that can happen spontaneously. This can cause reactive responses, such as the use of harsh words. The examples can be found in videos uploaded by Milyhya on YouTube. The use of harsh words can be analyzed by its meaning and emotional state by using semantic and psycholinguistic approach. This research used qualitative descriptive method to analyze patterns from the data found. This research found out that there are 16 different forms of harsh words used in the video, nine of which were analyzed further. The results were: (1) the set field can be divided to curse and greeting; (2) the harsh words can refer to animal, activity, condition/state, profession, or body parts; (3) all the harsh words have negative connotation; (4) there are five emotions that can be expressed from the use of harsh words (anger, sadness, irritated, surprised, joy), each emotions have its patterns and situational backgrounds; (5) the word 'anjing' can be used to express four emotions, and; (6) irritated can be expressed by six different harsh words.