



# Verbal Meaning Contained in Podcasts on Denny Sumargo's Youtube Channel

I Nyoman Kardana<sup>(✉)</sup>, Dhamma Satrivi Wiranadhi, and Nyoman Sujaya

Master of Linguistics Program, Warmadewa University, Denpasar, Indonesia  
ikardana@yahoo.com

**Abstract.** Youtube is a video sharing website created by Chad Hurley, Steve Chen, and Jawed Karim in February 2005. This study aims to examine the meaning of any language contained in the video podcast on Denny Sumargo's youtube channel. This research is sourced from Denny Sumargo's youtube channel. Research data in the form of expressions used in the video and used as many as 12 video data selected randomly by the researcher. The type of research used in this study is a qualitative approach method. The data collection method used is an observation method. Data collection techniques in this study used the method of listening, recording and documentation. First, researchers are looking for information about youtube channels that are currently on the rise and watching Denny Sumargo's youtube channel. Every scene that contains marks will be screenshots and also recorded as needed for easy analysis. Second, classifying the data into two main problems obtained. Third, conduct an analysis based on the data that has been found by using theory as a support in the process of analyzing the data. Finally, make conclusions at the end of this study. The results of the research from data taken at random have categories, namely verbal meaning data consisting of denotative meaning, connotative meaning and myth.

**Keywords:** Youtube · Meaning · Podcast

## 1 Introduction

Language is an important thing in communicating to convey information or ideas in social activities. According to Chaer (2013), language is a system of arbitrary sound symbols used by members of social groups to cooperate, communicate and identify themselves [1]. The language used in everyday life is divided into two types, namely verbal language and non-verbal language. Verbal language is a language that is formed orally and in writing and non-verbal language is a picture or signs of gestures that are used when communicating. These two languages are related to each other. The same word when it is in different situations and contexts will give different meanings so that meaning can be defined as ideas, ideas, concepts that exist in the unit of language or speech represented by a word because meaning is a component of the word itself [2]. Amilia (2017) explain that meaning is a relationship related to language and the outside world that has been agreed upon and interpreted together by the community as language users [3].

© The Author(s) 2023

M. Umiyati et al. (Eds.): ISCL 2022, ASSEHR 734, pp. 525–533, 2023.

[https://doi.org/10.2991/978-2-38476-014-5\\_49](https://doi.org/10.2991/978-2-38476-014-5_49)

One of the figures who explain the meaning and sign in semiotics is Barthes. According to Barthes, semiotics has two levels of signification, namely denotation and connotation. Denotation produces meaning that is explicit, real and original. Connotation produces implicit, indirect and uncertain meanings because it relates to various other aspects such as psychology, namely feelings and emotions. Barthes explains that myth is an interpretation of how culture explains phenomena, reality and natural phenomena [4]. Youtube is one of the media used by millions of users around the world. Steve Chen, Chad Hurley and Jawed Karim in 2005 created youtube with the aim that everyone can share their videos, such as uploading songs, making jokes or even promoting a product or company. In the communication process on YouTube, the role of the communicator is the YouTube itself, while the role of the communicant is the user who is accessing YouTube. Podcasts are one of the most widely uploaded video recordings on YouTube. Podcasts were originally audio or video files that were uploaded on the web to be accessed by individuals, whether subscribed or not and could be listened to or watched using a computer or portable digital media player [5].

SPEAK BANG! Denny Sumargo is one of his many podcast on youtube. CURHAT BANG Channel! Denny Sumargo is a channel created in 2020 by public figure Denny Sumargo. There are three podcast presented on youtube, namely VIRAL, PUBLIC FIGURE and STORY OF LIFE. channel youtube owned by actor Denny Sumargo focuses on the story of an actress and actor who is living his life who will inspire millennials in this modern era. The following are some studies regarding the semiotic analysis of Kusuma and Nurhayati (2017) in their research entitled "Analysis of Semiotics of Roland Barthes on Autonomous Rituals in Bali" [6]. Riwu (2018) in their research entitled "Analysis of Semiotics of Roland Barthes on Film 3 Dara (Semiotic Studies)"; Huda (2020) in his research entitled "Perception of Tattoos on the Youtube Channel Podcast Dedy Corbuzier with Hendric Shinigami January 2020 Impression" [7].

In general, this research aims to develop semantic theory, especially semiotics. In this case the researcher wants to apply the theory studied during lectures at the Master of Linguistics, Postgraduate, Warmadewa University. In addition, this research also aims to improve the understanding of researchers in linguistics, especially about semantics. Another goal of this research is the preservation and development of the Indonesian language. It is hoped that this research will get an overview of the use of language in podcasts. In addition, this research is expected to provide new knowledge that will later be able to help the wider community, both children, adolescents and adults in understanding the meanings contained in words or expressions conveyed by interlocutors.

## 2 Method

Podcast in Denny Sumargo's Youtube Channel" uses a qualitative descriptive method within the scope of semiotics which is classified as microlinguistics. Qualitative descriptive is an approach to assist researchers in solving problems experienced during the research process. The approach itself is like behavior, movement and thought that is trying to be described in the form of language or words that are natural and useful. According to Maleong (2007), the characteristics of descriptive research are trying to collect data in the form of words, pictures and not in the form of numbers [8].

### 3 Result and Discussion

#### 3.1 Denotative Meaning, Connotative Meaning and Myth on Podcasts on Denny Sumargo's Youtube Channel

According to Barthes, meaning can be divided into three, namely denotative meaning, connotative meaning and myth. Denotative meaning is a signification after a sign and is the most real meaning of a sign itself. Connotative meaning is a second stage of significance that is built from denotative meaning and interaction occurs when a sign meets the feelings or emotions of the reader. Furthermore, there are signs of acting through myths, which are interpretations of how culture explains phenomena, reality and natural phenomena. Myths come from assumptions based on observation. The myth itself can also be said to be gossip but it can be proven by real actions that cause people to have prejudice against something. As for some of the data found randomly on youtube channel which states as types of denotative meaning, connotative meaning and myth, namely;

Data (1): in 2:50 min in youtube with the title "CHILDREN OF CANTINE GUARD, NOW HAS A BILLION EXPORT FACTORY – Julio EXPORTS True Story". In the snippet, Julio said;

"Actually the same, the difference is only our view of something. So, when people say "wow, this is hard", I always say "riding a bicycle is also difficult". When you see something difficult, everything becomes difficult. When you see something possible, everything is possible. So, in the end, what I bring to social media is to see that anything is possible."

There are denotative meanings, connotative meanings and myths in the sentences spoken by Julio, including;

1. Denotative meaning: Julio answered questions posed by Denny Sumargo with a detailed explanation of Indonesian exports according to the experience he got during his business.
2. Connotative meaning: Julio provides very good messages and information for his followers on social media so that everyone can have a positive view of doing something.
3. Myth: as a young generation of millennials, Julio proved that the younger generation has the potential to give birth to something new and innovative.

Data (2): at 8:01 min in youtube with the title "117 TRILLION cuui 117 TRILLION, YOUR MONEY HAS BEEN DITLED, GIL4". In the snippet, Raymond says;

"If we talk about gambling, yes, if it's legal, it's outside the country. So they are designed to make people addicted, their emotions are played with, they want to win so they want to try again, if they want to lose they want revenge again. So it's the emotion that makes people stick out or what makes people really happy."

There are denotative meanings, connotative meanings and myths in Raymond's sentences, including;

1. Denotative meaning: Raymond explains how the current gambling game flows. He assumes that gambling is a game that manipulates the emotions of every player in a conscious or unconscious state.
2. Connotative meaning: as someone who is famous in Indonesia and among young people, Raymond and Denny Sumargo emphasize more on the meaning of gambling and the dangers of addiction to gambling.
3. Myth: gambling is a game that really requires definite knowledge so as not to blame the rules in playing.

Data (3): at 3:10 min in youtube with the title “FRAUD AFFILIATOR!? ‘I NEVER FORCE PEOPLE TO TRAD’ – INDRAKENZ”. Indrakenz said;

“The standard of living is minimal, but lacking. Now, after doing my research, when I wrote this book, I researched this statement. journal financial that writes, yes, there is structural poor, subjective poor, there are 6. So the poor who I am are more subjective poor. Actually I can eat, I can still live everyday, the standard of living is minimal but I feel deprived. Some are structurally poor, they were born in a city where natural resources are limited. So, there are 6 types. Personally, I would say it’s really poor, but it’s hard. Want to eat, you have to be economical.”

As for the meaning contained in the sentence uttered by Indrakenz, namely;

1. Denotative meaning: Indrakenz gave a written statement in his book which was published directly in the financial and he was not ashamed to say that in the past he was from a family that was classified as having a difficult economy.
2. Connotative meaning: the story about Indrakenz’s standard of living with Denny Sumargo is an emphasis on the intention to motivate young people to keep working hard for the future.
3. Myth: Indrakenz is an open millennial generation and proves that the younger generation can motivate people to keep innovating.

Data (4): in a conversation at 6:33 min in youtube with the title “GW TAKES ERICKO COLLAB, HE EVEN INVITES ME TO FIGHT!!!”, Winson said;

“That’s right, I said where I was going, I was sent to the boxing arena. If the boxing arena means it’s not too street fat, right? If you want street fat, which is exactly the same as street fat, if you want to move places, it’s an octagon. It’s true, I mean, if you’re boxing, you can’t kick hard. It’s free, I can hand or foot, I can grappling. It’s just that in the octagon, there are rules that must be followed, right?”

The meanings contained in Winson’s words, including;

1. Denotative meaning: Winson justifies himself when challenged by Ericko to fight in the octagon.
2. Connotative meaning: Winson explains the difference between street fat fighting and the octagon boxing arena for the sake of mutual benefit and comfort so that there are no misunderstandings when fighting.

3. Myth: a person's courage cannot be calculated from how brave he is but from the perspective of how a person understands what he is saying.

Data (5): conversation at 0:29 min in youtube with the title "So NFT and METAVERS turned out to be.. Bwhahaha AWESOME BODO". Denny Sumargo and Feli said;

"Denny Sumargo: so the logical fit is that everyone in blue is here, after coming home from here.

Feli: there's a lot of luck, right?

Denny Sumargo: no. They died. But after i search, nope, it's just a logical match.wearing a blue shirt hahaha.

Feli: oh yeah? Calm down bro, I've brought a rosary, bro hahhaa".

There are denotative, connotative and mythical meanings contained in the conversation between Denny Sumargo and Feli, including;

1. Denotative meaning: Denny Sumargo gave Feli a surprising statement, but Feli responded casually and did not get carried away by the statement made by Denny Sumargo.
2. Connotative meaning: Feli and Denny Sumargo responded casually to the statement with the aim that the audience would be wiser in commenting and not immediately take the sentence or upload seriously.
3. Myth: the audience must be wise in uttering a sentence so as not to offend others and all life has a predetermined cause and effect.

Data (6): at 9:35 min in youtube with the title "RIDWAN HANIF TOURING WAS WORKED BY MAGICAL CREATURES. THE LOST CAR WAS BROUGHT TO THE DUKUN", Hanif said;

"Do you know? I was in one of the villages at that time, right, the village is good, I want to help us. He arrived there, my mother was ordered down by the villagers. It's the same with mothers, they look at this, it's a pity, I'm from Jakarta looking for a lost car, right? I was invited to ask and this informant is good. Eh and it turns out that I was taken to a shaman with the villagers."

Meanwhile, there are denotative meanings, connotative meanings and myths in the sentences expressed by Hanif, namely;

1. Denotative meaning: Hanif told his experience of losing his car and was invited by the villagers to go to the dukun to ask where his missing car was.
2. Connotative meaning: Hanif was surprised because he was invited by the villagers to go find a dukun.
3. Myth: in the current era of technology and in order to make it easier to find lost objects, entrust everything to the authorities.

Data (7): at 2:12 min in youtube with the title "[LATEST NEWS!!!] WHO FINALLY WIN?? – dr. RICHARD LEE". Dr. Richard said;

“The clinic I gave to my wife was just so she wouldn’t hang out. Right, if the girl doesn’t have anything to do at home, it’s gossip right and left. Well, instead of working in other places, you will definitely get angry, right, so I think you should just make a clinic, so at least he’s busy.”

There are implied meanings from the sentences expressed by Dr. Richard, namely;

1. Denotative meaning: dr. Richard told about why he built the clinic for his wife in other words so that the wife would not just chat, which was justified by Denny Sumargo.
2. Connotative meaning: as a doctor and a public figure, dr. Richard and Denny Sumargo have a positive influence so that women do not just hang out, but are more active in doing work both at home and outside the home as workers.
3. Myth: as a doctor, Dr. Richard motivates all audiences and does not discriminate on social status.

Data (8): at 22:10 min in Denny Sumargo’s youtube video with the title “CAVE IN GREBEK BRINGING TO THE POLICE OFFICE”. Ifan recounted when he found the body of his beloved wife;

“When I met the others, I was really sad. I just mean, I’m still like this; Wait a minute, I’m still looking for Dilan. His late wife at that time, she was the last. So when I met Dilan, people thought I had passed out, I collapsed because for 3 days, I only slept for a few hours a day. I’m still looking there. That person thought I immediately fainted, but I didn’t. So the first time I met him, I made sure that he wasn’t the body, right? So initially the eyes are right and left. One eye was injured, so swollen that his lips were swollen. So the way I introduce him, my right hand covers his lips, then my left hand covers his injured eye and okay, that’s right, that’s it, bro.”

There are denotative, connotative and mythical meanings of the expressions expressed by Ifan, namely;

1. Denotative meaning: Denny Sumargo is not sure that Ifan will be okay when he finds out about his wife’s condition after going through the disaster that befell him.
2. Connotative meaning: the question that enters the personal realm wants to make sure how Ifan’s condition is when he finds out about his wife’s condition.
3. Myth: life and death are arranged by the creator.

Data (9): at 0:40 min in Denny Sumargo’s youtube video with the title “CAVE AT THE ANGELS IN THE NATURE – CITRA PRIMA”, Citra Prima said;

“occult in a different perspective of meaning, but scientifically it exists. So, since I was 3 years old, I don’t remember, because I was still young. At that time, my parents told me hahahaha, there was interference from the negative; The eyes were completely white and the face was red. It was also said that the crying voice was

high-pitched, not even tears came out. I'm in a coma, uh meaning no breath. Well, that happened before the suspended animation, the disturbance occurred."

The meanings contained in the story of Citra Prima, including;

1. Denotative meaning: Citra tells about her experience when experiencing mystical things since she was a child.
2. Connotative meaning: the mystical things experienced by Citra since she was little did not make her depend on it, but made her more courageous to face because she was used to it.
3. Myth: about life and death and everything is arranged by the creator.

Data (10): at 0:27 min in Denny Sumargo's youtube video with the title "RICH PEOPLE REALLY CLOSE THE MOUNTAIN!! (GRACE TAHIR)", Grace tells about her education life story;

"So it's like this, I'm tough as a business woman in the field of care, you know. So when I was in elementary school, I wanted to be a film director. So when I was in America until I was 4th or so, I was taken to the universe studio in Los Angeles, Hollywood. I'm really a kid who walks into a candy shop, I really want to know behind the scene of a making movie. I really wanted to be a film director, when I was in S1 I wanted to go to film school, then my dad said; No, it's Asian. Just do business or something more traditional, don't make movies, it's weird and unclear, right? So I did that, S1 is economics, then S2 is accounting. Back to Jakarta Indonesia, I became a businessman until now".

There are denotative meanings, connotative meanings and myths, including;

1. Denotative meaning: Grace shares her life story starting from her desire since childhood.
2. Connotative meaning: Grace is not shy about admitting her dream since she was in elementary school, which is inversely proportional to her current world.

Myth: Grace is an open person, so she can convey personal thoughts and information.

Data (11): conversation at 0:39 min in Denny Sumargo's youtube video with the title "NORA'S LAST WARNING FOR JERINX!", Denny Sumargo asked Nora;

"Denny Sumargo: Yes, so what do you want to ask about?"

Nora: Hmm, whatever as long as it doesn't trap and mislead hahahaha.

Denny Sumargo: yeah, there's nothing to do, I'm just confused, I mean I invited you to the podcast, it's been a long time,

Nora: yes,

Denny Sumargo: and then finally, when you came here, it was there There are all kinds of problems with the police. The only thing I'm confused about is that you're like the person you came in and you're also confused about what I want to say, right.

Nora: yes, I'm confused, because Nora has never been on a podcast before."

As for the meanings contained in the conversation between Denny Sumargo and Nora, including;

1. Denotative meaning: in that scene, Nora says that she wants to answer all the questions that Denny Sumargo will ask, but she doesn't want to answer questions that trap or formulate negative things.
2. Connotative meaning: Nora doesn't want her mistake in answering this tricky question to bring her or her family down.
3. Myth: Nora is an open person who is willing to share experiences and convey informational messages to the audience.

Data (12): at 20:15 min in Denny Sumargo's youtube video with the title "TONONAN ADULTS! PLEASE WATCH YOUR CHILDREN", Mami Ipel said;

"That's right, but when he asked me to marry, I always said I was at this level and I didn't want to go down, not that I was arrogant. But I have everything and I don't want to marry again, you want to marry me and I accept it, and I'm the type of person who can't be alone but you have to bring yourself up to that level right. I can go down and then you go up, yes, we go up together but if you ask me to accept sometimes you have money sometimes you don't, sorry, I'll wait a while hahahaha".

There are denotative meanings, connotative meanings and myths, namely;

1. Denotative meaning: Mami Ipel looked relaxed and fun in podcast at that time, the three of them seemed busy sharing stories about household problems.
2. Connotative meaning: Mami Ipel is not shy about telling adult things to educate the younger generation in this millennial era.
3. Myth: Mami Ipel motivates youtube viewers to always learn and does not recommend doing negative things.

## 4 Conclusion

The conclusion of this analysis can be summarized briefly and clearly into one thought that can represent the entire content of the research regarding relevant matters that need to be considered for further research, both for students and for researchers themselves. After doing research, there is a language used in this video podcast by Denny Sumargo using informal language which can be seen through the use of relaxed language and the choice of words using the words of young people. In every video podcast there is always a verbal meaning of the language used by Denny Sumargo and guest stars. There is a verbal meaning that can be divided into 3 types of meaning, namely denotative meaning, connotative meaning and myth. These meanings can be described as follows; (1) The denotative meaning is a meaning that actually occurs or is being discussed by the speaker; (2) connotative meaning is a meaning contained in a verbal meaning spoken by the speaker; and (3) myth is a product of social class that already has a cultural dominance and explains aspects of the reality of today's life. In this study, there are many meanings of language in podcasts and this research still needs to be raised, especially about linguistics or linguistics that occurs in podcasts.



## References

1. Chaer, Abdul. (2013). Pengantar Semantik Bahasa Indonesia. Rineka Cipta.
2. Chaer, A. (2011). Tata Bahasa Indonesia Praktis. Renika Cipta.
3. Amilia, F. (2017). Semantik: Konsep dan Contoh Analisis. Madani.
4. Barthes, R. (1991). Mythologies (5th ed.). The Noonday Press.
5. Brown, A., & Green, T. D. (2007). Video podcasting in perspective: The history, technology, aesthetics, and instructional uses of a new medium. *Journal of Educational Technology Systems*.
6. Kusuma and Nurhayati (2017) Analisis Semiotika Roland Barthes Pada Ritual Otonan Di Bali
7. Huda, M. (2020). Persepsi Tao pada Channel Youtube Podcast Deddy Corbuzier bersama Hendric Shinigami Tayangan Januari 2020. Yogyakarta: Universitas Islam Negeri Sunan Kalijaga.
8. Maleong, L. J. (2007). Metodologi Penelitian Kualitatif. PT. Remaja Rosda Karya.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

