

## ABSTRAK

Teori yang digunakan dalam penelitian ini adalah *Social Learning Theory* dari Albert Bandura yang menekankan bahwa perilaku individu dapat terbentuk melalui proses pengamatan dan pembelajaran dari model yang diamati. Media sosial, khususnya YouTube, menjadi salah satu platform utama penyedia konten hiburan digital, termasuk konten *game online*. Dalam konten *game online*, praktik *trash talking* kerap digunakan oleh kreator sebagai bentuk ekspresi emosional dan hiburan. Namun, praktik tersebut berpotensi memiliki hubungan dengan etika komunikasi penontonnya, terutama *subscriber*, dalam berinteraksi di media sosial. *Channel* YouTube Milyhya merupakan salah satu kanal *gaming* yang secara konsisten menampilkan unsur *trash talking* dalam kontennya. Penelitian ini bertujuan untuk mengetahui hubungan antara *trash talking* pada *channel* YouTube Milyhya dengan penurunan etika komunikasi *subscriber* di media sosial, yang didasarkan pada konsep *modeling* milik Albert Bandura. Penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang merupakan *subscriber channel* YouTube Milyhya, dengan teknik pengambilan sampel *purposive sampling*. Data yang diperoleh dianalisis menggunakan uji korelasi Spearman Rank, karena data penelitian tidak memenuhi asumsi parametrik. Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara *trash talking* pada *channel* YouTube Milyhya dengan penurunan komunikasi *subscriber* di media sosial, dengan nilai koefisien korelasi  $r_s = -0,23$  dan nilai signifikansi  $p = 0,021$  ( $p < 0,05$ ). Hubungan tersebut bersifat negatif dengan tingkat kekuatan yang lemah, artinya bahwa semakin tinggi intensitas *trash talking* yang diterima *subscriber*, maka kecenderungan penurunan etika komunikasi di media sosial cenderung menurun. Melalui penelitian ini diharapkan dapat menambah pemahaman terkait *trash talking* dalam konten pada *channel* YouTube Milyhya dan hubungannya dengan penurunan etika komunikasi *subscriber* bagi peneliti.

**Keywords:** *trash talking*, YouTube, Etika Komunikasi, Milyhya, teori Belajar Sosial.

## **ABSTRACT**

*The theory used in this study is Social Learning Theory proposed by Albert Bandura, which emphasizes that individual behavior can be formed through processes of observation and learning from observed models. Social media, particularly YouTube, has become one of the main platforms providing digital entertainment content, including online gaming content. In online gaming content, the practice of trash talking is often used by creators as a form of emotional expression and entertainment. However, this practice potentially has a relationship with the communication ethics of its viewers, especially subscribers, in interacting on social media. The YouTube channel Milyhya is one of the gaming channels that consistently features elements of trash talking in its content. This study aims to determine the relationship between trash talking on the YouTube channel Milyhya and the decline in subscribers' communication ethics on social media, which is based on the modeling theory proposed by Albert Bandura. This research uses a quantitative method with a correlational approach. Data collection techniques were carried out through the distribution of questionnaires to 100 respondents who are subscribers of the YouTube channel Milyhya, using a purposive sampling technique. The data obtained were analyzed using the Spearman Rank correlation test, as the research data did not meet parametric assumptions. The results of the study indicate that there is a significant relationship between trash talking on the YouTube channel Milyhya and the decline in subscribers' communication behavior on social media, with a correlation coefficient value of  $r_s = -0.23$  and a significance value of  $p = 0.021$  ( $p < 0.05$ ). The relationship is negative with a weak level of strength, meaning that the higher the intensity of trash talking received by subscribers, the tendency for a decline in communication ethics on social media also decreases. Through this study, it is expected to enhance the researcher's understanding of trash talking in content on the YouTube channel Milyhya and its relationship with the decline in subscribers communication ethics.*

**Keywords:** *trash talking, YouTube, communication ethics, Milyhya, Social Learning Theory.*