



## The Influence of Verbal and Non-Verbal Communication on the Interest of Watching Subscribers Youtube Channel Majelis Lucu Indonesia Abstract

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### A B S T R A C T

The purpose of this study was to analyze the influence of verbal and non-verbal communication on the interest of subscribers of the YouTube channel Indonesian Funny Council (MLI). Researchers use descriptive methods with quantitative approaches. The results of the study showed that the variables of verbal communication have an influence on the interest of subscribers of the Youtube channel Indonesian Funny Council (MLI), the variables of non-verbal communication have an influence on the interest of subscribers of the YouTube channel Indonesian Funny Council (MLI), the variables of verbal communication and non-verbal communication influence on the interest of subscribers of the Youtube channel Indonesian Funny Council (MLI) simultaneously, the variables of verbal and non-verbal communication simultaneously have an effect of 76.8% on interest Watch subscribers of Youtube channel Indonesian Funny Council (MLI). The remaining 23.2% were influenced by other factors, such as age and gender.

## **INTRODUCTION**

Indonesia is a vast country that has various ethnicities, races, religions and cultures. Apart from that, Indonesia also has diverse values and norms. All this diversity is stated in the Indonesian state motto, namely: *Bhinneka Tunggal Ika*, which means different but still one. The large amount of diversity that exists in Indonesia is certainly unique when compared to other countries. Everything is reflected in the values and norms that exist in Indonesian society. The term "Eastern Culture" is often used as a reflection of the values and norms that exist in Indonesia. Mutual respect, respect, a feeling of 'reluctance' or 'reluctance', etc. among its citizens makes Indonesia a unique country when compared to other countries.

These values and norms are then 'guarded' or 'supervised' by the Indonesian Broadcasting Commission (KPI). It is the KPI that regulates broadcasting 'signs' in Indonesia. This can be seen from the KPI's vision, namely "The realization of a national broadcasting system that is just and dignified to be utilized as much as possible for the welfare of society" (official website of the Indonesian Broadcasting Commission (KPI), 2016). KPI accommodates the opinions of the Indonesian people, especially the recipients of messages (audience).

Based on the above, the general public should be able to assess the positive side of the existence of KPI in Indonesia, but on the other hand, some people may also have different views regarding the existence of KPI. It is the KPI that is the guardian of the 'signposts' of broadcasting in Indonesia, but on the other hand, the KPI is also considered to be an obstacle to freedom of opinion for media actors in Indonesia.

According to Amnesty International (an NGO that focuses on human rights), freedom of expression is everyone's right to seek, receive, and disseminate information in any form, by any means. This includes oral, printed and audiovisual material, as well as cultural, artistic and political expression. This right is also related to freedom of association, namely the right to form and join a group, association, trade union, or political party of your choice, as well as the freedom to assemble peacefully, such as participating in peaceful demonstrations or public meetings. Freedom of expression also supports other human rights such as the right to freedom of thought, belief and religion. Amnesty International recorded at least 119 cases of violations of the right to freedom of expression using the ITE Law throughout 2020, the highest number in the last six years (official site [amnesty.id](http://amnesty.id), 2021).

Apart from freedom of expression, freedom of opinion for Indonesian citizens is decreasing. We can see this from the results of a survey by the Indonesian Political Indicators Institute, which found that 62.9 percent of people felt afraid to express an opinion. "The majority agree or strongly agree with the opinion that currently people are increasingly afraid to express their opinions, 62.9 percent," said the Executive Director of Indicators, Burhanuddin Muhtadi (official *Kumparan* website, 2022).

Digital media is currently something that certainly cannot be separated from some people's lives. In their daily activities, almost everyone needs digital media, whether for work, looking for information, or simply for entertainment. Digital media includes social media, video games, digital video and digital audio (mp3 and mp4). One digital media that has a very high percentage of use is social media. We can get almost any information from all corners of the world through digital media. Several social media platforms have been created and have various users, one of which is YouTube.

The Indonesian Funny Council (MLI) channel is one of the channels from the online platform called YouTube which offers new entertainment offerings that focus its content on comedy-entertainment. MLI offers an alternative to comedy entertainment which is often considered to be against mainstream Indonesian broadcasting. Until now, MLI is known as a media company that has a trademark, namely dark jokes and satire where they will present and convey their views in ways that are considered not permitted in conventional media in Indonesia. Since then, his YouTube channel followers have continued to grow. Now, the MLI YouTube channel has 2.8 million followers. This increase in the number of followers of their YouTube channel means that many Indonesians like the content they offer.

In communication science, humor has its own theory, namely humorous communication theory (in Littlejohn and Foss, 2016) where this theory defines humor as a message that is considered funny or can cause laughter. Consequently, humor is a communication process that is interpreted by the recipient. A humor communicator (comedian) will know that a joke will be considered successful if the audience who receives the message responds with laughter.

Based on the facts that have been described in the background above, the researcher will conduct research that focuses on finding out whether there is a significant influence of verbal and non-verbal communication on interest in watching subscribers to the Indonesian Funny Assembly (MLI) YouTube channel.

## LITERATURE REVIEW

### Communication

According to Hovland and Kelley ( in Eriyanto , 2018) communication is a process when the individual ( communicator ) sends a stimulus ( generally verbal) to influence behavior other individuals ( communicants or audience ). According to George N. Gordon ( in Liliweri , 2021) communication an exchange process meaning symbolic between individual . As practice , communication used For convey and receive message . According to Lendvay Endre ( in Liliweri , 2021) exists two channel communication , namely verbal and non-verbal. According to Malandro and Barker ( in Lubis, 2021), there are five differences dimensions between verbal and non-verbal communication, namely :

- a) By structure Verbal communication is very structured and has law or grammar , temporary in almost non-verbal communication No found

formal structure that directs communication . Without clear patterns , the same non-verbal behavior can gives different meanings at different times .

- b) By linguistics Non-verbal communication is highly valued tall aspect linguistics in a communication process , temporary it's not about non-verbal communication found structure specific cause how difficult it is For give meaning of symbols .
- c) By continuity Non-verbal communication is considered keep going , just a moment That Verbal communication is based on disjointed units . New non-verbal communication will stop when people are involved in communication leave something place , meanwhile with there are words and symbols in it verbal communication that makes exists point definite beginning and end .
- d) By can learned and not , verbal communication is something that must be learned , temporarily That seldom once a person is taught way For communicate non- verbally . Usually, somebody will study it observe and experience it.
- e) By processing brain stimuli verbal communication requires For analysis and reasoning will processed inside part brain adjacent left , meanwhile most non-verbal communication stimuli are processed internally part brain adjacent right .

In the study this, researcher use theory communication as theory main / parent support walking study . Theory This will support the researcher For can explain about the importance of exchange processes messages that occur among the assembly talent funny Indonesia (MLI) and its audience .

### **Verbal Communication**

According to Mulyana ( in Nurbani , 2019) verbal communication is communication that uses words, good in a way oral as well as writing. Verbal communication can differentiated become two , viz communication oral and written communication . Communication oral is a process in which a person deliverer messages ( communicators ) interact in a way oral with recipient message ( communication ) with objective for influence Act in demand communication . Communication oral can happen in form conversation direct and face to face face , or can happen in a way No direct through media in the form of telephone , radio, television , etc. Written communication using assistance of intermediary media in delivery message , like paper , letter , book , report , or memo. Verbal communication is also a most communication used in connection between man . Through words, someone Can disclose feelings , emotions , thoughts , even each other debate until quarrel . In the study this ,

researcher use theory verbal communication proposed by Ferdinand de Saussure ( in Littlejohn and Foss, 2014: 156-157) as one of the theory main support walking study . Language (langue) and pronunciation (parole) will made indicator from variable X1 ie verbal communication . Theory This will support researcher For can see How verbal communication from the talent assembly funny Indonesia (MLI) and its influence to interest watch YouTube channel subscribers assembly funny Indonesia (MLI).

#### **Non-Verbal Communication**

According to Lubis (2021) non-verbal communication is a process undertaken by a person individual or more at the moment convey non-verbal cues that have potency For stimulate meaning in thought individual or individuals other . According to Lendvay Endre ( in Liliweri , 2021) in part big message be delivered with method communication is not realized ( although sometimes done in a way conscious and deliberate ). Non-verbal communication is delivery or reception message without words. Delivery message non- verbally can done through gestures , language body , posture , tone of voice , etc expression face . Non-verbal communication is also possible interpreted as all related language with Language body a speaker . According to Nurbani (2019) non-verbal communication has very strong influence in the communication process . Besides in matter delivery messages , non-verbal communication can also be help a recipient message For accept message in a way effective , like through symbols , gestures , gestures , expressions face , or behavior . The more Lots We learn non-verbal communication , then the more Can We understand it .

In the study this , researcher use theory non-verbal communication proposed by Lendvay Endre ( in Liliweri , 2021 ) as one theory main support walking study . Messages , artifacts , and context will made indicator from variable X2 ie non-verbal communication . Theory This will support researcher For can see How non-verbal communication from assembly talent funny Indonesia (MLI) and its influence to interest watch YouTube channel subscribers assembly funny Indonesia (MLI).

#### **METHODOLOGY**

Methods used by researchers in study This is method study quantitative . Method study quantitative Alone is something method research based on philosophy positivism and use in research on populations or on samples / respondents , data collection using instrument research , data analysis of a nature quantitative ( statistics ), as well own objective For describe and test hypothesis that has been determined ( Sugiyono 2019:23). There is two variable independent (X1 and X2) as well One variable dependent (Y) inside study This . Variable the first independent ( X1) in study This is verbal communication (X1) and variables the second independent (X2) is non-verbal communication , whereas variable dependent (Y ) contained within study This is interest watch . In collecting data, researchers will use method study survey . Sugiyono (2019:58) explains that study surveys and research experiment can classified in method study quantitative . In study this , researcher will use study survey .

#### **RESEARCH RESULT**

Assembly Funny Indonesian is a creative talent development that has Lots contribute to the field comedy in Indonesia. One of them is the content on the channel YouTube them , which is often entertain the audience . This matter proven from amount customer channel YouTube it 's already reached 2.53 million subscribers up to month July 2023 and the number of video publications produced by MLI is 617 videos. No only That Of course , now MLI is starting to exist on YouTube since September 22 2017 it has been watched by 185,591,094 people. Besides the existing content , MLI is also frequent preparing events both off-air and on-air for talents who are members of MLI, incl organize collaborative events with various client .

MLI was founded by Tretan Muslim, Coki pardede , Andriano Qalbi , Patrick Effendy and Joshua Suherman . MLI is one of them company comedy based creative comedy , which is close with reality , even often considered on the verge limit politeness .

Implementation study This done with spread questionnaire to 385 respondents . Taking sample using purposive sampling, ie technique determination sample with exists consideration certain ( Sugiyono , 2019:153). Researcher spread questionnaire online via google form and request help to the respondents For fill in questionnaire the with how to chat one by one as well as spread it to the majority of chat groups its members fulfil criteria respondents , in fact especially to the majority chat group containing students and employees in Indonesia .

The questionnaire distributed also contains criteria sample required , ie Already aged over 17 years old and a subscriber to the YouTube channel Assembly Funny Indonesia (MLI), as well willing become respondents in study This . Based on questionnaire that has been collected , researcher Then explain characteristics respondents who have fill in questionnaire .

### Descriptive statistics

	N	Minimum	Maximum	Mean	Median	Modus	Std. Deviation
Komunikasi Verbal	385	18	30	25,31	26	28	3,16
Komunikasi Non-Verbal	385	30	90	70,09	72	76	11,72
Minat	385	17	42	34,02	34	42	5,58
Valid N (listwise)	385						

Based on table 4.67, from 385 respondents who have fill in questionnaire , yes is known that minimum value of variable X1 ( verbal communication ) is of 18 and a maximum of 30, the mean value is of 25.31, median 26, mode 28 with standard deviation of 3.16. Minimum value of variable X2 ( Non-Verbal Communication ) is of 30 and a maximum of 90, the mean value is of 70.09, median 72, mode 76 with standard deviation of 11.72. Whereas minimum value of variable Y ( interest ) is of 17 and maximum 42, mean value of 34.02, median 34, mode 42 with standard deviation of 5.58.

### Overall Mean Score (OMS)

No	Indikator	Jumlah Pernyataan	Mean Score	Kesimpulan
	<b>Komunikasi Verbal</b>			
1	Bahasa ( <i>Langue</i> )	5	2,45	Setuju
2	Pengucapan ( <i>Parole</i> )	5	2,61	Setuju
			<b>2,53</b>	<b>Setuju</b>
	<b>Komunikasi Non-Verbal</b>			
1	Pesan Non-verbal	9	2,34	Setuju
2	Penampilan Pembicara ( <i>Artefak</i> )	12	2,34	Setuju
3	Lingkungan Sekitar ( <i>Konteks</i> )	9	2,34	Setuju
			<b>2,34</b>	<b>Setuju</b>
	<b>Minat Menonton</b>			
1	Perasaan Senang	2	2,48	Setuju
2	Ketertarikan	2	2,47	Setuju
3	Aktivitas	2	2,41	Setuju
4	Aktif	2	2,37	Setuju
5	Fungsional	2	2,45	Setuju

Overall Mean Score (OMS) consists on three part , ie verbal communication , non-verbal communication and interests watch . Variable verbal communication includes two indicators , namely ; Language (*Langue*) and Pronunciation (*Parole*). Language indicators (*Langue*) consist of five statements with The average value is 2.45 ( agree ). Second is indicator Pronunciation (*Parole*) consists on five statements with The average value is 2.61 ( agree ). The results of the calculations above show variable average total value verbal communication is of 2.53 ( agree ).

Variable non-verbal communication on the part table second consists on three indicators , ie Non-verbal Messages , Appearance Speaker ( *Artifact* ) and Environment Around ( *Context* ). Indicator Non-verbal messages consist on nine statement with The average value is 2.34 ( agree ). Second is the indicator Appearance Speakers ( *Artifacts* ) consisting of on two mercy statement with The average value is 2.34 ( agree ). Third is indicator Environment Surroundings ( *Context* ) consist on nine statement with The average value is 2.34 ( agree ). The results of the calculations above show that variable average total value non-verbal communication is of 2.34 ( agree ).

Variable interest watch in part table third consists on seven indicators , ie Feeling Happy , Interested , Activity , Active , Functional , Directing and Influencing . Each indicator consists on two statement with the respective average values are 2.48, 2.47, 2.41, 2.37, 2.45, 2.43 and 2.40. The results of the calculations above show that variable average total value interest watch is of 2.43 ( agree ).

## DISCUSSION

### Analysis Results Influence Verbal Communication towards Interest Watching YouTube Channel Subscribers Assembly Funny Indonesia (MLI)

Verbal communication can be differentiated into two, viz communication oral and written communication. Communication oral is a process in which a person delivers messages (communicators) interact in a way oral with recipient message (communication) with objective for influence. Act in demand communication. Communication oral can happen in form conversation direct and face to face, or can happen in a way not direct through media in the form of telephone, radio, television, etc. Written communication using assistance of intermediary media in delivery message, like paper, letter, book, report, or memo. Verbal communication is also a most communication used in connection between man. Through words, someone can disclose feelings, emotions, thoughts, even each other debate until quarrel.

Assembly Funny Indonesian presents content on the channel YouTube in a form of video that entertains the audience. Communication verbally that occurred in a way not direct through video media the audience entertained to substance comedy delivered Assembly Funny Indonesian. Assembly Funny Indonesia is one of them from most of them are getting better seen consequence content as well as interesting events attention. As the assessing entity cuteness in the realm of social media until become group comedian who popularized the roasting comedy format, Majelis Indonesia isn't funny either escape from controversy because brave touch on things smells sensitive in content they.

In connection in study this type sex man own achievement score for more verbal communication big compared with type sex woman. Whereas for non-verbal communication shows type sex woman own achievement score more big compared type sex man. This matter can happen because supported by characteristics positive about women who have accuracy tall in interpret message non-verbal communication as well seen more accurate in guess personality, recognizing someone's mood, as well interpret non-verbal signs (Baron and Byrne, 2008).

Variable operational in variable Verbal communication has the highest average score is pronunciation (parole). Parole is manifestation or use language individually or individual action. In other words, what is said a speaker in MLI content as it were choose element certain from dictionary general. Parole can seen as combination selected and acculturated individual actions. Speaker capable use code discussion for disclose his mind, so viewer feel interested on content presented by MLI.

### **Results of Analysis of the Effect of Non-Verbal Communication on Interest Watching YouTube Channel Subscribers Assembly Funny Indonesia (MLI)**

Non-verbal communication is delivery or reception message without words. Delivery message non-verbally can done through gestures, language body, posture, tone of voice, etc expression face. Non-verbal communication is also possible interpreted as all related language with language body a speaker.

Research result This show that non-verbal communication has significant influence to interest watch YouTube channel subscribers Assembly Lucu Indonesia (MLI), which means Ha2 is accepted . Non-verbal communication carried out by the Assembly Indonesia is still funny considered Not yet Can replace verbal communication .

### **Analysis Results Influence Verbal Communication and Non-Verbal Communication towards Interest Watching YouTube Channel Subscribers Assembly Funny Indonesia (MLI).**

Study This show that variable verbal communication and non-verbal communication have influence to interest watch YouTube channel subscribers Assembly Funny Indonesia (MLI) online simultaneously . No exists appearance non-verbal communication ( eg , facial expressions) face , movement body , and so on ) in digital video media has an effect on the ongoing process communication . Because besides show feelings and responses somebody in do communication , through these non-verbal aspects , a message or meaning certain that with words does not can delivered , got it delivered through movement body nor expression . That matter show one function non-verbal aspects in communication , that is strengthen fill message conveyed . Viewers can too see feeling or condition speaker at the Assembly Funny Indonesian via gesture , touch , etc expression shown .

Verbal communication is carried out through written and spoken language whereas non-verbal communication is carried out through Language body . Although Frequent non-verbal communication No planned or not enough structured However non-verbal communication has more influence big rather than internal verbal communication life daily . Non-verbal communication can realized through attitude talk , look eyes , way smile , expression face , appearance , and language another body . Through non-verbal communication , subscribers will feel in a way direct How giving services by MLI in entertain they . In study This found that variable more non-verbal communication big its influence compared verbal communication .

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on results research and discussions that have been carried out explained previously so can concluded a number of matter as following :

- 1) Variable Verbal communication has influence significant to interest watch YouTube channel subscribers Assembly Funny Indonesia (MLI).
- 2) Variable non-verbal communication has influence significant to interest watch YouTube channel subscribers Assembly Funny Indonesia (MLI).

- 3) Variable verbal communication and non-verbal communication have influence significant to interest watch YouTube channel subscribers Assembly Funny Indonesia (MLI) online simultaneously .
- 4) Variable verbal and non- verbal communication simultaneously own influence to interest watch YouTube channel subscribers Assembly Funny Indonesia (MLI).

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