Investigating Hyperbole in The Selected Video of TheAliKoca Channel

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Abstract:

This paper examines the use of hyperbole and its meaning by a YouTuber on the YouTube channel, Ali Koca, in his short videos script. This research was conducted using the theory from Burgers et al. (2016) regarding the three elements of hyperbole: exaggeration, shifting of meaning, and related references. Moreover, Leech's (1981) theory of meaning about 7 types of meanings, starting from conceptual, connotative, social, affective, reflective, collocative, and thematic meaning is also used to better analyze the meaning of Ali Koca's hyperbolic sentences. Using a descriptive qualitative approach, this research analyzed Ali Koca's hyperbolic statements and contained meaning in six short videos selected based on the highest number of viewers with various short video themes. The research results showed that there were 6 hyperbolic sentences from the six selected short videos exaggeration and related references. Moreover, the researcher found 6 types of meaning, reflected, collocative, connotative, affective, social, and thematic meaning. This research shows that from the use of hyperbole, Ali Koca uses it to exaggerate what he says about events and people in his videos as well as deliver a casual narrative with passionate emotions.

Keywords: Hyperbole; Youtube; Meaning

Abstrak:

Penelitian ini mengkaji penggunaan hiperbola dan maknanya oleh seorang YouTuber di channel YouTube Ali Koca dalam narasi video-video pendeknya. Penelitian ini dilakukan dengan menggunakan teori dari Burgers et al. (2016) mengenai tiga unsur hiperbola: pernyataan berlebihan, pergeseran makna, dan referensi terkait. Selain itu, teori makna Leech (1981) tentang 7 makna mulai dari makna konseptual, konotatif, sosial, afektif, reflektif, kolokatif, dan tematik juga digunakan untuk lebih menganalisis makna kalimat hiperbolik Ali Koca. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini menganalisis pernyataan-pernyataan hiperbolik Ali Koca dalam enam video pendek yang dipilih berdasarkan jumlah penonton terbanyak dengan berbagai tema video pendek. Hasil penelitian menunjukkan terdapat 6 kalimat hiperbolik dari enam video pendek terpilih yang bersifat berlebihan dan referensi terkait. Selain itu, peneliti menemukan 6 jenis makna, yaitu makna refleksif, kolokatif, konotatif, afektif, sosial, dan tematik. Penelitian ini menunjukkan bahwa dari penggunaan hiperbola, Ali Koca menggunakannya untuk melebih-lebihkan apa yang dia katakan tentang peristiwa dan orang-orang dalam videonya serta menyampaikan narasi kasual dengan emosi yang menggebu-gebu.

Kata kunci: Hiperbola, Youtube, Arti

INTRODUCTION

YouTube is a cyberspace site whose content focuses on videos. This site can be accessed from electronic devices such as televisions, computers, and smartphones. Users can search for videos, provide feedback, and share. YouTube is an effective medium for sharing information because as has been suggested by O'Keeffe (2015) it is in favor of reaching many audiences that are not present. YouTube is classified as the most popular application and site in terms of its use, recorded as the second largest social media in the world, and by 2024 it will be used by more than 2.5 billion people (Singh, 2024). This fact is also supported by the free services provided by YouTube and the large amount of available video content. Therefore, people especially the younger generation like this site because they can find things they like easily.

At the core of YouTube's existence, some people prioritize the video production aspect of the content on YouTube. These people are called YouTubers and what they do usually starts as just a hobby. Not a few end up building enough popularity and finally finding their audience, demanding them to make videos over a certain period and eventually it becomes their profession. YouTubers will make videos their followers like, according to requests and what is currently being discussed. They find a niche video category and specialize their content to those interests. One type of YouTuber that exists is those who make commentary-themed videos on various issues. They will provide opinions on several hot issues related to problems currently occurring in the realm of social media, but many will also discuss problems occurring in society in general (Knight, 2021). When a problem arises, many channels like them immediately create videos to convey and discuss it with their viewers.

In all these facts, commentary channels tend to resemble news reports in the context of the discussion of a topic. However, there are also clear differences in the media they use to create this content and the way they writing a script topics according to their respective persona and audiences. News anchors will be required to convey news neutrally so they usually present it according to the facts. Still, YouTubers with their personas and several YouTube rules that need to be followed to make a profit, will convey their points in a certain way, forming uniqueness or subjectivity. Subjectivity refers to an individual's standpoint in response to a certain social phenomenon and belief. Then, their belief may influence the constructed discourse they produce (Samra-Fredericks (2005) as cited in Laine & Vaara, 2012). Nowadays, many comment channels have emerged. They compete

in video production on the same topic. In addition to Knight's (2021) findings, even though many people do the same thing on a subject, he believes that the differences they offer, such as new opinions on old topics, strong personas, and the fame of each of them, will attract an audience.

There have been many studies on hyperbole. Sari et al. (2022) researched hyperbole in an album from the music group, Bring Me The Horizon. They emphasized the need to understand the hyperbole in a lyric to understand the message stored in it. Sari et al used the theory of Knickerbocker and Renninger (1963) and examined hyperbole in song lyrics in terms of figurative language. Of the eleven songs from the album, they found 13 hyperboles from 7 songs. They concluded that singers use the use of hyperbole in song lyrics to emphasize hidden meanings. Another research on hyperbole was conducted by Riky et al. (2021) with the same object from the previous research, namely from song albums but still using the same theoretical basis from Knickerbocker and Reninger (1963). Both researchers emphasized the need to understand the hidden meanings of song lyrics. Astina herself found 10 hyperboles from 6 songs in the album from Chainsmokers. In another research related to hyperbole, Haryadi and Yusmalina (2022) tried to find the forms of hyperbole that appear in the novel, Heart of Darkness. Based on Claridge's classification of hyperbole, they found all forms of the seven existing forms, ranging from single-word, phrasal, clausal, numerical, superlative, comparison, and repetition. Clausal hyperbole appears the most with 20 expressions out of 46 other hyperbole expressions found. This research argues that TheAliKoca as a commentary channel uses hyperbole in his short videos to attract viewers. Therefore the researcher aims to highlight how TheAliKoca deliver his short videos script and through the existing persona. So, this research finds out how hyperbole is used in TheAliKoca YouTube channels and how hyperbole expressions affect the viewers.

REVIEW OF LITERATURE

Hyperbole

Hyperbole is included as flouting which occurs in the maxim of quality, along with irony, metaphor, and meiosis (Grice, 1989). Hyperbole is usually used to exaggerate expressions that are not directly related to the meaning of a word. So ignoring the maxim of quality invites listeners to search for the true meaning of the speaker's actions. Burgers et al. (2016) explain that there are 3 elements of hyperbole. The first is an exaggeration.

Here the speaker exaggerates a feature, emphasizing the differences of an object. The speaker must make a big distinction between the intended and literal meanings for the listener to recognize the existence of a hyperbole sentence. The second is a shift from meaning to the speaker's intention. Here the hyperbole must be produced in the same way as the desired meaning. If the desired meaning is expressed positively then hyperbole must follow. Thirdly, there are certain related references. Here reference and context are important because the listener's knowledge will influence their understanding.

7 Types of Meaning

Geoffrey Leech (1981) in his book Semantics: The Study of Meaning introduces seven meanings. This theory contains Leech's efforts to categorize types of meaning that will help understand linguistic communication. Conceptual meaning relates to clear and logical communication. The interpretation of the conceptual meaning in a sentence is always presented correctly without confusing the listener with other possible meanings. Furthermore, connotative meaning includes experiences from the real world in interpreting its meaning. Listeners will involve experiences in the form of culture, context, and personal experience in interpreting meaning. Meanwhile, the social meaning, phrases, and sentences expressed will indicate the social situation such as the social status and background of the speaker. In an affective sense, the intonation and tone of the speaker's voice are of concern because the choice of words will be affected and show his emotions and attitudes. Meanwhile, phrases and sentences with reflected meaning will trigger listeners to look for other possible interpretations of the words conveyed because of their strong connection with other words. Almost the same as reflected meaning, collocative meaning will give rise to meaning when a word is compared with another word. Lastly, thematic meaning concerns the structure of sentences influencing the interpretation of meaning. Speakers can construct different sentence structures, but stress and intonation will also have the same effect.

RESEARCH METHODS

The research used descriptive qualitative methods to better understand the text or script of the short videos. The researcher collected data from videos on commentary channels, specifically TheAliKoca, which discussed many topics. Relevant videos were selected based on instances of flouting maxims, particularly hyperbole. The data was limited to utterances found in the video transcripts containing hyperbolic statements. The transcripts and hyperbolic sentences identified in the data were then analyzed. The

selected videos from the channel were chosen based on TheAliKoca's YouTube channel's most popular videos on widely various topics when the videos were made. The researcher selected short videos: Internet Takes Revenge, *School Lunches From Around The World, Other Prisoners Hate This Guy, The Worst Prison On Earth, Spoiled American Tourist Is Beyond Useless, This Evil Youtuber Needs To Be Stopped.*

For the data analysis, the researcher watched the videos and read the transcripts of TheAliKoca's short videos. The researcher then noted the possible data. Next, these data were grouped into two respective focuses of analysis, using the theory of hyperbole and seven types of meaning. Finally, the researcher interpreted the data using the hyperbole and seven meaning approach to study TheAliKoca's short video scripts.

FINDINGS AND DISCUSSION

Based on AliKoca's 5 short videos, 6 hyperbolic statements and 6 different types of meaning have been found. 4 of the hyperbolic statements show exaggeration plus 2 hyperbolic statements that use related references in their expressions. The researcher also found 6 types of meaning, namely reflected meaning, collocative meaning, connotative meaning, affective meaning, social meaning, and thematic meaning respectively in the existing data.

***Data 1*:** "*This demon of a YouTuber just did one of the dirtiest things any public figure can do.*"

The hyperbole in the statement above can be found in the expression "one of the dirtiest things" as a demonstration of the action carried out by the public figure discussed by Ali Koca. This related reference to hyperbolic impressions indicates the damage caused by the public figure's actions. The action taken by the YouTuber does not mean something that makes his body dirty, smells bad, or pollutes the surrounding environment but refers to a mistake based on a lack of morals and decision making. Therefore, the sentence above requires a clear context and knowledge of the outside world to know the truth of the statement in it. This sentence also has affective meaning where Ali Koca emphasizes the Youtuber's character as a demon, reflected in her actions. In addition, Ali Koca then told how the person continued to lie to cover up his mistakes by pretending not to know.

***Data 2*:** "*That video ended up going very viral very quickly and the internet is absolutely bombarding this guy's gallery with 1 star reviews.*"

The hyperbole impression is found in the sentence "the internet absolutely bombarding this guy's gallery". The sentences above indicate excessive expression when Ali Koca reports the state of an art gallery owner from the backlash of what he did to a

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homeless woman. The purpose of the bombarding carried out by the internet is the negative reviews given by the social media accounts of art gallery owners which are coming in very large numbers and quickly. So, bombarding has a collocative meaning included in this sentence combining the relation of went viral quickly.

Data 3: "Apparently in Estonia the lunch ladies like to vomit in the food before serving it to the student." -*School Lunches From Around The World*

The hyperbole statement above is in the phrase like to vomit in the food. The statement was referring to the presentation of school lunch made by the cafeteria ladies, which resembled a vomit. Ali Koca compared these lunches' presentations to vomit, therefore relating its appearance to other negative objects. Furthermore, this statement requires a clear context regarding how lunch is prepared. This statement indicates the cook's lack of attention to the lunch served, so it gets a response on a negative scale. Meanwhile, this sentence has a connotative meaning since it cannot be understood literally. Ali Koca's comparison of the food appearance to vomit, helps the listener visualize the look.

Data 4: "Now Texas death row inmates have to have the regular prison meal as their last meal all because of this no longer breathing uselessness." -*Other Prisoners Hate This Guy*

The hyperbolic statement "this no longer breathing uselessness" refers to the effect a dead prisoner has on his future inmates. Here, Ali Koca exaggerates the action of exploiting the last meal for the soon-to-be-executed prisoner, by implying that the prisoner still made a bad environment for the living ones. Therefore, this statement has affective meaning with aggressive opinion pressure from Ali Koca.

Data 5: "if hell is a place on earth, it's within the walls of this prison. Welcome to black dolphin prison in Russia where about 700 inmates are treated like absolute dog water." -*The Worst Prison On Earth*

The hyperbolic statement "treated like absolute dog water" was made by Ali Koca by comparing the condition of living in the prison to trash. Dog water is a common slang found in online gaming environments where the skill of other players is critically commented on. It is possible to conclude that Ali Koca exaggerating the living conditions of the Russian prisoners. So this shifting term provides an equal scale between comparisons with hyperbolic statements and the reality of living conditions in prison. The sentence has social meaning by comparing the condition of prisoners worldwide. The Russian prisoner has the roughest living conditions compared to other prisoners in the short video.

Data 6: "the point is somebody made those statues by hand more than 2,000 years ago. Nobody broke them since Jesus man." -*Spoiled American Tourist Is Beyond Useless*

The hyperbolic statement of "nobody broke them since Jesus man" exaggerated the production period of the broken statues. Ali Koca emphasized that the statues would have been fine if someone did not purposefully break them. On the other hand, the sentence has thematic meaning, where Ali Koca stresses the way he said the sentences by referencing Jesus as time comparisons to the statues while amplifying the emotionality of the situation.

CONCLUSION

YouTubers who focus on making videos on various topics, such as AliKoca, have added a lot of appeal to their video scripts, starting from the use of hyperbole and deeper meaning. By observing the use of hyperbole and deeper meaning in AliKoca's short video, researchers found that there were 6 hyperbolic statements and deeper meaning from the same data. AliKoca has made exaggerated statements to emphasize the situations and actions that occur in his short videos, as well as conveying a simple narrative with strong emotions accompanying the deeper meaning of his statements.

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