

**AN ANALYSIS OF CLICKBAIT FOUND IN THE DEDDY CORBUZIER
PODCAST YOUTUBE VIDEOS
(1ST DECEMBER 2021 UNTIL 31ST JANUARY 2022)**

THESIS



By

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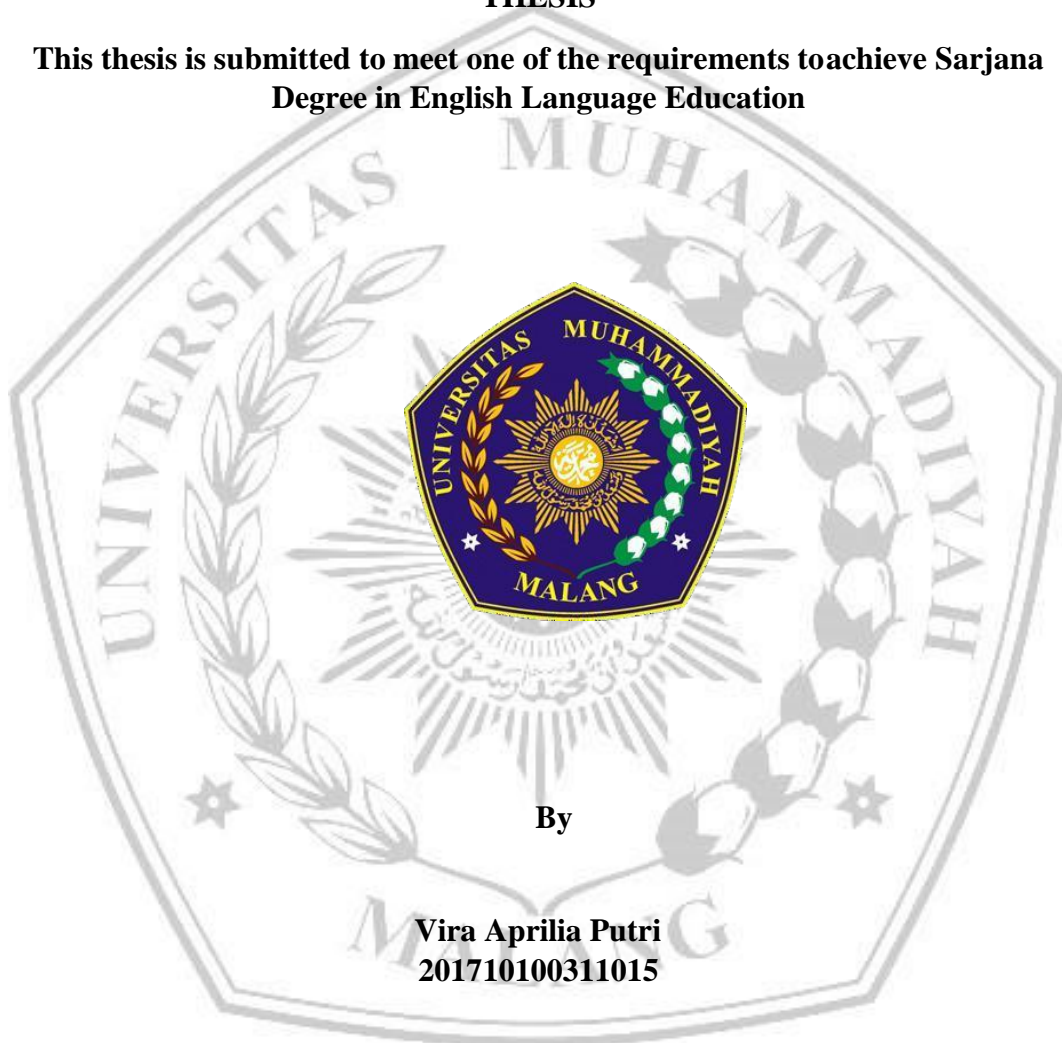
**ENGLISH LANGUAGE EDUCATION DEPARTEMENT
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH MALANG
2023**

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THESIS

**This thesis is submitted to meet one of the requirements to achieve Sarjana
Degree in English Language Education**



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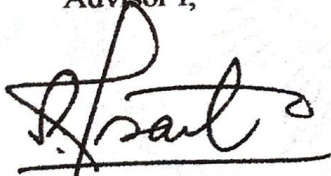
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Dedications

I dedicated this thesis to:

1. My Parents and myself.
2. Further application in educational field.



Letter of Authenticity

I hereby certify that the content of this thesis is the product of my own work and has not been submitted to any other University or Institution.

I declare that, to the best of my knowledge, my thesis does not violate upon anyone's copyright and neither infringe any proprietary, and that any ideas, techniques, quotations, or any other material from the work of other people included in my thesis, published or otherwise, are fully acknowledged in accordance with the standard referencing practices.

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Vira Aprilia Putri

**An Analysis of Clickbait Found in The Deddy Corbuzier Podcast Youtube
Videos (1st December 2021 until 31st January 2022)**

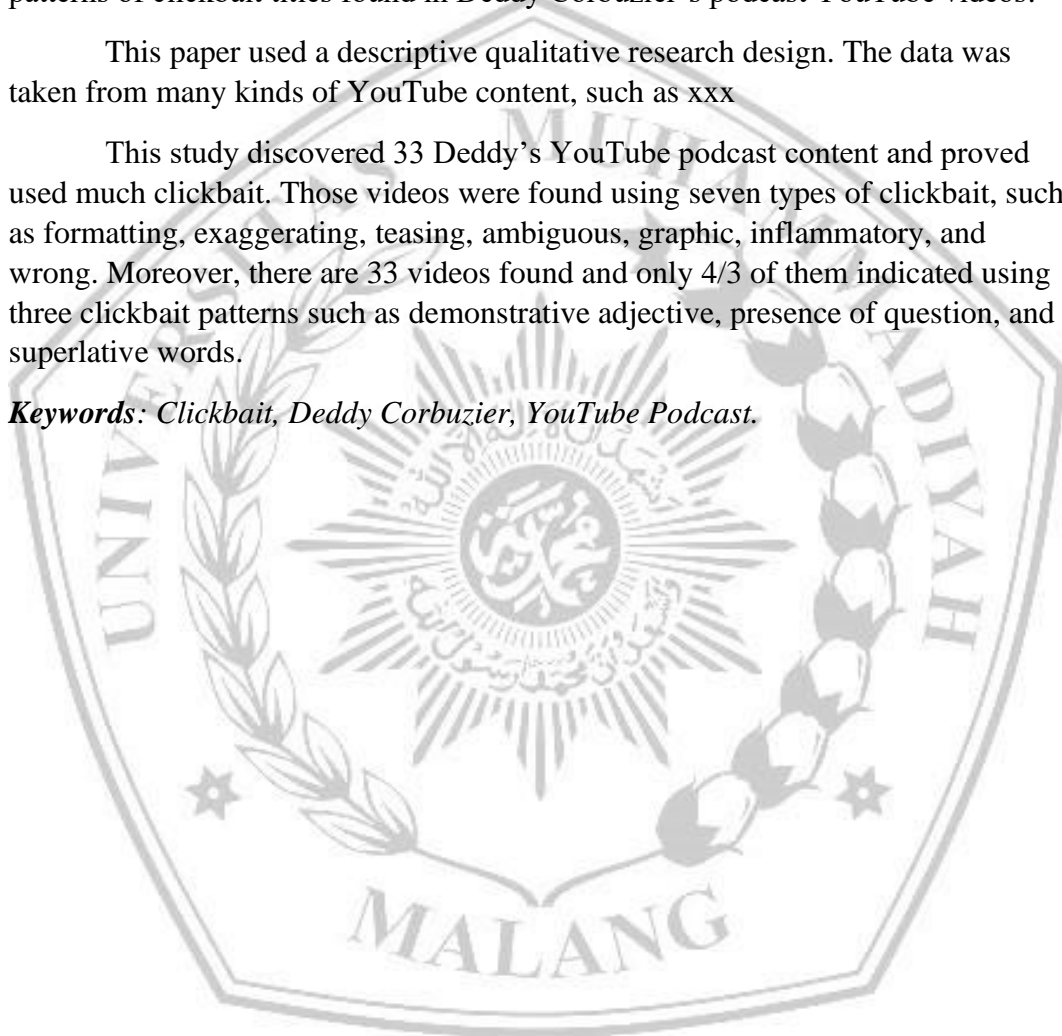
Abstract

The purpose of this study is to examine the clickbait discovered in Deddy Corbuzier's YouTube Podcast. YouTube is one of the popular platforms, and clickbait can be found in YouTube videos. This study is purposed to find (1) the clickbaits found in the Deddy Corbuzier's podcast YouTube videos, and (2) The patterns of clickbait titles found in Deddy Corbuzier's podcast YouTube videos.

This paper used a descriptive qualitative research design. The data was taken from many kinds of YouTube content, such as xxx

This study discovered 33 Deddy's YouTube podcast content and proved used much clickbait. Those videos were found using seven types of clickbait, such as formatting, exaggerating, teasing, ambiguous, graphic, inflammatory, and wrong. Moreover, there are 33 videos found and only 4/3 of them indicated using three clickbait patterns such as demonstrative adjective, presence of question, and superlative words.

Keywords: *Clickbait, Deddy Corbuzier, YouTube Podcast.*



Acknowledgments

On this chance, I would like to declare my thankfulness to Allah SWT for the blessing, health, and opportunity so I can finish this thesis.

On this opportunity, I would like to show my deepest gratitude to:

1. Drs. Soeparto, M. Pd. as the first thesis advisor, for his time, his knowledge, his guidance, and his patience from the beginning of my thesis process.
2. Erlyna Abidasari, S. Pd., M. A., M. Ed. as the second thesis advisor, for her time, knowledge, her assistance, and her patience for me to finish this thesis.
3. My beloved parents, Hudiono and Heni Kurniawati who always been my support system and always pushed me to finish this thesis.
4. My friends and my thesis mates always cheer me on and support me to complete this thesis.
5. Someone who sticks with me today to push me to finish my thesis, support me to conquer my anxiety, and his advance when I'm at my lowest.
6. Sal Priadi, Sunset Roller-coaster, Bilal Indrajaya, and other musicians for being my mood booster and stress relief.
7. Last but not least, thank you to myself for trying my best to complete this thesis after the ups and downs, and my courage to conquer my fearfulness and be able to survive till now.

Malang, November 4, 2023

Vira Aprilia Putri

Table of Content

Approval	i
Dedications	iii
Letter of Authenticity	iv
Abstract.....	v
Acknowledgments	vi
Table of Content	vii
List of Tables	viii
List of appendix	ix
CHAPTER I: INTRODUCTION	1
1.1 Research Background	1
1.2 Research Problems.....	2
1.3 Research Obectives.....	2
1.4 Scope and Limitation.....	3
1.5 Research Significance.....	3
1.6 Definition of Key Terms.....	3
CHAPTER II: REVIEW OF RELATED LITERATURES.....	5
2.1 Clickbait.....	5
2.2 YouTube Podcast.....	11
2.3 Deddy Corbuzier’s Podcast Channel.....	11
CHAPTER III: RESEARCH METHOD	12
3.1 Research Design	12
3.2 Research Object	12
3.3 Research Instrument	13
3.4 Data Collection	14
3.5 Data Analysis.....	15
CHAPTER IV: FINDINGS AND DISCUSSIONS.....	17
4.1 Research Findings.....	17
4.2 Discussions	25
CHAPTER V: CONCLUSION AND SUGGESTIONS	28
5.1 Conclusion	28
5.2 Suggestions.....	29
REFERENCES	30
APPENDICES	33

List of Tables

Table 2.1 The Examples of Types of Clickbait.....	8
Table 2.2 Types of Patterns of Clickbait.....	10



List of appendices

Appendix 1 Types of clickbait in Deddy Corbuzier's YouTube podcast41

Appendix 2 Pattern of clickbait title in Deddy Corbuzier's YouTube podcast43



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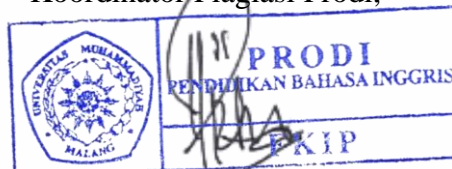
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