

CHAPTER 1

INTRODUCTION

There are six points discussed in this section. The points are research background, problems, objectives, scope and limitation, significance, and definition of key terms. Each point is explained below.

1.1 Research Background

The clickbait cases are often found on YouTube platforms. In order to make videos more interesting and gain views, many YouTubers use clickbait. Clickbait is most often encountered in the form of excessive title or thumbnail that can make people misinterpret. In line with Qu, et. al.'s (2018) statement, publishers on social media use clickbait as a marketing strategy to manipulate and take advantage of users to access certain links by involving interesting content, excessive thumbnails, and removing the main issue. One of the famous YouTubers who uses clickbait is Deddy Corbuzier.

This research analyses the use of clickbait on Deddy Corbuzier Podcast YouTube videos. According to socialblade.com, until June 16, 2022, Deddy Corbuzier has gained 18.8 million subscribers. In 2019, he started to make YouTube podcast videos on diverse topics, such as politics, celebrities, health, sport, game, religion, and humor. However, from the videos that he uploaded, clickbait is often found. This study focuses on knowing the types of clickbait and the headline patterns of clickbait on the Deddy Corbuzier podcast YouTube videos.

There are many advantages to understanding the type and pattern of clickbait. As for the readers, it increases people's understanding or awareness of clickbait, especially on social media (Anggraini, 2021). Besides, it encourages readers to improve media literacy so that they are not easily deceived by fake news, then spread it (Hadiyat, 2019). Moreover, it prevents the reader from creating early assumptions before watching the entire video content (Utami, 2021). By understanding the clickbait pattern in Deddy Corbuzier podcast YouTube video, the other YouTubers can use clickbait to make their video look catchy while prioritizing the correlation between title and content (Hadiyat, 2019).

Two previous studies investigated the clickbait phenomenon. First, the type of clickbait has been studied by Utami (2021). This study found four types of clickbait in Atta Halilintar YouTube video channel, namely formatting, exaggerating, ambiguous, and wrong. The result indicated that the formatting type was the most dominant. Second, the research from Anggraini (2021) also focused on the clickbait phenomenon. Three patterns were discovered regarding the pattern of clickbait headlines in Tribunnews articles. There was the presence of number, the presence of question, and demonstrative adjective. Furthermore, among 81 samples, there were 25 headlines indicated using clickbait patterns.

Two gaps were found in the previous studies compared to the current research. The first gap, the previous study investigated the clickbait from Atta Halilintar vlog's video. Meanwhile, the type of content from Deddy Corbuzier's video is a podcast. For the second gap, another previous study used written data as the subject, while this study used audio-visual as the object. The theory from Biyani, et. al. (2016) was chosen to answer the first question, while Dhoju, et. al. (2019)'s theory was implemented to solve the second question. Research related to clickbait is still rarely researched, especially on Deddy Corbuzier podcast YouTube videos.

1.2 Research Problems

The problems of this study are formulated as follows:

1. What are the clickbaits found in the Deddy Corbuzier's podcast YouTube videos?
2. How are the patterns of clickbaits titles found in Deddy Corbuzier's podcast YouTube videos?

1.3 Research Objectives

The objectives of this study are:

1. To investigate the clickbaits found in Deddy Corbuzier podcast YouTube videos.
2. To analyze the patterns of the clickbaits titles found in Deddy Corbuzier podcast YouTube videos.

1.4 Scope and Limitation

The scope of this study is about the clickbait found on the Deddy Corbuzier podcast YouTube videos. Specifically, the clickbait analysis was focused on the video's content and title. The limitation of the study data collection was determined from 1-31 December 2021. The dates were chosen because the uploaded videos contained lots of clickbait. Furthermore, Deddy Corbuzier is constantly uploading his video, at least one video a day with long-length duration, so one-month period was considered enough to be used as samples.

1.5 Research Significance

Theoretically, this study is expected to enrich the knowledge in the linguistic field, especially about the use of clickbait on YouTube. Practically, the results of this research are expected to help the content creators to make the title that relates to the content. As for the viewers, it makes them more aware, so they will not get provoked by clickbait content. For further study, this paper's result is expected to contribute to the research field, especially in clickbait topics. This also helps and motivates other researchers, especially UMM ELED students, to conduct similar research.

1.6 Definition of Key Terms

- Clickbait : According to Potthast, et. al. (2018), clickbait is a linguistic method for delivering information in such a way that raises readers' interest and motivates them to click on related pages. In this research, clickbait is defined as the first gate of information that has the power to trigger people to surf deeper into the page destination.
- Deddy Corbuzier: Deddy Corbuzier is a famous Indonesian YouTuber in Indonesia. Many of his contents that are uploaded on YouTube use clickbait to gain more attention from people on the internet. Besides, clickbait has an important role in growing his videos' popularity, and it is proven with 18.8 million subscribers and average viewers of up to 2 million.

- YouTube Podcast: YouTube Podcast is one type of content that presents two or more people when they have a conversation and discuss a certain topic (Susilowati, 2021). In this paper specifically, a YouTube podcast is defined as video content containing interviews between one or two hosts with several sources in each episode depending on the topic being discussed. The guests invited to the podcast are usually people who are related to the topic being discussed or controversial at that time. Furthermore, this research took samples from Deddy Corbuzier's YouTube channel program with the hashtag #ClosetheDoor. There are several kinds of YouTube podcast topics, such as politics, celebrity issues, health, sports, etc.

