



Signs in Podcasts on Denny Sumargo's Youtube Channel

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Abstract. This study aims to examine what language signs are contained in podcast Denny Sumargo's. This research is sourced from youtube channel Denny Sumargo's. 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 that are currently on the rise and watching youtube Denny Sumargo's. Every scene that contains marks will be screenshotted 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 study from 12 data taken at random have three categories, namely verbal sign data consisting of markers and markers.

Keywords: Signs · Research · Podcast

1 Introduction

Language is important in communicating to convey information or ideas in social activities. According to Chaer (2014), 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. Signs in non-verbal language give rise to a meaning related to the verbal language. Signs and meanings are related to the study of semantic theory. Semantics is a linguistic science that studies meaning. Semantic studies are related to two other aspects, namely syntax, pragmatics and linguistic semantics. Linguistic semantics is the study of meaning that is used to understand human expression through language called semiotics.

In general, semiotics is a science that studies meaning that focuses on sign systems. Signs can be explained as meanings that can be interpreted implicitly. Semiotics is the

study of the nature of the sign itself. Signs can be described as a real picture of a reality and validity which is then constructed through words and used in a social context [2]. According to Wibowo (2013), the sign is defined as something that can be considered to represent something else [3]. Semiotics as a model of social science, understands the world as a system of relationships that have a basic unit with signs. Therefore, semiotics studies the nature of the existence of a sign. The semiotician, Umberto Eco calls the sign a 'lie' and in the Sign there is something hidden behind it and is not the Sign itself. Media texts are often faced with signs that need to be interpreted and studied the true meaning behind the revealed signs. The sign is a reflection of reality which is constructed through words.

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. 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 [4]. Podcasts have become a popular medium for young people in the world and in Indonesia for now, because the younger generation uses the internet more with various communication technology devices.

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.

Several studies on semiotic analysis belonging to Roland Barthes have been studied before, both in articles, theses, journals and theses. The following are several studies on Roland Barthes' semiotic analysis, including those of Martianto and Toni (2021) in their research entitled "Bambang Soesatyo's Millennial Communication Style Semiotic Analysis through Youtube Podcast" [5]; Wirawanda and Arrasyid (2021) in their research entitled "Constructive Journalism in the News of the New Variant of Covid-19 (Roland Barthes' Semiotic Analysis of the News on Okezone.com)" [6].

The driving factors for conducting sign research on Denny Sumargo's YouTube podcast channel. First, because the topic of Denny Sumargo's podcast is very complex, there is a linguistic factor in the form of signs so that the meaning is more varied. Second, because no research has been found regarding signs of a YouTube channel belonging to Denny Sumargo. Third, the signs found in Denny Sumargo's podcast are in the form of words and expressions that can be explained using Roland Barthes' semiotic theory.

2 Method

Research on "Signs on Podcasts 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. 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 [7].

3 Result and Discussion

Verbal Signs and Meanings on Podcasts on Denny Sumargo's Youtube Channel

In a book written by Wibowo (2013), semiotics is a branch of science that examines signs related to signs. Signs can be defined as something that is based on social conventions that are considered to be able to represent and represent other things so that the sign must be given meaning. The concept of sign arises when there is a relationship between the signified and the signifier. The following analysis describes the results of the analysis of signs and meanings found on podcasts on Denny Sumargo's youtube channel.

Signifier (Marker) and Signified (Signifier)

Barthes in the book Wibowo (2013) explains that the first stage of significance is the relationship between signifier (signifier) and signified (signifier) [3]. The signifier itself is a sign that is marked by the presence of a meaningful sound or scribble. Meanwhile, the signifier is a sign that is marked by an image of the meaning of a marker. Some of the data found randomly in youtube channel which states as signifier and signified types are described in the following analysis;

Data (1): Conversation at 2:50 min in youtube with the title "CHILDREN OF THE CANTINE GUARD, NOW HAS THE EXPORT FACTORY OF BILLIONS – Julio EXPORTS Real Stories"



Image source: youtube channel Denny Sumargo

In the footage, in the upper left corner there is a logo from youtube channel that appears throughout the video to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription "18+" which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over.

Julio sat relaxed on a comfortable terrace with a backdrop of green trees and there was also a flower vase made of wood on the wall to make his studio look natural and beautiful. Denny Sumargo uses a background of green trees so that the impression of a terrace brings harmony in calming or refreshing the mind from all sides. In addition, there is a glass of water containing ice cubes provided by Denny Sumargo at the beginning

of the opening of the video for the guest star to avoid dehydration when telling his life story. Julio dressed casually by wearing a green t-shirt and glasses. He answered the questions that Denny Sumargo asked him. Then Julio told how his views on something he believed was possible in his life.

Data (2): Conversation at 8:01 min in youtube with the title “117 TRILLION cui 117 TRILLION, YOUR MONEY HAS BEEN DITLED, GIL4”



Image source: youtube channel Denny Sumargo

In this footage, in the upper left corner there is a logo from youtube channel that appears along the video to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription “18 +” which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over.

Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides. In addition, there is a glass of water containing ice cubes provided by Denny Sumargo at the beginning of the opening of the video for the guest star not to be dehydrated when telling about Raymond’s experience when he participated in online gambling. With a backdrop of green trees on the studio terrace and a glass of cold water on the table, Raymond looks very relaxed because he only wears a plain black t-shirt. He shared his stories and experiences about the world of gambling, which at that time was being widely discussed among the Indonesian people.

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



Image source: youtube channel Denny Sumargo

In the footage, Indrakenz sits on a terrace of Denny Sumargo’s studio which is decorated with a flower vase made of wood and green trees in the background. Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides. in the upper left corner there is a logo from youtube channel that appears throughout the

video to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription "18+" which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over. There is one glass of water containing ice cubes and also some snacks provided by Denny Sumargo from the beginning of the video opening for the guest star to avoid dehydration when telling about his experience as an affiliate.

The guest star Indrakenz wore a white hat, black shirt, brown shirt and didn't forget to wear glasses as his trademark. On the table also contains a book that has just been published by him which tells the results of his research on the standard of living of the people. Then Indrakenz casually chatted and told Denny Sumargo about his past life so that he could become what he is today.

Data (4): Conversation at 6:33 min in youtube with the title "GW Invited ERICKO COLLAB, HE EVEN INQUIRED ME TO FIGHT!!!"



Image source: youtube channel The youtube Denny Sumargo

snippet video above shows Denny Sumargo inviting Winson as a guest star to his studio terrace.

Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides. In the upper left corner, there is a logo from youtube channel that appears along the video in order to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription "18+" which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over. With a backdrop of green trees and accompanied by a "vibe" alcoholic drink as a sponsor at the time, Winson, who was wearing a jacket at that time, excitedly told about himself who was challenged by Ericko.

Data (5): conversation at 0:29 min in youtube with the title "So NFT and METAVERS turned out to be... Bwhahaha BODOOMY"



Image source: youtube channel Denny Sumargo

This video footage shows Denny Sumargo inviting Feli as an investment storyteller in his video podcast this time. In a studio terrace with a green tree background, Denny Sumargo uses a green tree background because the impression of his studio terrace brings harmony in calming or refreshing the minds of his guest stars from all sides. In the upper right corner there is an inscription “18+” which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over.

Feli, who at that time was wearing a blue jeans jacket and had UHT milk as their conversation partner at that time. Then Denny Sumargo pointed and made a statement that made Feli wonder and a little surprised. However, Feli seemed to laugh and Denny Sumargo looked relaxed and thought the statement was just a joke made by the audience.

Data (6): conversation at 9:35 min in youtube with the title “RIDWAN HANIF TOURING WAS WORKED BY MAGICAL CREATURES. THE LOST CAR WAS TAKEN TO THE DUKUN”



Image source: youtube channel Denny Sumargo

In the footage, Denny Sumargo uses a background of trees green because so that the impression of his studio terrace brings harmony in calming or refreshing the minds of his guest stars from all sides. In the upper left corner, there is a logo from youtube channel that appears along the video in order to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription “18+” which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over.

From the beginning when he started making this video, Denny Sumargo prepared a glass of water on the table for the guest star and himself to reduce the feeling of dehydration during the podcast. In this video, Denny Sumargo is wearing a light brown long-sleeved shirt and wearing glasses accompanied by Ridwan Hanif in a white t-shirt wrapped in a black shirt. The two of them sat relaxed on a studio terrace owned by Denny Sumargo who then discussed the strange experiences experienced by the guest star, Ridwan Hanif. At that time, Ridwan lost his car and was helped by the local townspeople.

Data (7): conversation at 2:12 min in youtube with the title “[LATEST NEWS!!!] WHO ENDS WINNING?? – dr. RICHARD LEE”



Image source: youtube channel Denny Sumargo's

With a background of green trees, accompanied by a glass of water and seen Denny Sumargo wearing a white shirt, black hat and glasses as his trademark accompanied by dr. Richard is wearing a white polo shirt. Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides in the upper left corner there is a logo from youtube channel that appears throughout the video to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription “18 +” which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over. Then dr. Richard told Denny Sumargo that women like to talk nonsense and like to waste time, so he built a clinic for his wife so she could spend more time on work.

Data (8): conversation at 22:10 min in youtube with the title “CAVE IN GREBEK TAKEN TO THE POLICE OFFICE”.



Image source: youtube channel Denny Sumargo

Video footage in Denny Sumargo's studio terrace with green trees in the background, Denny Sumargo wearing a shirt and glasses with smooth hair accompanied by Ifan Seventeen who wore a jacket with a mixture of green and light brown, discussing the tsunami disaster when Ifan gig in West Java. Accompanied by a glass of mineral water on each side on the table, Ifan recounts the chronology of the disaster that took the lives of Ifan's friends and wife. In this snippet of the scene, Ifan briefly tells how he found and recognized his wife's lifeless face.

Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides. In the upper left corner there is a logo from youtube channel that appears throughout the video to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription “18+” which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over. From the beginning when he started making this video, Denny Sumargo prepared a glass of drinking water on the table for the guest star and himself to reduce dehydration during the podcast.

Data (9): conversation at 0:40 min in youtube with the title “CAVE AT THE ANGELS IN ALAM SANA – CITRA PRIMA”



Image source: youtube channel Denny Sumargo

clip podcast, Denny Sumargo invites Citra Prima who is a parapsychologist to come to his studio terrace. Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides. In the upper left corner there is a logo from youtube channel that appears throughout the video to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription “18 +” which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over. From the beginning when he started making this video, Denny Sumargo prepared a glass of drinking water on the table for the guest star and himself to reduce dehydration during the podcast.

This time, Denny Sumargo wore a patterned white shirt accompanied by Citra, who wore black clothes and a purple batik-patterned scarf, on the table there was a tab screen and a sponsored drink bottle belonging to U. Citra answered openly and told her experience that she had been in a coma because He experienced suspended animation for the first time at a young age, at the age of 3 years.

Data (10): conversation at 0:27 min in youtube with the title “RICH PEOPLE REALLY CLOSE THE MOUNTAIN!! (GRACE TAHIR)”

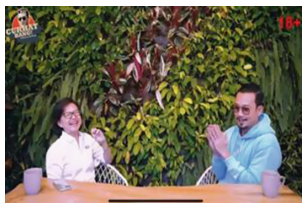


Image source: youtube channel Denny Sumargo

Video footage of podcast, Denny Sumargo invited Grace Tahir, a career woman, as a guest star. In the studio terrace with green trees, Denny Sumargo wears a blue jacket and glasses, while Grace, in a white shirt and glasses, is accompanied by two purple glasses filled with mineral water on the table to reduce dehydration during the podcast. The two of them looked very friendly chatting while being interspersed with questions by Denny Sumargo regarding the content, which was currently viral and was immediately answered without hesitation by Grace.

Denny Sumargo uses a background of green trees because his studio terrace gives the impression of bringing harmony in calming or refreshing the minds of his guest stars from all sides. In the upper left corner, there is a logo from youtube channel that appears along the video in order to inform all viewers that the video was made directly by Denny Sumargo and his team. Meanwhile, in the upper right corner there is an inscription "18+" which means that the age of the audience to watch a Denny Sumargo video must be 18 years and over.

4 Conclusion

This research is about semiotics which focuses on podcasts, especially about sign language. 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 language sign used by Denny Sumargo and guest stars invited to podcast. The first is the dan sign in podcast Denny Sumargo's In every video podcast there is always a verbal sign and is used by Denny Sumargo and the guest stars who are invited to podcast. The verbal sign in question can be described in two forms, namely the signifier and the signified. This verbal sign is taken randomly according to the problem. The signifier is a meaningful sound or scribble that is expressed directly by the speaker and the signified is a picture of the meaning of the signifier itself.

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