

ABSTRACT

Technology is rapidly developing and often used as a source of income for content creators; one is through social media, YouTube. With creativity, content is developed and able to attract a large audience. However, it is often found that content creators are too focused on seeking personal gain, and the content they produce ends up causing controversy. One is Zavilda TV, which shows forms of symbolic violence against women in their content. Symbolic violence is a type of violence that is invisible and unrecognized and often occurs in social life, including on social media Youtube. This study aims to determine the form of symbolic violence against women in Zavilda TV's social experiment videos. This study uses the qualitative method and Sara Mills' Critical Discourse Analysis as a data analysis technique to achieve the goal. The research was conducted by analyzing the levels of words, sentences, and discourse on the subject video, which had been divided into 12 units of analysis. The results showed that seven different forms of symbolic violence occurred through two different mechanisms, Euphemism and Censorship. Symbolic violence is also found through thumbnails, captions and camera positions. Symbolic violence forms characters and becomes evidence of women's dominance over other women. The study's results also show content manipulation that is indicated through the experiences of women who appear on Zavilda TV.

Keywords: *Symbolic violence, media social, YouTube, women*