

ABSTRACT

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The Meaning of Verbal Toxicity in Youtuber Gaming Content Windah Basudara (Roland Barthes' Semiotic Perspective)

Keywords: Meaning, Semiotics, Verbal Toxicity, Youtuber Gaming, Windah Basudara

(xii + 62 + attachment)

One of the YouTube channels that often uses toxic words is the Windah Basudara Youtube channel, one of the gaming YouTubers who has a negative management experience, namely the use of the word toxic. This study aims to determine the meaning of verbal toxicity in Windah Basudara Youtube content. And this research uses qualitative research methods. Windah Basudara using Roland Barthes' semiotic analysis. The results of the interpretation of its meaning are based on Roland Barthes' Semiotics theory. The meaning of toxicity is the expression of overflowing emotions, surprise, annoyance, and insults caused by spectators who like to annoy Windah Basudara when playing the game Bro Falls, every time the spectator disturbs Windah Basudara, the response is harsh or toxic words. It can be concluded that the meaning of Windah Basudara's verbal toxicity is to vent his overflowing emotions, surprise, annoyance, and insult. Windah Basudara utters toxic words such as dogs, dead, stupid, pigs, shit. Each toxic word uttered has its own meaning in Windah Basudara's Youtube video content entitled This Food Game Like Stumble Guys! Bro Falls.

Bibliography (2001-2022)