

Moral message of tolerance in Coki & Muslim's Youtube podcast on Being Human

Jevon Putri Ayunovem Samino; Mochammad Arkansyah
Ilmu Komunikasi Stikosa-AWS
Nginden Intan Timur 1/18, Surabaya
Email: saminojevon@gmail.com; arkansyah@stikosa-aws.ac.id

Abstract

Moral messages are an important part so that we can add knowledge about the value of life. Moral messages can be conveyed through means of communication, one of which is through mass media that are comprehensive for the community. Submission of information via YouTube can be done quickly, one of which is through Podcasts. This study aims to determine the contents of the moral message contained in the podcast from the perspective of Coki & Muslims about tolerance for diversity and sensitive comedy on YouTube "Menjadi Manusia". The research method used is a qualitative descriptive method using John Fiske's theory where in conducting this research it describes the emergency of tolerance in Indonesia which has resulted in persecution of Tretan and Coki contained in the podcast content and what moral message is contained therein. By conducting this research, the researchers found results that there is a lack of tolerance in Indonesia and the treatment of organizations, especially the persecution of certain parties they perceive as threats. Therefore, the researcher concludes that the younger generation must do something about this problem of tolerance according to their respective capacities and not become a group that just stays silent and allows intolerance to occur.

Keywords: moral message, communication, youtube, tolerance

Abstrak

Pesan moral merupakan bagian penting agar kita dapat menambah pengetahuan tentang nilai kehidupan. Pesan moral dapat disampaikan melalui sarana komunikasi salah satunya melalui media massa yang bersifat komprehensif bagi masyarakat. Penyampaian informasi melalui YouTube dapat dilakukan dengan cepat, salah satunya melalui Podcast. Penelitian ini bertujuan untuk mengetahui isi pesan moral yang terkandung pada podcast dari perspektif coki & muslim tentang toleransi keberagaman dan komedi sensitif pada youtube "Menjadi Manusia". Metode penelitian yang digunakan adalah metode deskriptif kualitatif dengan menggunakan teori John Fiske dimana dalam melakukan penelitian ini mendeskripsikan darurat toleransi di Indonesia sehingga mengakibatkan persekusi terhadap Tretan dan Coki yang terdapat pada konten podcast tersebut dan pesan moral apa yang terkandung di dalamnya. Dengan dilakukannya penelitian ini, peneliti menemukan hasil bahwa minimnya toleransi di Indonesia dan perlakuan organisasi khususnya persekusi terhadap pihak tertentu yang dianggapnya sebagai ancaman. Oleh karena itu, peneliti menyimpulkan bahwa sebagai generasi muda harus melakukan sesuatu terhadap masalah toleransi ini sesuai kapasitas masing-masing dan tidak menjadi kelompok yang hanya diam membiarkan keintoleransian terjadi.

Kata kunci : pesan moral, komunikasi, youtube, toleransi

INTRODUCTION

Indonesia is a diverse country that recognizes various beliefs, making it susceptible to religious intolerance among its people. Simarmata (2017) explains that tolerance is also a unifying tool for the nation, while intolerance has the potential to divide the nation. The government acknowledges this, and therefore, values of tolerance are taught to the future generations through the education curriculum, starting from the basic education level to higher education. Moral messages about tolerance can also be conveyed through mass communication channels such as YouTube.

There are various forms of communication media, both in audio and visual formats, which have emerged with the advancement of technology. Media serves as an important means of communication for the public, not only for information acquisition but also for providing content that can be entertaining and carry moral messages. Moral messages involve teaching individuals about the right or wrong aspects of behavior and conduct (Widjaja, 1985). Moral messages are an essential part of increasing our understanding of the values of life. In life, it is not just about acquiring intellectual knowledge but also about moral knowledge.

Moral messages can be conveyed through various communication channels, including mass media, which are comprehensive for the general population. YouTube is one of the popular social media platforms worldwide. According to the We Are Social and Hootsuite report (Annur, 2023), YouTube ranks second in terms of the most widely used social media, following Facebook, with 2.51 billion users worldwide as of January 2023. India has the highest number of YouTube users in the world at the beginning of the year, with 467 million users.

Indonesia itself has approximately 139 million YouTube users. A survey by Daily Social and Jakpat Mobile Survey Platform in 2018 (Eka, 2018) showed that 67.97% of respondents were already familiar with podcasts, and 80.82% had listened to podcasts in the last six months. Reasons for listening to podcasts included the variety of content (65%), flexibility (62.69%), and comfort compared to visual content (38.85%). Regarding the time of listening, 32.50% listened in the evening (after 9 PM), and 27.02% between 5 PM and 9 PM. As for the duration of listening, 37.21% preferred 10-20 minutes, and 31.54% preferred 20-30 minutes. Furthermore, the favorite podcast genres were 70% entertainment (comedy and daily stories), 60% lifestyle, 57.17% technology, 37.40% education, and 32.05% business.

Devina (2022) explains that the digital platform "Menjadi Manusia" can be a safe space for storytelling without judgment. "Menjadi Manusia" is a warm space for anyone who wants to listen to and share life stories. This intrigued researchers to analyze the content of the videos. In this study, researchers used descriptive content analysis (Fiske, 1990). As explained by Kriyantono (2010), descriptive content analysis is intended to provide a detailed description of a message or a specific text. Therefore, researchers focused on the moral messages contained in the "Menjadi Manusia" YouTube podcast series, with data in two forms: manifest (visible) and latent (hidden) message streams. The analysis started with the visible messages examined through scenes and visuals in the videos, followed by an analysis of the hidden (latent) messages in the videos. The researcher's interpretation of the content in evaluating YouTube content aligns with the indicators used in this research. Considering the phenomenon of religious intolerance in Indonesia through the "Menjadi Manusia" channel, the researcher chose the title "Analysis of Moral Messages in Podcasts from the Perspective of Coki & Muslim on Religious Tolerance and Sensitive Comedy on YouTube's 'Menjadi Manusia'."

METHOD

This research employs a qualitative descriptive research approach. This choice is made based on the consideration that qualitative descriptive research places more emphasis on inductive reasoning and the analysis of the dynamics of relationships among observed phenomena using scientific logic. The research uses John Fiske's content analysis model, which focuses on adapting the characteristics of both manifest and latent content to John Fiske's theory (1990).

An event in television broadcasts becomes a television event once it has been encoded by social codes, constructed in three stages: reality, representation, and ideology. In the reality stage, television programs display the reality of events in terms of appearances, settings, behaviors, conversations, gestures, expressions, sound, and so on. This means that all forms of television broadcasts genuinely depict something real or factually existing in society. For example, when reporting a tsunami event, the news broadcast must show images of the moments of the tsunami, its impact, affected houses, and so on.

The Representation stage involves the act of presenting or representing something through something else outside itself, typically in the form of signs or symbols (Piliang, 2010). Representation in television broadcasts relates to technical codes, such as cameras, lighting, editing, music, and sound. These elements are then transmitted into representational codes that can actualize reality in television broadcasts.

The Ideology stage involves systems of beliefs and values represented in various media and social actions (Piliang, 2010). In this stage, all elements are organized and categorized into ideological codes, such as patriarchy, individualism, race, class, materialism, capitalism, and so on. After the researcher clarifies the moral message content, in the subsequent process, it will be easier for the researcher to draw conclusions from the cases studied.

RESULTS AND DISCUSSION

In this content, the meaning in each scene refers to religious tolerance. In explaining the results of the research, to discuss the results of the analysis using John Fiske's theory consisting of three stages or levels: reality, representation, and ideology. Here is a comprehensive breakdown of the content:

1. Reality Level In the analysis of the reality level depicted through appearance, costumes, and behavior codes, it can be concluded that in this content, there are two young men wearing predominantly black clothing. The color indicates professionalism, seriousness, and responsibility. Their expressions are a mixture of seriousness and humor. Their gestures suggest that they feel pressured due to persecution by a specific group. The displayed expressions are joy and relief.

2. Representation Level The filming techniques used in creating this video content include two-shot, group shot to show interactions between character models in a single frame, and long shots to display the entire body shape of the models and a small area around them. This is done to strengthen the character models within their environment. Artificial lighting, which is created by humans to illuminate indoor spaces or environments, is used for the lighting in this content since most

of the filming takes place indoors. Artificial lighting settings can be adjusted as needed, including position, angle, and light intensity. Artificial light in content production serves to enhance the necessary light intensity for filming. The type of sound used in this content is orchestral music. Music in films can elevate or lower the emotions of the audience according to the needs of the content's story. The presence of music in the content can stimulate and guide emotions in line with the visual elements. The shooting process in this content uses a cut-to-cut technique, which presents a simple but clear and straightforward storytelling style.

3. Ideology Level This podcast content from Coki and Muslim's perspective on religious tolerance and sensitive comedy falls into the category of liberalism. Liberal ideology in political and social contexts emphasizes individual freedom, human rights, equality before the law, and limited government involvement. Some films can convey messages that align with liberal principles, whether explicitly or implicitly. In this content, Coki and Muslim emphasize the urgency of religious tolerance in our country and convey a message to the younger generation to take action according to their capabilities. This content highlights the importance of human rights, freedom of speech, freedom of religion, and the individual's right to pursue their goals and dreams without the interference of specific groups or factions.

CONCLUSION

Based on the discussion in the previous chapter, researchers can conclude that in this podcast, there are several messages conveyed by Tretan and Coki to the audience or viewers so that they can accept or understand the context of the message containing moral values. Furthermore, this podcast is not only filled with messages of tolerance, but it also contains many moral lessons about everyday life that can be a source of learning for its viewers. Such values as honesty, being true to oneself, responsibility, humility, and critical thinking are included. The author concludes that as young generation, they should take action against the tolerance issues in Indonesia according to their capacities and not become a group that simply remains silent in the face of intolerance.

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