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## THE ANALYSIS OF YOUTUBE GAMING CONTENT IMPACT ON CHILDRENS' DEVELOPMENT

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### Abstract:

The increases of the internet era have become stronger. The development of technology on the internet is marked by social media usage. This research aimed to analyze YouTube gaming contents' impact on children's development. The methods used in this research were descriptive methods and literature studies using socio-pragmatic analysis and transactional techniques based on a qualitative approach. Six YouTube content videos were used as object materials for analysis in this research. Researchers used socio-pragmatic analysis techniques to analyze the data. The results of the research showed that there were impolite speech acts in the behavior of streamers when presenting gaming content that affected a child's development, and there were several negative impacts of online game addiction, such as online game syndrome and activity of slamming smartphones for online game addicts when they lose.

### Abstrak:

Peningkatan era internet semakin kuat. Perkembangan teknologi di internet ditandai dengan penggunaan media sosial. Penelitian ini bertujuan untuk menganalisis dampak konten game YouTube terhadap tumbuh kembang anak. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan studi literatur dengan menggunakan analisis sosio-pragmatis dan teknik transaksional berdasarkan pendekatan kualitatif. Enam video konten YouTube digunakan sebagai bahan objek analisis dalam penelitian ini. Peneliti menggunakan teknik analisis sosiopragmatik untuk menganalisis data. Hasil penelitian menunjukkan bahwa terdapat tindak tutur tidak sopan pada perilaku streamer saat menyajikan konten game yang mempengaruhi tumbuh kembang anak, serta terdapat beberapa dampak negatif dari kecanduan game online seperti sindrom game online dan aktivitas membanting ponsel untuk pecandu ketika mereka kalah.

### Keywords:

Gaming Content Impact, Children's Development, Mobile Legends

**How to Cite:** Rahman, A. F. & Sahayu, W. (2023). The Analysis of Youtube Gaming Content Impact on Childrens' Develepment. *Lentera Pendidikan : Jurnal Ilmu Tarbiyah dan Keguruan*, 26(2), 436-447. <https://doi.org/10.24252/lp.2023v26n2i15>.

## INTRODUCTION

Currently, technological developments on the internet have become increased. The development of technology on the internet is marked by the progress and use of internet networks in the form of social media in daily life, which is growing. As evidence of the

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internet's increase, there were 600 cases of people who are addicted to internet development and cannot control their internet usage (Ismail, Kusnandar, & Sanovia, 2021). With the speed and ease of access, people can get internet content anywhere and anytime. Almost everyone in the world has a social media account, such as Facebook, Instagram, YouTube, TikTok, etc. In this case, Indonesia, one of the countries with the largest population in the world, is also experiencing improvements in internet technology, especially in the scope of social media.

The latest data published in the Digital 2023 Indonesian Report shows that the amount of internet and social media usage in Indonesia continues to increase until the end of 2023. The increase in the use of Internet technology in social media in Indonesia can be seen based on the population of Indonesian internet users, which is 353.8 million users. Active social media users were 167 million, and the average time spent each day using the internet was 7 hours 42 minutes (Digital Indonesian Report, 2023). With the surge in the use of social media, the increasing social media usage has an impact on the distribution of information media, especially conventional mass media, which has an important role in disseminating current news updates. The decreasing use of conventional mass media in conveying information is due to the ease with which people can access social media anywhere, anytime, and the opportunity for social media users to participate directly in conveying information and providing feedback on updated news.

Social media has a trademark called sharing. (Kietzmann, Hermkens, & McCarthy, 2011) explain that social media, which has a sharing trademark, can be devoted to the practice of someone who is used to trading according to existing circumstances and packaged in the form of content. Furthermore, Kaplan & Haenlein (2010) explicitly explain that social media is a collection of web-based applications that allow the creation and trading of content and information that has been packaged by the user concerned. This explanation shows that there is a complex aspect between social media and communication, where social media will be the easiest communication tool because of the spread of information and ease of interacting with each other. Concerning the ease of interacting with each other, several social media platforms, such as YouTube, TikTok, Facebook, Instagram, Snapchat, and Likee, are very helpful in everyday life. With many applications included in social media, it is, of course, able to change people's lifestyles, especially in the development of a child in everyday life.

Generally, a child's development can be measured through the child's level of maturity and readiness to interact and show the skills they have to others. In the scope of education, a child's development can be guided by the success of the family, especially parents, in educating and nurturing their children until they reach the golden age in a child's development. Khoironi (2018) explains that the rapid development that occurs in a child will occur in their golden age, namely 0-6 years. In this period, a child tends to experience emotional increases that depend on social aspects and interactions in their daily life. State that the emotional development referred to in a child is the inner feelings they are feeling, such as thoughts, lust, mental, happy, sad, etc.

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Furthermore, Janah, Fadhli, & Kristiana (2019) explained that a child's social development can be measured based on the child's skills in interacting, adapting to his environment, and establishing friendships that involve his thoughts and behavior. The golden age of a child can also be said to be a critical period because a child with the development of brain cells and brain nerve cell function will need the right stimulation to achieve a perfect period in the next period. Moreover that in a child's golden age, their emotional side will be marked based on interactions with people around them and the behavioral reactions that arise based on these interactions. A child's interactions can occur in interactions with parents, interactions with peers, interactions with idols on social media, and interactions with nature. The reactions shown from this interaction can be in the form of excessive behavior, impolite speech, a tendency to refrain from exploring talents, and so on. Therefore, parents need complete guidance and supervision for their children to minimize the negative and excessive impacts of a child's golden age. One method that parents often use is supervising a child when using social media, one of which is watching YouTube videos on their gadgets (Jackson, Low, & Butler, 2007).

In everyday life, we often find a child's tendency to be provided by their parents with a means of communication without any filter or full supervision. This finding follows the times that have seen the rapid development of Internet technology. Ease of access to a show, availability of materials, and easy teaching methods can also be conveyed through technological developments. There is an assumption that providing a tool that makes it easier for a child to access the internet on social media will have both positive and negative impacts. One of the positive impacts resulting from easy access help a child to find what he/she wants without any limitations. On the other hand, there will be negative impacts, such as the tendency of children to become addicted to gadgets and a lack of interaction with each other (Ridwan, Utami, & Bangsawan, 2023). For example, YouTube is a video-based social media; children will have the ease to watch any film according to their preferences, no matter the content or language used in the videos. As a result, a child may imitate whatever he/she has watched and have a new habit of continuing to ask their parents for gadgets so they can watch YouTube. According to Kurniawati (2022), YouTube can have a negative impact on children's acts because of technology addiction which reduces their social skills and prospects of violent acts.

On the service homepage, YouTube designs an algorithm to make it easier for viewers to watch related videos from search results and video views. Until now, one of the most sought-after shows has been video gaming. Video gaming content will consist of someone playing a game by broadcasting their game in the form of live streaming or a video of the game results. Gamers use funny expressions, utterances, and a certain language that can describe their character so that it attracts children's attention. With the explosion of gaming content, children are more inclined to use this content as entertainment material and become their audience whenever and wherever. The gaming content that is currently exploding is Mobile Legends Bang-Bang, PUBG Mobile, Dota, Minecraft, FC Mobile, E-Football 2024, and so on. Due to the explosion in YouTube views, it is second place in Indonesia as the most frequently used social media category (Digital

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Indonesian Report, 2023). According to Törhönen (2021), the explosion in gaming video views on YouTube cannot be separated from the influence of people related to the gaming industry, including Tyler Blevins as the person who has the most wealth after creating gaming-related content, followed by PewDiePie, who is the most famous gaming content channel today.

In Indonesia, the involvement of famous influencers in e-sports also has a big role in the explosion of video gaming. One of the most famous and most-watched games in Indonesia is Mobile Legends. Many Mobile Legends influencers have an important effect on the development of video gaming views, including Marsha Ozawa, Oura, Rekt, Jonathan Liandi, Luminaire, Antimage, and Doyok. In the live games, they are often referred to as analyst streamers. As the name suggests, the content they present focuses on certain sections and certain personalities.

A lot of streamers and content creators who are involved in the gaming world have their appeal for young ages, depending on the child's purpose in watching them. For example, on the YouTube channels of Mobile Legends gaming analyst streamers such as Jonathan Liandi and Antimage, they sometimes use child-friendly language when there are donations in the form of "saweria" asking them not to be toxic in conveying information or interacting with their audience. Harsh or dirty words are often uttered, accompanied by certain gestures that they consider normal and natural. With the dirty words and unnatural gestures, they convey, all viewers respond with comment "wkwkwkwk" or other responses agreeing that what the streamer and content creator did was normal, funny, and commonplace. Meanwhile, Indonesia is known as a nation that is friendly and has a noble character, both in behavior and speech (Mansyur, 2017).

Furthermore, Sukatman (2012), explains that if someone wants to have a personal interaction, consideration is needed for the following things including (1) the setting and atmosphere of the conversation, (2) the participants, (3) the clear purpose of the conversation, (4) sequence, rules, and speaking turns, (5) appropriate topics of conversation, (6) tools or channels of speech used, (7) language norms or manners that apply in becoming members of society, (8) appropriate language variety such as official language, casual, scientific and so on. There is a gap between experts' expectations of language speakers and language ethics, so in-depth research is needed, especially about YouTube as the second most popular social media that is often used by young ages.

There is a lot of research related to YouTube. One of them is from Putri, Susanto, & Nur (2018), who conducted research entitled "Pengaruh Konten Youtube Gaming Terhadap Pemerolehan Bahasa Anak Usia Tiga Sampai Enam Tahun" and found the results that YouTube Game content influenced children's language skills which could produce a more varied and extensive vocabulary. In addition, Suroyya, Widayati, & Adhe (2022), who researched "The Relationship Between YouTube Game Content and Politeness in Children's Language" found that there is a relationship between YouTube game content and language politeness in children aged 5-6 years old by using prerequisite test, normality test and linearity testing. Furthermore, Puspitasari (2022) found that the YouTube channel of Miawaug is suitable for consumption by children. In

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line with Puspitasari found that the language usage by Jess No Limit has predominantly used positive language. On the other hand, Fajri, Puspitasari, & Zulfa (2022), in their analysis of Mobile Legends gaming language behavior, found that the Mobile Legends streamers used negative acts and impolite language on their streams.

Based on some previous related findings, as the novelty of this research, the researcher would like to find all the impacts, including all positive and negative impacts of YouTube game content on children's development. The importance of the findings in this research is to minimize the negative impacts of YouTube, especially on game content. The importance is because this research showed the cases of game content on YouTube channels that found on the children's development, and the explanation of streamers and parents' roles in the children's achievements is explained to minimize the negative impacts.

## **RESEARCH METHOD**

This research is qualitative research that used qualitative descriptive methods and literature study. Qualitative descriptive is used to explain primary data. The understanding of the phenomena that occur in-game content on YouTube was obtained as to what impact it had on a child's development, especially related to content creators of Mobile Legends. Meanwhile, literature studies were used to support primary data using translational techniques and socio-pragmatic data analysis techniques. The translational method can be used as a language analysis technique using another language as a benchmark for its truth and accuracy. Translational techniques in this research were used to analyze the language of streamers in their gaming content. To analyze the behavior of game streamers, researchers used socio-pragmatic analysis techniques. Explicitly that to analyze someone's language behavior, a researcher can use socio-pragmatic analysis techniques. According to Chatzopoulou, Sheng, & Faloutsos (2010), to analyze YouTube content, the researcher should be focused on four criteria, such as most viewed videos, most favorited person, most responded, and most discussed.

Furthermore, that on the scale of YouTube's popularity videos, the researcher should be focused on some points such as the number of views, comments, ratings, and favorites. Based on that scale, there were six sample videos used in this research based on the most popular watched, comments, and rates on videos of gaming content, such as (1) A sample of the most popular video from the BrandonKent Everything YouTube channel, (2) A sample popular video from the YouTube channel Marsha Ozawa, (3) A sample popular video from Jonathan Liandi, (4) A video from Random Ly with the title Akibat Kecanduan Game Mobile Legends, Anak ini Terkena Gangguan Syaraf, (5) A short video from Rocks Esports with the title Viral!! Bocah ini Banting HP Gara2 Gagal Savage Mobile Legends, and (6) A short video from @tdgamer62 with the title Kenapa Bocil ML Sering Toxic? The data analysis techniques used in this research were reduction, explanation, and conclusion. According to Miles, Huberman, & Saldana (2014), the data analysis must often be collected by facts in the field; thus, the data can be carried out throughout the research process by using data analysis techniques such as data

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condensation, which means summarizing and focusing on an important thing, then data presentation that will present a set of structured information that gives the possibility to conclude, and the last is conclusion drawing to gain the conclusion of the data.

## **RESULTS AND DISCUSSION**

### **Children's Development**

In each span of life, several phases follow a person's development. In a child's development, there are important cycles that can be developed to become a rational adult. If this development is carried out well, a person will not experience difficulties in their social life and will bring happiness and success in development in the next phase (Saputro, 2017). On the other hand, if someone fails to undergo a good development period, it will harm social life in the next phase. Jahja (2011), explains that there are several signs of someone who has developed themselves, namely (1) Accepting their own physical and abilities, (2) Achieving emotional independence from parents, (3) developing interpersonal communication skills, (4) finding a role model, (5) strengthens self-control, and (6) can abandon childish reactions. As time progresses, the complexity of a child's development will become increasingly difficult (see Table 1). Guidance is needed, as well as the availability of tools to support the success of a child's better development. From the description in Table 1, a child's development is something that appears at a certain period in their life. Whether their development is good or bad will be determined by the needs that are met both in terms of facilities and infrastructure, as well as in terms of children's activities in their ongoing lives.

### **The Languages Widely Used by Mobile Legends Bang-Bang's Youtuber**

The development of language will follow the current era. Wibisono (2020) explains that a language will continue to develop along with the development of technology and human culture. In this way, a language can be detected and used. In everyday life, language is used as a tool for communication. Because it is used as a means of communication, each individual has their characteristics in each language they use when communicating. This is due to differences in the first language or mother tongue used in everyday life, as well as the diversity of activities that give rise to interactions between each other outside the region. Dwijayanti & Mujianto (2021) explained that the diversity of speaker backgrounds and interactions can give rise to language differences. In the speech act, there are positive and negative meanings arising from the diversity of individuals, backgrounds, and existing environments. In its use in everyday life, one of the things that can show the positive and negative sides of speech acts is playing games in the digital era. In this research, several positive and negative sides were found regarding the ease with which someone can interact in the digital era. Some of these findings will be presented as follows:

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### ***Negative Speech Act of Streamers***

Based on the data that has been obtained from the video gaming by BrandonKent Everything, Marsha Ozawa, and Jonathan Liandi, several behaviors and language were found that were not polite to use. Some of the impolite language and acts used included:

- a. *Bakal menjadi meta paling taik, anjing!* (at BrandonKent Channel)
- b. *Wedeh gila, kasih mereka!* (at BrandonKent Channel)
- c. *Ini pasti goblok lawannya!* (at BrandonKent Channel)
- d. *Tolol seperti ini!* (at BrandonKent Channel)
- e. *Mampus, ngekill gua anjing!* (at BrandonKent Channel)
- f. *Anjay Kapten!* (at Marsha Ozawa Channel)
- g. *Louvre Jancok!* (at Marsha Ozawa Channel)
- h. Ios hit Marsha's head at the venue (at Matsha Ozawa Channel)
- i. When the host asks, Marsha shows the arrogance to win the game by saying "*Ga Pernah Latihan.*" (at Marsha Ozawa Channel)
- j. *Aiihh, Kontol!* (at Jonathan Liandi Channel)
- k. *Bacotlah!* (at Jonathan Liandi Channel)
- l. *Aduh ini bahan reuploader tai kucing ini.* (at Jonathan Liandi Channel)
- m. When the enemy misses the skills, Jonathan Liandi says *Gajelas, taik!* (at Jonathan Liandi Channel)

In several of the YouTube accounts above, the researcher found insulting words spoken directly and clearly by gaming YouTubers at their opponents and conveyed to the audience through their content. There are several common harsh words spoken by the three gaming YouTubers, such as anjing (dog), tolol (stupid), taik (shit), and kontol (asshole). In social norms, the use of harsh words is strictly prohibited in everyday life. This is contrary to character education which is taught at formal and non-formal education levels and wants a generation that is intelligent, intellectual, and well-behaved. Samani & Hariyanto (2012) explained that character education taught at the formal education level is to teach students to become people who have good character, such as good way of thinking, speaking, body and soul, as well as feelings and intentions.

Further, impolite acts are also shown by gaming YouTubers on their channels. For example, when their enemy misses their skills and loses the game, they will give swear words to an enemy by saying *Gajelas* (so weird) and *Gapernah latihan* (never practice). In relation to child development, having an intolerant attitude and always acting superior is a form of child development that leads to negative development. From the examples of speech carried out by Mobile Legends content creators, the words "*Gajelas*" and "*Gapernah latihan*" can be interpreted as arrogance about the enemy's failure to do something. As a child who has interpersonal intelligence, watching this video makes a similar attitude of arrogance in other people when they fail to do something. Kustiawan & Enggarwati (2021) explained that Interpersonal intelligence is a child's ability to observe and understand the intentions, motivations, and feelings of other people. Understanding here means that the children should understand other people's voices and body movements, as well as be sensitive to other people's facial expressions, and be able to

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respond effectively in communication. If a child uses swear words and harsh reactions towards other people, the person he/she is saying will feel offended and cause great anger if he/she cannot control emotions. Rude language and behavior is a form of expression that insults other people by using obscene words and body gestures, for example, insults, curses, etc (Pastika, 2010).

### ***Positive Speech Act o Streamers***

Based on the data that has been obtained, there were several positive speech acts that YouTube streamers did, such as *jangan nyerah* (never give up) and *orang yang nggak mudah nyerah akan melakukan sesuatu* (people who do not give up easily will do something). Having an attitude of never giving up will have a positive influence on children's development to become better. Having interdependence and a responsible attitude will influence a child's philosophy of life so that they continue to think positively and have good morals in the future. However, a child's development towards a better or worse direction can be influenced by environmental factors. This is due to the child's ability to imitate whatever they learn. Acceptance of abusive language and behavior that imitates this language can become a long-term habit and will harm the child's life (Jadmiko & Damariswara, 2022).

### **The Impact of Behavior and Language Used in YouTube Gaming Mobile Legend Content**

Lack of behaviour and language have a significant impact on a child's development. Bornstein, Hahn, & Suwalsky (2013) explained that language and behaviour are fundamental skills to have a successful social adjustment and functioning in society. If those skills are overcontrolled, the problems will be reflected, such as anxiety, depression, hypersensitivity, shyness, and aggression (Bornstein, Hahn, & Suwalsky, 2013). A child who is addicted to watching gaming videos will stimulate them to act out what they hear and what they see. This can be proven based on the findings from 3 additional videos about the side effects of frequently playing games and watching online gaming content from famous YouTubers. The negative impacts of the three videos are: (1) there are similar expressions and crash talk between the children and YouTubers like "Serang Goblok", "Maniacku Anjing!", (2) a lot of children who lose the game slam their gadgets, and (3) there is mobile legend syndrome for the children who always position their hands like playing games even though they are not using gadgets and communicating with their friends. Almajid (2019) explained that games and content about Mobile Legend Bang-Bang have a big impact on players, especially those who use swear words and curses, which are considered verbal violence. The existence of online games and content related to gaming has given rise to many new terms in the younger generation's daily lives. It would be a shame if the development of a generation would be damaged by gaming content that is delivered in a way that is not of good quality and does not have better morals in its delivery on social media, especially on YouTube. Something that is done repeatedly will become a new habit, then it becomes a trait and builds a character. When the character that is built is used in a social environment, it may form a



new culture (Kustanti & Prihmayadi, 2017). The following is a complete table of a child's development proposed by Luella Cole in Jahja (2011).

**Table 1.** Children's Development

<b>Aspects</b>	<b>From Natural or Negative Development</b>	<b>Going to Positive Development</b>
<b>Emotion</b>	Intollerant, and Being Superior.	Be a tolerant and Comfortable's Person.
	Awkward on Interaction.	Flexible Person on Interaction.
	Parental Control.	Controlled by themselves.
	Less able to control theirselves from madness and hostility.	Able to express emotions constructively and creatively.
	Do not want to accept own personality.	Feelings of acceptance of oneself and others.
<b>Heterosexuality</b>	Not yet aware of sexual changes.	Accepting one's sexual identity as male or female.
	Identifying others of the same gender.	Pay attention to the different genders and get along with them.
	Hang out with lots of friends.	Choose certain friends.
<b>Cognitive Maturity</b>	Enjoy general principles and final answers.	Requires explanation of facts and theories.
	Accept the truth from an authoritative source.	Requires proof before accepting.
	Having many interests or concerns.	Has little interest/attention towards the opposite gender and associates with it.
	Be subjective in interpreting something.	Be objective in interpreting something.
	Behavior is motivated by sheer pleasure.	Behavior is motivated by aspirations.
<b>Live Philosophy</b>	Indifferent to ideological and ethical principles.	Involving or paying attention to ideology and ethics.
	Behavior depends on reinforcement.	Behavior is guided by moral responsibility.

Table 1 shows the complexity of a child's development is relatively hard. Assistance, guidance, and direction are needed to be able to take the right steps according to the conditions. YouTube's ability to support virtual communities and the

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likelihood that users aged 15 to 30 encounter online and real-life violence. The importance of parents' and streamers' roles is needed to minimize the negative impacts of YouTube as social media. The researcher suggests that other researchers find out explicitly how the importance of parents' and streamers' roles in the case of YouTube gaming and children's addiction to language violence on YouTube usage because this research just focuses on the analysis of gaming content and its impacts on children's development.

## CONCLUSION

This research is about the effect of YouTube gaming content on children's development. The results show the language and acts of YouTuber content creators used were impolite speech acts. Moreover, the use of impolite speech and acts is very detrimental to the child's development in terms of interaction, creativity, and behavior. Furthermore, the negative impacts of content gaming also found that it affects game-addicted acts for children, so it made some diseases such as online gaming syndrome, and wrath response by the children. Further research is needed because this research is limited to explaining more about the impacts of parents and streamers, more cases of gaming content and specifically for toxic streamers that affect children's development. Then, the researcher suggested other research to find more about important roles for all parents and streamers to help the children have positive development.

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