CHAPTER II

REVIEW OF RELATED LITERATURES

This chapter contains a review of related literatures. The points discussed are clickbait, YouTube podcast, and Deddy Corbuzier YouTube Channel.

2.1   Clickbait

Clickbait is described as the first gate of information that has the possibility to entice users to visit the website. It is in line with the statement from Potthats, et. al. (2018) that clickbait is a linguistic method of conveying information in such a way that it arouses the interest of the reader to click on a link or website. In order to arouse the interest of readers, clickbait is often used by using hyperbole words, eye-catching thumbnails, and exaggerated titles. Moreover, these three things are often found on the YouTube platform to gain views. According to Zanettou, et. al. (2018), the main purpose of the content creator is to develop engagement by ensuring that their video will get a lot of views. The more viewers and subscribers owned, the greater the profit obtained.

YouTubers often use clickbait to increase their viewer. Gothankar, et. al. (2021) assert that in order to boost the number of views and the revenue of the user who posted the video, YouTube videos frequently contain clickbait by using captivating descriptions and intriguing thumbnails. Before accessing a video, the title and thumbnail are the first things the viewer sees, becoming a crucial factor in attracting viewers (Shang, et. al., 2019). Although most of the thumbnails or descriptions on videos do not reflect the real content of the video, the clickbait used in the thumbnail or description is proven effective in increasing the YouTubers' video views.

2.1.1   Types of Clickbait

This section presents several types of clickbait that publishers commonly use in their articles or video content. As cited by Biyani, et. al. (2016), there are eight types of clickbait, namely exaggeration, bait-and-switch, inflammatory,

teasing, graphic, formatting, wrong, and ambiguous. Below is the explanation of each type.

The types of clickbait that are commonly found in YouTube videos or articles are formatting and inflammatory. According to Biyani, et. al. (2016), formatting clickbait is excessive in capitalization or punctuation, especially the capital words and exclamation marks. Based on Utami (2021), formatting clickbait was commonly found on the YouTube platform. Moreover, another type of clickbait is inflammatory. As for the definition of inflammatory clickbait, Yamelan (2019) states that inflammatory clickbait usually applies inaccurate or incorrect phrases. This type is usually marked by a video or news title that arouses the audience's anger or readers.

The other type is graphic and wrong. Graphic clickbait is a headline with impossible, prurient, and annoying topics (Biyani, et. al. 2016). Since the news content has a vulgar topic, this clickbait is unworthy for underage consumption. Biyani, et. al. (2016) acknowledged that the wrong clickbait is an article or title that is incorrect: untrue facts. Untrue fact means many media use provocative and controversial headlines to lead readers to click the news. However, the validity of the news information is unverified. The following types are ambiguous and bait-and-switch. Ambiguous clickbait is an obscure and confusing headline. This type of headline can make many perceptions of the reader and arouse curiosity about what is happening in the article's content (Hadiyat, 2019). Afterward, there is also another type named bait-and-switch. Hadiyat (2019) claims this type is an incomplete article, and clicking to read the entire article redirects you to another site. It means there is another link inside of the article.

In addition, the other types of clickbait are exaggerating and teasing. Exaggerating is the title misrepresenting the substance on the greeting page (Biyani, 2016). Based on Anggraini (2021), the exaggerating type mostly uses hyperbole words in the headline of online media. Her research shows that hyperbole words can sometimes exaggerate the image created in a viewer's mind. The last type of clickbait is named teasing. According to Utami (2021), the teasing title arouses the reader's curiosity regarding the whole story because of the title shown at the

beginning. The examples of each type were collected from Biyani (2016), Utami (2021), Anggraini (2021), Yamelan (2019), and Hadiyat (2019) papers. Those examples can be seen in Table 2.1 below.

Table 2.1 The Examples of Types of Clickbait

Types of Clickbait	Headline	Reason
Formatting	*CALON ISTRI* ATTA *MINTA PERABOTAN 500 JUTA!* **ATTA'S FUTURE WIFE ASKS FOR FURNITURE WORTH TO 500 MILLION!**	The use of massive capitalization and punctuation (exclamation and question marks) (Utami, 2021).
Exaggeration	Cringe worthy tattoos that **will destroy your faith in humanity** (Buzzfeed.com, cited in Biyani, et,. al., 2016).	The words "will destroy your faith in humanity" are hyperboles because they exaggerate the situation.
Bait-and-switch	*Sudah Dinyatakan Meninggal Dunia, Jenazah di Kamar Mayat Tiba-Tiba Terbangun Ketika Akan Diotopsi* (Tribunnews.com, cited in Hadiyat, 2019). **It's been declared dead, and the body in the morgue suddenly wakes up when it is about to be autopsied.**	The headline is included in the teasing category because when readers click the related links, they are directed to access news links on other websites to read the full article.
Inflammatory	*Vaksin Sinovac Tak Ampuh Melawan Varian Covid-19 Asal Brasil.*	Provoke and arouse the anger of the viewers, especially with the phrase 'Not effective,'

	Sinovac Vaccine **Not Effective** Against the Brazilian Covid-19 Variant.	because it can make people refuse to get vaccines (Anggraini, 2021).
Teasing	***Raisa Dihadirkan di Sidang PK Ahok, Suaranya Bubarkan Pendemo*** (Tempo.co., cited in Hadiyat, 2019). Raisa Presented at Ahok's PK Session, Her Voice Disperses Protesters.	The title arouses the reader's curiosity by mentioning Raisa's name, a famous Indonesian singer, when in fact, it is about a police car named Raisa.
Graphic	Donatella Versace plastic surgery overload: **Waxy face resembles melting candle** (Biyani et. al, 2016).	This title uses unbelievable and disturbing topics (a waxy face resembles a melting candle).
Wrong	Atta Aurel *Balikan?*.. GOES TO BALI… **Atta Aurel got back together**?.. GOES TO BALI…	The information in the titles is false and does not match the content (Utami, 2021).
Ambiguous	Hands-on: **Samsung's iPhone 5** is absolutely beautiful (News.yahoo.com., retrieved from Biyani, 2016).	The topic being discussed is ambiguous and confusing since it mentioned two different phone brands but makes it one.

This part presents the headline patterns of clickbait. Based on the theory from Dhoju, et. al. (2019), there are five linguistic patterns regularly found in clickbait. These are the existence of questions, demonstrative adjectives, superlative words, modal words, presence of numbers. Furthermore, the explanation and examples of each pattern can be seen in Table 2.2 below.

Table 2. 2 Types of Patterns of Clickbait

Patterns of Clickbait Headline	Definition	Headline	Reason
Existence of questions (Who, why, when, and how)	Zhang & Clough (2020) state that titles containing questions always invite the audience's curiosity	**Who's** winning in the Durtere-Roxas world war? (Rappler.com., cited in Montejo and Adriano, 2018).	The use of the word "who" at the beginning and a question mark at the end of the sentence.
Existence of demonstrative adjectives (These, that, and this on the titles.)	Demonstrative adjectives indicate nouns and pronouns and are often found in the opening of the sentence (Kusumadewi & Puspitorini, 2017).	**These** Journalists Are Facing Huge Threats and Injustice for Pursuing the Truth (Buzzfeednews.com., retrieved from Mormol, 2019).	The title is categorized as a demonstrative adjective pattern due to the word "These" at the beginning of the sentence.
Existence of superlatives	Adriano & Montejo (2018) declare that superlative word	THE BIGGEST LOBSTER MUKBANG! Before moving.. *The last	The use of the superlative word *terbesar* (biggest) (Utami, 2021).

	patterns are divided into two types: positive superlatives (highest or best) and negative superlatives (worst).	video in the old house. *MUKBANG LOBSTER TERBESAR! Sebelum Pindahan.. *Video terakhir dirumah lama.*	
Existence of modal word Xv ft (Should, can, coud, and must)	As cited in Montejo and Adriano (2018), editors or writers often use modal verbs on the title to get the readers' attention, so they click and read the news article.	What you **should** know about cataract surgery (Rony, et. al., 2014).	The use of the word "should" in the title.
Existence of numbers	According to Mormol (2010) and Anggraini (2021), the most often used clickbait pattern in online titles is the existence of numbers that commonly appears at the beginning of the title.	*13 Wali Kota Kumpul di Kota Bogor, Ada Apa?* 13 Mayors Gather in Bogor City, what Happened?	The presence of the "13" word in the opening of the title (Anggraini, 2021).

2.2 YouTube Podcast

YouTube podcast is one of the most popular shows nowadays. Susilowati (2021) suggests that a YouTube podcast is a YouTube channel that presents two people when they have a conversation and discuss a certain topic. Furthermore, Susilowati (2021) also adds that there are several kinds of podcasts; one of them is a podcast interview, in which this activity is led by one or two hosts and invites sources depending on their specialization or topic being discussed in each episode. Varshney & Vishwakarma (2021) state that among 14 channel categories of YouTube, clickbait is often found in the "entertainment" and "people and blog" categories. According to socialblade.com, the type of YouTube channel of Deddy Corbuzier is entertainment, so the possibility of the appearance of clickbait in some of the podcasts he uploads is wider. Furthermore, Restendy & Hilmi's (2020) research claim that Deddy Corbuzier is an influencer that uses clickbait on his YouTube.

2.3 Deddy Corbuzier's Podcast Channel

Deddy Corbuzier is an entertainer in Indonesia and currently is active as a YouTuber. Based on socialblade.com, he has 18.8 million subscribers on his YouTube account, with average viewers up to 2 million viewers for each video. The video content uploaded by Deddy Corbuzier are vlogs, stand-up comedy named "Stand on Mic Take it" or shortened as SOMASI (collaborate with many comedians such as Uus, Rigen, and others), short movies, motivation videos, and a podcast named #ClosetheDoor. Among 1109 videos uploaded, podcasts became the dominant content with 767 videos. The topics are various such as politics, education, celebrity issues, sports, and other social issues. The guests who showed up in the podcast were controversial, inspiring, or related to the topic being talked about. Among the many uploaded videos and plenty of subscribers, the clickbait practice is still found in his videos.