The relationship between youtube game content and politeness in children's language

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Abstract
This study is prompted by the politeness of the everyday language used by children who watch YouTube gaming content. The goal of this study is to see if there is a link between YouTube game content and language politeness in children aged 5-6 years. This study employs quantitative correlational research with 52 children aged 5-6 years old from TK Muslimat NU 74 Ketegan and TK Muslimat NU 36 Menyanggong. Product-moment correlation data analysis is used in this study, along with prerequisite tests, normality tests, and linearity testing. The findings of this study reveal that there is a relationship between YouTube game content and language politeness in children aged 5-6 years, with a Pearson correlation r value of 0.763, indicating that the relationship between X and Y variables is high. Another finding is that the two variables have a positive aspect. Children have a larger vocabulary, and they know and understand certain English terms. This is demonstrated by children's increased activity in expressing their feelings and opinions at school.

INTRODUCTION

Every childhood has five aspects of development, one of which is language development in speaking. Speech development is a process that uses expressive language in forming children (Isna, 2019; Setiawati & Ulfah, 2018; Sukmawati, 2019). The development of speech in children is inseparable from reality, there are differences in the speed of speech and the quality and quantity of children in producing language. (Astuti & Widayati, n.d.; Isna, 2019; Suryana, 2016). Language plays an important role in the process of public communication in everyday life, communication will work well if you use polite language (Barus & Rudiansyah, 2021; Isna, 2019; Usman, 2015). Language activities are not just conveying ideas, thoughts, or opinions to other people but other aspects are considered, one of which is attitude (Fardischa, 2020; Hajarwati & Hendaryan, 2021; Widawati, 2018). The language attitude in question is politeness in language, Bura explained that politeness is one of the rules set and mutually agreed upon in the community (Bura, 2020; Wijaya, 2017; Yenni et al., 2018). There are three parts of politeness: politeness in dress, politeness in behavior, and politeness in language (Bura, 2020; Isna, 2019; Madyawati, 2016). Someone who has politeness in language must have gone through quite a long learning from the family and the surrounding environment (Bura, 2020; Hajarwati & Hendaryan, 2021; Yenni et al., 2018).

Today the use of language styles is very diverse. The use of social media is very flexible in using language in any situation (Nurhawara, 2022; Waruwu et al., 2020; Watie,

2016). This way of communicating through social media has positive and negative impacts, the positive impact is that people can communicate easily through social media (A. Putra & Patmaningrum, 2018; N. E. Putri et al., 2022; Rahayu, 2019). While the negative impact is the use of language that is very diverse and impolite, this will be easily imitated by children, therefore, parents need to provide supervision to their children while watching YouTube (Hajarwati & Hendaryan, 2021; Madyawati, 2016; Palupi, 2020). Skinner and Bandura in behavioristic theory state that speaking and understanding language can be obtained through environmental stimulation, which is about learning called operant conditioning (Barus & Rudiansyah, 2021; Isna, 2019; Madyawati, 2016). Therefore, Skinner argues that verbal behavior is deliberately carried out, namely behavior controlled by its consequences (Alina, 2019; Fauzia & Hajar, 2022; Isna, 2019). Meanwhile, according to Bandura, language development can be developed through repetition or imitation of others, Bandura also said that children learn language by imitating models, meaning that they do not have to imitate reinforcement from others but also from other things that can trigger language imitation (Aulina, 2019; Fauzia & Hajar, 2022; Isna, 2019). This shows that the development of basic knowledge of language in early childhood is obtained through association and interaction that children get with peers or adults (Aulina, 2019; Isna, 2019; Usman, 2015).

As for the theory that suggests language politeness, according to Leech language politeness, namely (1) the cost-benefit scale (this scale refers to the magnitude of the losses and profits caused by a speech act. the impact of the speech for the speaker, the speech is considered more polite and vice versa), (2) choice scale (this scale refers to the number of choices made by speakers), (3) indirectness scale (this scale refers to whether an intention is stated directly or not, utterances are considered polite if conveyed indirectly), (4) authority scale (this scale refers to social relations between speakers and speakers involved in the conversation) (Bura, 2020; Puspitasari H, 2022; Wijaya, 2017).

Politeness theory based on politeness principles or maxims put forward by Leech (Chaer, 2018) is as follows. a) The maxim of tact: The maxim of tact outlines that each speech participant must minimize the loss of others, or maximize the benefits for others, b) The maxim of acceptance: The maxim of acceptance requires that each speech participant maximizes losses for himself and minimizes benefits for himself, c) Generosity Maxim: The generosity maxim requires each participant to maximize respect for others and minimize disrespect to others, d) The Maxim of Humility: The maxim of humility requires each participant to maximize self-esteem and minimize respect e) The Maxim of Conformity : Sympathy maxim requires that each speaker and speech partner maximize agreement between them, and minimize disagreement between them, f) Sympathy maxim: sympathy maxim requires all speech participants to maximize sympathy, and minimize antipathy towards other people (Chaer, 2018; Hajarwati & Hendaryan, 2021; Wijaya, 2017).

In recent years, the digital era has experienced very significant technological developments, a time or era where almost all areas of life are assisted by digital technology (Barus & Rudiansyah, 2021; Danuri, 2019; Larasati, 2021). Technological developments have penetrated various groups, ranging from children, adolescents, adults, and even the elderly, The world's technological developments are currently entering the 5.0 industrial revolution, which makes technology move fast and sophisticated (Danuri, 2019; Rahayu, 2019; Wijiyanti et al., 2021). It is called the digital era because, at one time, the digital system was used by

most people in their daily lives (Rahayu, 2019; Tari & Hutapea, 2020; Wijiyanti et al., 2021) (Rahayu, 2019; Wijiyanti et al., 2021). The digital era has positive and negative impacts. The digital era has become part of everyday life, especially for the younger generation (Noor et al., 2020; A. Putra & Patmaningrum, 2018; Widawati, 2018). The role of parents in the rapid development of the digital era requires children to accompany them in using digital technology (Aslan, 2019; D. P. Putri, 2018; Rahayu, 2019).

Social media includes the latest developments from internet-based Web technologies that make it easier for users to communicate, participate, share, and create works so that they can be disseminated on their own (Ainiyah, 2018; Setyani, 2013; Watie, 2016). Due to the ever-evolving era, the position of print media has shifted to digital or internet-based media so that almost all use the internet, which is known to produce sophistication and advances in science (Lestari, 2021; Restendy, 2020; Suyasa & Sedana, 2020). Social media will also develop rapidly when the internet and cellphone technology grow. A cell phone makes accessing social media easier and can be accessed anytime and anywhere (Ainiyah, 2018; Marko, 2021; Restendy, 2020).

The rapid development of this digital era makes the Alpha generation want instant and fast things. Apart from that, they only think about pleasure apart from the effects of excessive use of gadgets (Aslan, 2019; Fadlurrohim et al., 2019; Purnama et al., 2018). The social media that children often use is YouTube. Children like YouTube because it presents a lot of content that children can choose to watch (Amaliah et al., 2022; G. L. A. K. Putra & Yudha, 2022; Rahmawan et al., 2018). Youtube contains videos that share various information, experiences, tips, and tricks with the people who watch them (Iskandara & Nadhifab, 2021; Khoiriyati & Saripah, 2018; Salehudin, 2020). The video shown is a one-way communication video where viewers can only see, listen, understand, and practice it if needed (Afifah, 2019; Ristanto & Kelik Wardiono, 2020; Wahdiyati & Putra, 2022). In February 2005, three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim founded or inaugurated a social media application, Youtube, which is a website that contains various videos distributed by content creators (Fakhriyah, 2020; Kiftiyah et al., 2017; Riskhaturahma, 2020). Parents provide this facility because they feel that YouTube contains videos that can educate children. Still, when children get used to watching YouTube daily without parental assistance, negative and positive impacts will appear (Sesar, 2020; Noor et al., 2020; Putra & Patmaningrum, 2018).

Recently, online games are very popular among both adults and children; even these online games are used to make money which eventually gave rise to the gamer profession. (Mertika & Mariana, 2020; Ristanto & Kelik Wardiono, 2020; Sukmono, 2020). Many games are played by content creators to create content, such as ML, FF, MC, RB, SKR, and SG games. In recent years, many content creators have been on Youtube Indonesia in the gaming genre. The gaming genre is one of the most content categories, reaching 83.6 million (Hutabarat & Syam, 2021; Mertika & Mariana, 2020; Ristanto & Kelik Wardiono, 2020). Game content created by these content creators contains a lot of impolite words, this will affect children's language acquisition if children often watch it (Hutabarat & Syam, 2021; Mertika & Mariana, 2020; Ristanto & Kelik Wardiono, 2020). Based on data quoted from Social Blade in January 2022, there are 5 YouTube channels that contain gaming content with the most subscribers, namely: JNL with 24 million subscribers, FD with 20.6 million

subscribers, MA with 16.7 million subscribers, DPROS with 15 .3 million subscribers , B01G with 12.2 million subscribers (Aji, 2022; Hutabarat & Syam, 2021; Social Blade, n.d.).

Regarding the rise of channels with game content as an object of research here are some previous studies that discuss the relationship between YouTube game content and language politeness, such as research that was conducted by Iffah which explains the results of his research that there is an influence from the intensity of watching Reza Oktavian's gaming shows on children's language imitation behaviour boys aged 10-14 years living in Cakung Timur Village (Mawaddah, 2018). Apart from this research, there is also research from Natasya Eka Putri; Arju Susanto; Tadjuddin Nur (NE Putri et al., 2022), which revealed that the independent variable (x) Youtube gaming content affects the dependent variable (y) children's language acquisition is generally positive and significant and H1 is accepted. The results of the comparative analysis show that Youtube Gaming content has an effect on children's language skills which results in a more varied and broad vocabulary. Research Sukmono (2020) explains that there are several YouTube channels with game content that are proven to have violated politeness in language. There is also research Puspitasari H (2022) which discusses language politeness on the Miawaug YouTube channel, explaining that content on the YouTube channel is still suitable for consumption for children. The results of the study Nurhawara (2022) explain that language politeness on the Jess No Limit YouTube channel has predominantly positive language politeness.

This study aims to determine whether there is a relationship or influence from YouTube game content that children often watch on politeness in their language. This research is focused on knowing children's language politeness. Many YouTube game content has questionable language appropriateness to be consumed by children aged 5-6 (Nurhawara, 2022; Puspitasari H, 2022; Risyanto et al., 2022). Language and speech are two things that cannot be separated from one another. According to Hurlock, language is the scope of every form of communication produced by thoughts and feelings as conveying meaning to others. Language is the ability possessed by humans to communicate with other humans. Language can use signs such as words or gestures (Astuti & Widayati, n.d.; Usman, 2015; Zubaidah, 2004).

METHODS

This study uses a quantitative approach, which is correlational research. The samples in this study were 30 children from TKM NU 74 Ketegan and 22 children from TKM NU 36 Menyanggong, provided that the children were 5-6 years old. This research was conducted for two weeks, on September 19 to October 1, 2022. The data collection technique in this study was to fill out a questionnaire with several questions that parents had to fill in according to the actual conditions. This questionnaire was distributed to parents in the form of a Google form. The collected data will be analyzed using product moment correlation. This product-moment correlation data analysis technique aims to determine the relationship between two variables, namely variable X (youtube game content) and variable Y (language politeness). The framework for thinking in this study can be seen in Figure 1.
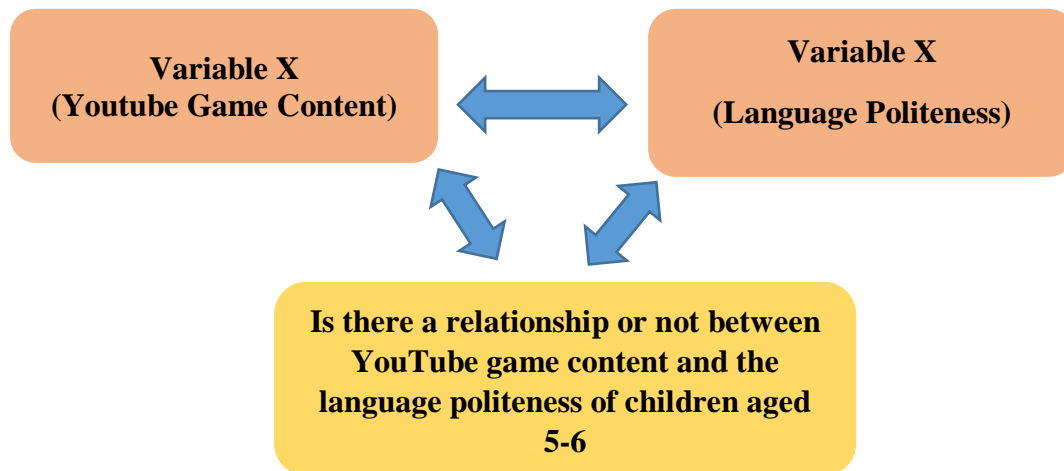
Figure 1. Frame of Thinking

RESULTS AND DISCUSSION

A. Result

Research data was taken by distributing questionnaires. The respondents in this study were parents who had children aged 5-6 who attended TKM NU 74 Ketegan and TKM NU 36 Menyanggong. The researchers obtained a sample of 30 children from TKM NU 74 Ketegan and 22 children from TKM NU 36 Menyanggong. The data were analyzed using product moment correlation data analysis with the results that Ho was rejected and Ha was accepted, meaning that there is a relationship between YouTube game content and politeness in the language of children aged 5-6 years. Data from the research results of distributing questionnaires were tested by analyzing product-moment correlation data, with the help of the SPSS Version 22 application. This product-moment analysis has a reference, namely the range of r values in the product-moment correlation stated that if the value of r = 0.21-0.40 the interpretation is low, if the value of r = 0.61-0.80 the interpretation is big or strong, and if the value of r = 0.81-0.99 then the interpretation is very big or very strong. The following is table 1 which shows the results of the product-moment correlation data analysis test by looking at the Pearson correlation value. Data analysis can be seen in table 1.

Table 1. Product Moment Correlation Data Analysis

		Youtube Game Content	Politeness of Language
Youtube Game Content	**Pearson correlation**	1	0.763
	Sig. (2-tails)		0.000
	N	52	52
Politeness of Language	**Pearson correlation**	0.763	1
	Sig. (2-tails)	0.000	
	N	52	52

As seen from the table of data analysis test results above, the Pearson correlation r value is 0.763, which is in the range r (0.61-0.80). These results are interpreted as a large or strong relationship. It can be interpreted that Ho is rejected while Ha is accepted. The

results showed that variable X (Youtube Game Content) and variable Y (language politeness) had a high or strong relationship. After it was observed that the negative words spoken by children were almost the same as the words spoken on YouTube video game content, the words that were often spoken by children were: anjay, stupid, anjir, stupid, dating, bacot, die. It should be noted that even though there is a large or strong relationship between the two variables, it is possible that other factors can influence the acquisition of impolite children's language.

B. Discussion

Product moment correlation data analysis obtained a Pearson correlation r value of 0.763. This value is included in the r (0.61-0.80) range. In this range of values, it can be interpreted that variable X (youtube game content) and variable Y (language politeness) have a big or strong relationship. Despite this great link, it is also possible that children's acquisition of offensive language is influenced by other factors, not strictly YouTube game content.

Before obtaining a second language acquisition, children get first language acquisition or what is often referred to as their mother tongue. First, language acquisition is the process that occurs in a child's brain when he acquires his mother tongue. This second language acquisition is usually referred to as language learning. Language learning is related to the processes that occur when children learn a second language. Language acquisition is caused by elements of biology and neurology, which are called mother tongue. In contrast, language learning refers to conscious and programmed learning activities in formal classroom situations with the help of a teacher (teacher). Apart from being in formal classes, language learning can also be influenced by the environment around the child (Chaer, 2015).

Several previous articles had the same opinion, Wahdiyati and Putra had the same opinion in their research entitled "Verbal Violence on Gaming Content on Youtube (Qualitative Content Analysis of Minecraft and Mobile Legend Online Game Content Reviews on All Miuveox and Brandonkent Youtube Accounts)" explained the results his research is verbal violence or harsh words found in the video content of Miuveox and Brandonkent Everything, in the form of gossip and impolite words to express disappointment, admiration, and pleasure (Wahdiyati & Putra, 2022)

From the relationship between the two variables, it can be seen that children often say words or sentences that have a negative meaning. This is shown by children when talking or joking with their friends at school. It is not uncommon for children to issue sentences that are not polite. Even talking to the teacher, the child is considered impolite in conveying his sentence to the teacher. This incident follows the results of the answers filled out by respondents to the research questionnaire. There are several impolite sentences that children utter when communicating with parents. It's not only the disrespectful sentences that children say to their parents, but the way they are delivered also follows what is said. Amelia and Lestari also proved this in their research entitled "Parents' Responses Regarding the Influence of Youtube on the Emotions of Elementary School-aged Children" with the results of their research explaining that children can express their feelings by showing their emotions. They imitate what they see. This is caused by the content they watch, and they also express their emotions when they feel annoyed while watching YouTube. Amelia and Lestari also advise

parents to guide children in every activity so that children get positive affectivity from their emotions (Amelia & Lestari, 2021).

After observation, the relationship between YouTube game content and language politeness has a negative and a positive side. On the negative side, many content creators in the gaming genre utter impolite words or sentences as described above, so that children as followers of this content imitate the language and style of speech in the content they watch. Apart from that, Youtube game content also has some positive sides. Some content creators insert English into the dialogue. Indirectly, children will understand and understand sentences spoken by content creators, for example: help me, I'm a winner, you lose, come on, start, finally, stop, wait, thank you, sorry, ok, don't worry. From some of the words mentioned, the child will know and understand the meaning of the word if they listen to it repeatedly. As stated by Skinner and Bandura, who adhere to behavioristic theory, it is revealed that speaking and understanding language is obtained through environmental stimuli. Bandura also revealed that children's language development could be learned through repetition or imitation of others (Isna, 2019).

CONCLUSIONS

Based on the data analysis, YouTube game content relates to politeness in children's language. The value obtained from the product-moment correlation analysis indicates a strong or large relationship between the two variables in this study. Although there is a strong relationship between the two variables, it should also be noted that not all acquisition of offensive language is influenced by YouTube game content. Other factors can influence the acquisition of offensive language.

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