VERBAL COMMUNICATION ON YOUTUBE LIVE STREAMING CONTENT OF MOBILE LEGENDS CHANNEL TOP GLOBAL MIYA ABOUT CHANGES IN TEENAGE BEHAVIOR

Rizki Septian Firmansyah[1], Lulu Luqyana Najmi[2], Suslianingrum[3], Khaerudin Imawan[4]

Universitas Swadaya Gunung Djati, Indonesia,

Emal: rizzap71@gmail.com[1], lulu.luqyanajmi@gmail.com[2], suslianingrum014@gmail.com[3], khaerudin.imawan@ugj.ac.id[4]

ABSTRACT

The use of YouTube has various impacts on its users, especially on teenagers who like to watch live-streaming content of Mobile Legends games on Miya's Top Global channel. This study aims to analyze verbal communication in the live streaming content and identify changes in adolescent behavior after watching. The research method used is qualitative, using data triangulation techniques through interviews, observations, and documentation. The results of the study show that the Mobile Legends live streaming content on the Top Global Miya channel has a significant impact on adolescents' verbal communication, such as the use of coarse language, increased vocabulary related to the game, and changes in intonation and speaking speed. The discussion highlighted that although there is an improvement in more precise and concise communication skills, there are also negative impacts, such as the use of offensive language and verbal violence. In conclusion, this live-streaming content contributes to the formation of adolescent communication patterns that are not in accordance with social norms, and parental guidance is needed to overcome these negative impacts.

Keywords: *Teens, Verbal Communication, Verbal Violence, Live Streaming, Mobile Legends*

Introduction

The development of new media technology always brings the latest innovations to its users (Agustina, 2018). Many people use the YouTube app to find the watch or information they need. With this application, people are able to choose shows according to what they want and need (Derma et al., 2023). Live streaming is a form of technological development on the YouTube platform; according to (Fajri, 2022), one of the most enjoyed spectacles is YouTube live streaming content with a gaming theme. Live streaming online games are entertainment that teenagers often love, and one of the most popular online games is the Mobile Legends game. Its exciting and competitive gameplay, as well as the ability to play repeatedly, make Mobile Legends a favorite. Mobile Legends: Bang Bang (MLBB) is an online game with the

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theme of Multiplayer Online Battle Arena, which has now become one of the most popular games among gamers in Indonesia (Yogatama, 2019). The advantage of this game lies not only in the not-high smartphone specifications needed to play it but also in its fast and entertaining gameplay style. Mobile Legends is a game with a MOBA theme that is very different from MOBAs in general because it is played on Playstore and iOS mobile devices (Anjani, 2021). The Mobile Legends game can be played for free and can be used on mobile phones; Mobile Legends was first launched in 2016.

Verbal communication in digital contexts, especially on live streaming platforms like YouTube, has become an essential aspect influencing audience behavior, particularly teenagers. Verbal communication on these platforms includes the use of words, tone, and intonation that directly impact the audience's understanding and interaction. In live streaming, the verbal interaction performed by the streamer not only conveys messages but also builds an emotional connection with the audience (Chauhan, 2021). One of the advantages of YouTube live streaming is the direct interaction between the streamer and the audience. Streamers can respond verbally to audience comments in real-time, creating a sense of involvement much higher than in other media. The verbal response from an idolized streamer can influence how teenagers perceive the real world, including potential changes in their behavior (Lee, 2021). Verbal communication in live streaming content plays a role in shaping teenagers' self-identity. Teenagers often adopt the verbal communication they learn from streamers as a way to fit in with their social groups, ultimately leading to changes in behavior and communication in the real world (Li, 2019). In content like Mobile Legends Top Global Miya, this could manifest in the adoption of language or even aggressive behaviors learned from the way the streamer plays and talks. The game is known for its competitive gameplay and replayability, which makes it a favorite in Indonesia (Yogatama, 2019). Adolescents, as an age group that is at a critical stage of development, are very vulnerable to the influence of the content they consume, both positively and negatively (Suryana, 2022). Adolescence can be interpreted as an individual who is in development between childhood and adulthood; biologically, adolescence is characterized by significant physical changes due to puberty. According to (Suryana, 2022), adolescent development has 3 stages, namely early adolescence from the age of 12-15 years, middle adolescence at the age of 15-18 years, and late adolescence from the age of 18-21 years.

Although several studies have examined the impact of online game content on adolescent behavior (Anjani, 2021: Aristawati, 2023), few studies specifically explore the impact of verbal communication from YouTube live-streaming content on changes in adolescents' verbal behavior. The study seeks to fill that gap by examining how Mobile Legends live streaming content on Miya's Top Global channel affects adolescents' communication styles and verbal behaviors. Specifically, the study focused on the use of coarse language, changes in vocabulary, and changes in intonation and speaking speed that appear after watching the content. In the context of today's digital communication trends, where social media and streaming platforms are the primary means of interaction, understanding the impact of live-streaming content is essential. Platforms like YouTube serve not only as entertainment but also as a shaper of new communication norms among young

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users (Chen, 2022). Therefore, the relevance of this topic has become more critical, considering its influence on the formation of adolescent identities in this digital era. Thus, this research is expected to make a new contribution to the field of digital communication by offering insights into the impact of streaming content on the verbal behavior of adolescents.

Panjaitan Dana, who has the stage name Top Global Miya, is a man born in 1995 in Medan, North Sumatra. According to (Pratnyawan, 2022), Panjaitan Dana is a streamer and content creator who owns the YouTube channel Top Global Miya, which has 2.88 million subscribers and has uploaded 1.4 thousand videos. In the video, the Top Global Miya channel produces various videos about the Mobile Legends game, primarily live streaming. Top Global Miya conducts live streaming every day from 23.00-01.00 am; the live streaming content of the Top Global Miya channel conveys verbal communication that refers to verbal violence. The purpose of this study is to understand the impact of verbal communication on adolescents and identify behavioral changes that occur in adolescents after watching live streaming content of the Mobile Legends game from the Top Global Miya channel. In today's digital era, games are one of the most popular forms of entertainment among teenagers, especially with the live streaming feature, which is an entertainment point for watching games. The focus of this research covers various essential aspects of verbal communication. That is clear and concise communication, which refers to delivering a message directly and clearly without further ado. Vocabulary addition refers to the addition of vocabulary used in communication. The connotative aspect includes additional meanings, and the denotative aspect involves the actual meaning of the words used. The intonation of speech includes tone and emphasis in conveying a message. Acceleration of speech is related to the speed of speech. Also, humor is often used to dilute the atmosphere and build closeness between individuals.

Research Method

This study is qualitative research with a descriptive approach that aims to deeply understand the impact of YouTube live-streaming content, especially on the Top Global Miya channel, on the verbal behavior of adolescents. This research strategy is designed to identify, analyze, and understand the changes in verbal communication that occur in adolescents after watching the live-streaming content of the Mobile Legends game. This research was carried out in the city of Bandung, West Java, during the research period from January to June 2024, by involving various parties who have direct or indirect relationships with the research topic. This research covers several aspects relevant to changes in adolescents' verbal behavior, including communication style, language use, intonation, speaking speed, and expression of humor. Paying attention to this phenomenon, the research was conducted by considering the social and cultural context of adolescents who are the subject of the research. The population in this study is teenagers aged 12 to 18 years who are actively watching Mobile Legends live-streaming content on the Top Global Miya channel. The sample was selected using a purposive sampling technique, namely a total of 30 respondents who met the criteria for active involvement in the consumption of streaming content. The main instruments of this study are in-depth interview guidelines, observation guides, and document analysis related to adolescent communication patterns. Interviews were conducted with the research subjects,

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namely adolescents, as well as relevant parents, teachers, and community leaders, to gain a broader perspective on changes in adolescents' verbal behavior. Direct observation was also conducted on the interactions of adolescents in school and community environments to identify firsthand changes in their verbal communication styles after exposure to streaming content. Furthermore, document analysis is carried out to understand further the dynamics of verbal communication that appears in digital media. Data collection was carried out using the triangulation method, which was by combining various data collection techniques such as in-depth interviews, participatory observations, and document analysis. This triangulation aims to increase the validity and reliability of the data obtained and provide a more comprehensive picture of the phenomenon being studied. This triangulation technique is used to verify data from various sources and test the consistency of information obtained from different respondents in diverse contexts. By combining the results of these various data collection methods, researchers can build a more precise and complete picture of changes in adolescents' verbal behavior.

The research was conducted in a variety of locations, including school environments, homes, and public places where adolescents often gather. The data collection time is set in such a way as to capture variations in adolescents' verbal behavior at various times, such as during school breaks, weekends, or after watching live-streaming content at night. This was done to ensure that the study covered a wide range of situations that might affect the verbal behavior of adolescents. In addition, this research also involves the observation of various social interactions of adolescents in the context of playing games online and communicating through social media platforms. Researchers actively observed patterns of verbal communication, including the use of harsh words, tone of speech, and humor that are often used in everyday interactions. Researchers also noticed changes in the use of new vocabulary learned from live-streaming content, both positive and negative, and how this affected their interactions with peers. This study uses a thematic analysis approach, which involves identifying the main themes that emerge from the data collected. These themes are identified through an open coding process, in which data is compiled, analyzed, and interpreted to uncover patterns and relationships between live-streaming content and changes in adolescents' verbal behavior. In this process, researchers looked for recurring patterns and significant findings to illustrate how exposure to live-streaming content impacts the way adolescents communicate and interact with their environment. The study also considers rigorous research ethics. Before data collection begins, the consent of the informant and the permission of the relevant parties, such as parents, teachers, and educational institutions, are obtained to ensure the protection of the rights and privacy of the participants. During the interviews and observations, participants were given complete freedom to withdraw from the study at any time without any consequences. The anonymity and confidentiality of participant data are maintained very strictly to prevent misuse of information.

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Results and Discussion

Verbal Communication on Miya's Top Global YouTube Channel

One of the most popular streaming video game providers in the world, YouTube Gaming, is one of the most preferred platforms by gamers in Indonesia, as many streamers from Indonesia have channels on the platform compared to other platforms (Hidayanto, 2020). Mobile Legends game live streaming content on the Top Global Miya channel has a significant impact on the communication and behavior of teenagers. Mobile Legends game live streaming content on the Top Global Miya channel can have a positive impact, such as increasing friendships, filling free time, and learning game tactics, but can also have a negative impact, such as changing the behavior of teenagers in their social environment. Streamers' ability to communicate clearly and concisely makes it easier for teens to absorb and imitate this style of communication. The words used in live streaming have a direct or factual meaning that is easy to understand. For example, the word "shoot" in the context of the Mobile Legends game means to carry out an attack on an enemy in the game. These words often have additional meanings that can elicit an emotional reaction. For example, when a streamer uses harsh words or ridicule, they can have a negative connotation that can have an impact on the behavior of teens watching. Live streaming videos from Miya's Top Global channel, especially in the Mobile Legends game, can have an impact on the verbal behavior of teenagers. Through the use of connotative and denotative meanings, situationally appropriate intonation of speech, fast speech speed, and coarse humor, teens who watch this content frequently can begin to imitate the way of speaking rudely and perceive it as something natural in everyday communication.
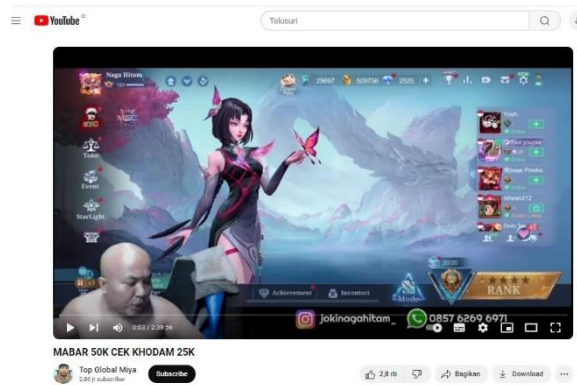

Figure 1. Figure Video Live Streaming Game Mobile Legends Top Global Miya
Source: Miya's Top Global YouTube Channels in 2024

Table 1. Table Examples of Verbal Violence Sentences on Top Miya Global Channels

The enemy looks good, and my team looks like a burden, but the cave task is to bring 4 people to Toloo Ges. Yes, I see it is starting to be stupid, right?	pull bang pull ee bujanginam dark system pig ges I broken yes you one piece yes where are you in the go blog center, what kind of tank are you an idiot tank, Okay, this ges pig is called fart ges fart name Mikhael jiu use jilong lu look at this bastard red witch, patience six pigs bachelor, people talk about love stupid breath

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Why are you going to the cave bjir lu
to rest tomorrow? Work go blog

Figure 2. Figure Video of Pascol's Heavy Story from Becoming a Coolie to Being Accused of Getting Haram Money! - (United Kingdom) EMPETALK Pascol & Luan
Source: Youtube Jonathan Liandi

YouTube channel Top Global Miya uses a rough and inspired language style from YouTuber Bkent, as shown in Jonathan Liandi's video. Panjaitan Dana or Pascal explained in a podcast with Jonathan Liandi that he "follows Bkent's style, both in his way of playing and in his rough speech, because it increases the viewership and deepens his character." Bkent himself, in a podcast with Denny Sumargo, stated that he used harsh words to express his annoyance, not to insult others. So, it can be concluded that Pascal likes to use harsh words in his video content to express his frustration to teammates and the audience.

The Impact of Mobile Legends Game Live Streaming Content on the Clarity and Conciseness of Teenage Verbal Communication

Watching the Mobile Legends live stream on Miya's Top Global channel can have a significant impact on the way teenagers speak. Communication is inseparable from internet media, which use it as a means of communication (Fathurrohman, 2017). They tend to use a more direct communication style, avoiding many words that are different from the point. Parents respond that some feel the need to understand and adapt to language developments over time as well as follow past developments, and new vocabulary is created. An increase in clarity and conciseness in speaking was also observed after watching the live-streaming content of the Mobile Legends game on the Top Global Miya channel. Students become more skilled at expressing their opinions in a concise and precise manner. This can be attributed to the watching habits of streamers who prioritize clarity in speaking, according to the 'Clear and Concise' indicator determined by (Purba, 2020).

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Addition of Teen Vocabulary When Finished Watching Streamer Game Content on YouTube

Vocabulary is a collection of words that can be needed by every individual who will learn a language as a tool to communicate with their social environment (Aristawati, 2023). Teenagers who often watch live streaming content of Mobile Legends games on the Top Global Miya channel tend to use new vocabulary that is generally used in daily conversations with their friends. Examples are words like 'noob,' which means someone inexperienced, 'GG' is a good game or indicates a good game, 'afk' the player is not in the game or leaves the game, and 'troll' someone who deliberately makes a mess in the game. Live streaming of the Mobile Legends game on the Top Global Miya channel not only exposes various new vocabulary related to the game but also verbal communication to explain situations and conditions while playing the game. It also allows for vocabulary that refers to verbal violence that is usually expressed when the game loses or overflows emotions, such as throwing the words 'cok' and 'anger,' ''which they learn from in-game interactions and apply in everyday social communication situations.

The Impact of Live Streaming Content on the Understanding of Connotative and Denotative Meanings in Adolescent Verbal Communication

Connotative is a phrase that has a real meaning where it contains traits, forms, and flavors that have a real meaning (Hanifah, 2014). This analysis observes that adolescents' exposure to online game live streaming can have an impact on their understanding of the meaning of words in depth, including denotative meanings, which mean true meanings, and connotative meanings, which mean unreal meanings. Denotative meaning is often referred to as the true meaning. Every word, especially the desired word, has a denotative meaning (Adri, 2020). This is important in changing the verbal behavior of adolescents because they learn to interpret words according to their context and use them in daily life. Online game live-streaming content has a significant impact on language use among teenagers, so it requires more attention from parents to understand the context of the words used. Teenagers who actively follow game live streaming, such as on Miya's Top Global channel, are more aware of the denotative and connotative meaning of words in this context, especially "pro," which is often used to express in-game skills. However, this understanding varies depending on factors such as age, viewing frequency, and digital literacy. A structured approach is needed to support better understanding, including the use of concrete examples and explaining the meaning of words in more depth to students.

Changes in Adolescents' Verbal Communication Intonation After Watching Live Streaming Content

Intonation is a high and low tone of pronunciation; the rise and fall of intonation in a conversation can be an indication of an error in speaking. A change in intonation tone from low to high tone indicates that a person is experiencing emotional feelings (Sadiyah., 2023). Teenagers stated that after watching the Mobile Legends game live stream, they began to imitate the speaking style of the streamer they idolized, such as on YouTube Top Global Miya.

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They began to use a more expressive tone of voice, especially when expressing emotions such as anger or disappointment in the game. Reflects the monitoring of their children's intonation changes after watching a live-streaming match. The analysis from the perspective of adolescent parents stated that parents' awareness of the impact of digital content on the way their children communicate, as well as the importance of providing appropriate guidance to manage the positive impact of such interactions. Watching the YouTube livestream impacted some students with diverse intonations, influenced by the live stream of the match they were watching. This analysis states that awareness of its impact on social media, where students can imitate the streamer's dramatic or expressive speaking style in live streaming. This emphasizes the importance of the role of parents and teachers in monitoring the impact of social media on students' language development and communication.

Accelerating Teenage Speeches from the Impact of Watching Live Streaming

Speaking is one of the essential skills in a language that will develop in life (Zurindayu, n.d.) This analysis stated that adolescents' awareness of changes in speech speed after watching live-streaming games. The change in speech speed among teens after watching a live-streamed game highlights its impact on social media, especially in online games. Some students tend to speak too quickly after watching a live stream of a game, although it is still understandable. This change states the impact of the speed of speech from social media, such as live-streaming games, on student communication. However, there is an impact on speaking faster as per the online style.

The Impact of Humor from Live Streaming Games on Adolescents' Behavior Changes in Verbal Communication

Humor is one of the means of interacting with fellow humans to socialize (Zainal, 2019). Adolescents often imitate the style of joking with ribbons, especially in the form of ridicule, and use harsh words such as "anger," "cook," and "bazinga" with their friends. It states that they normalize the rough communication of streamers to create an atmosphere that is considered excellent. However, the use of this coarse language can increase the risk of conflict or feelings of offense between friends. Parents are worried that their children will become rude after often watching live streaming of Mobile Legends games on Miya's Top Global channel. Efforts to limit viewing time could be more effective. In the social environment at his school, the teacher observed an increase in the use of coarse language by students after watching the live streaming of the Mobile Legends game on the Top Global Miya channel. This states that the live streaming of the Mobile Legends game on the Top Global Miya channel, which has a negative impact, refers to verbal violence that has an impact on the way teenagers communicate, in accordance with the characteristics of verbal communication according to (Purba, 2020).

Overall, the results of the analysis of verbal communication indicators presented by (Purba, 2020) show that teenagers tend to get a variety of new vocabulary after watching the live-streaming content of the Mobile Legends game on the Top Global Miya channel. They frequently used vocabulary words such as 'noob', which means someone inexperienced, 'GG'

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good game, which means good game, 'afk' a player who is not in the game or leaves the game, and 'trolling' someone who deliberately makes a mess in the game. However, verbal communication consists of much vocabulary that the Top Global Miya channel has presented, which is more than vocabulary with positive language. However, Top Global Miya's channel often uses verbal communication that refers to verbal violence during live streaming, such as 'cok,' '', and 'anger' to vent the streamer's emotions. Teenagers who watch YouTube game live streaming content on the Top Global Miya channel tend to imitate the verbal communication spoken by the owner of the Top Global Miya channel account, and this will have an impact on the way they communicate on a daily basis that is not in accordance with the social environment and at school. At this stage, teenagers are more interested in using violent elements to imitate the actions of their live streamers ((Nurhalimah, 2023).

Behavior Changes Among Adolescents in Verbal Communication

Analysis of changes in adolescents' behavior in watching live-streaming games on YouTube has had a significant impact on the change. Adolescents tend to bring a faster, more concise, and direct communication style, as shown by streamers, and the use of vocabulary becomes more diverse and creative, along with the increase in adolescents' understanding of connotations and denotations. According to (Nuzuli, 2023) explaining that humans are social creatures who need each other; online games are one of the developments of the times that can have an impact on social relationships with family, friends, and the social environment, which can significantly reduce social interaction. This has a significant impact on changes in adolescent behavior in their social environment. Everyone sometimes spends much time just staring at the monitor screen in front of them, especially when playing online games, especially when the game has a certain amount of rewards when the game player reaches a specific target. In this case, teens often play games without prioritizing other vital activities (Rasyidah, 2024). Online games can cause users to become addicted, which can make online game users lose control and have difficulty limiting usage (Trimawati, 2020).

Changes in intonation, speed of speech, and style of humor are also new features in their social interactions. Adolescents are now more sensitive to language and are able to express themselves more variously. However, keep in mind that this impact is two-sided. On the one hand, exposure to live-streaming content can enrich vocabulary and communication skills. On the other hand, there is a potential for improper imitation of behavior, such as the use of abusive language or offensive humor, so emotional instability and also very high intensity of online gaming can affect the mentality of adolescents, especially their perception of the environment. For example, speaking rudely when playing online games, aggressive behavior because there are distractions while playing, and social views also because they imitate characters shown in games and often get angry (Amran, 2020) . There are many cases of verbal violence that occur among adolescents because, in adolescence, there is rampant character formation, both positive and negative, where the level of emotional instability is high (Dian Lestari, 2020). Verbal violence has a hazardous impact on adolescents who often watch the online game live-streaming content; this shows a change in the behavior of adolescents who are exposed to verbal violence after watching live-streaming. According to (Wahdiyati, 2022),

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verbal violence does not have a physical, visible mark, but it can leave a scar on the heart of a person who listens to abusive speech that is included in verbal violence.

Conclusion

This study shows that live-streaming content on YouTube, especially from Miya's Top Global channel, has a significant influence on adolescents' verbal communication behavior. The impact is seen in several aspects of communication, such as the use of coarse language, increased vocabulary related to games, changes in intonation, and faster and more expressive speaking speed. Although there are several positive impacts, such as adolescents' ability to communicate more clearly and concisely, the results of this study also reveal the potential negative impacts in the form of normalization of the use of abusive language and verbal violence in daily interactions. In addition, this study highlights the importance of the role of parents, educators, and policymakers in mitigating the adverse effects of digital content on adolescent communication development. Stricter supervision and education on the use of sound and polite language in digital media need to be done to reduce the negative impact that may arise. The results of this study also emphasize the need for more targeted interventions to help adolescents understand and distinguish between appropriate and inappropriate communication contexts. Overall, this study provides new insights into the dynamics of changes in adolescents' verbal communication behavior in the context of exposure to live-streaming content. These findings reinforce the importance of further, more profound research into the psychological and social aspects of these behavioral changes, including exploration of the long-term impact of digital content exposure on adolescent development. Thus, the results of this study can contribute to the development of more effective policies and practices in harnessing the positive potential of digital media while minimizing its negative impact on adolescents.
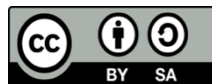
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