

Abstract

This study discusses about the verbal violence found in the social media, especially on the Rezaoktovian's YouTube channel. Rezaoktovian's YouTube channel was chosen because on his video blog had a lot of harsh words that are included as non-physical violence. This study aims to find out the number and category of verbal violence contained in video blog on the Rezaoktovian's channel. This research used quantitative approach with content analysis method. The resulted showed, that the verbal violence was divided into four categorizations, namely euphemism, hyperbole, curse and curse in a foreign language. The average of total frequency of verbal violence was 925. Regarding the ethical issues, Reza Oktovian has violated the norm of decency, and laws contained in the Law of Information and Electronic Transactions. This is feared will have a negative impact on minors that are can replicate the harsh words that are often spoken by Reza Oktovian containing the verbal violence on YouTube.

Keywords: *Verbal Abuse, YouTube, Content Analysis*