

CHAPTER I

INTRODUCTION

A.1 Background of the Research

The growth of digital technology and the popularity of social media platforms, particularly YouTube, has significantly changed the paradigm of content consumption. This phenomenon has not only created space for new types of content but also changed the way audiences engage and interact with the content they consume. The existence of social media provides a platform for more democratic content creation and distribution, where any individual or group can be a producer and receiver of content simultaneously. One trend that has emerged in recent years is True Crime content, which documents real-world criminal events with a compelling narrative approach. This phenomenon marks a shift in audience preferences that increasingly seek immersive and emotionally engaging experiences in true crime stories. (Chandra, 2018)

True crime content creates an experience similar to reading an exciting detective story. The audience is not only a passive observer, but they are also involved in the process of solving the mystery and following the development of the story with high tension. Therefore, True Crime content is not only about the facts of the crime, but also explores the emotions, psychology, and social context around it. This phenomenon shows that digital media content no longer just presents information superficially, but also serves as a means to fulfill the emotional and intellectual needs of the audience. In this context, YouTube as the main platform for online video content provides a very effective space for True Crime content creators

to reach and interact with a wide audience, create an active community, and generate a significant impact on the culture of content consumption in this digital era. (Chandra, 2018)

YouTube is one type of social media platform that is currently widely used in various circles. YouTube has an interesting feature, the thumbnail feature. This feature serves as a 'window' to the video content. The thumbnail in this video is a snapshot of a video. It is like a book cover that serves to attract readers to see more. The term 'thumbnail' comes from a still image, not a video, which is a smaller version of an image that can be easily viewed and then browsed through several images. (Chandra, 2018)

YouTube as a social media platform has become one of the main venues for different types of content, and Thumbnail become a gateway to attract attention among the various options available. In this era of digital content consumption, where users are inundated with a variety of choices, the thumbnail feature on YouTube serves as a very important visual tool. It plays a key role in the viewer's decision-making process, serving as a preview that entices them to click and explore the content further. Thumbnail, in essence, becomes a key element in shaping the initial perception and interest of potential viewers. The popularity of the 'True Crime' genre adds to the complexity, as does the competition to attract viewers. Given the variety of content available on YouTube, True Crime content creators face the challenge of standing out in the crowded digital landscape. Thumbnail become an important asset in this endeavor, acting as the first point of contact between the content and the audience. The visual and verbal elements in the

thumbnail must work synergistically to encompass the essence of the True Crime narrative and grab the viewer's attention at a glance. (Chandra, 2018)

The thumbnail can contain visual and verbal elements designed to grab the viewer's attention and encourage them to click on the video. The thumbnail serves as the 'cover' of the video which can make it easy for viewers to get a quick overview of the content. Therefore, effective and engaging Thumbnails are crucial in attracting viewers and increasing the number of video views. One of the popular genres on YouTube today is True Crime, where the content contains sharing and analysis of real criminal cases. One of the most popular YouTube channels among viewers is "Matter of Crime". The Thumbnail on this account often contains interesting visual and verbal elements, which can encourage viewers to click and even watch the video. (I Made Mardawa Pradnya Ananda , Alit Kumala Dewi, 2023)

Well-designed thumbnails not only create visual appeal but also serve as a powerful communication tool. They help shape the audience's initial perception, provide a brief overview of the video content, and effectively build audience expectations. Thumbnails on YouTube are important to understand how the strategic use of these elements can enhance content appeal and audience engagement. Additionally, the relevance of Thumbnails in portraying the essence of the content becomes even more important in the context of the 'True Crime' genre. This content is often in-depth and complex, requiring precise and compelling representations to capture the interest of a potential audience. (I Made Mardawa Pradnya Ananda , Alit Kumala Dewi, 2023)

In the context of YouTube Thumbnails, there are semiotic modes. The semiotic modes in YouTube Thumbnails include both visual and verbal elements. The use of more than one semiotic mode to shape meaning is called multimodality. How these modes interact and contribute to the overall meaning is crucial to understanding how YouTube Thumbnails work and how they influence viewers. Visual elements in Thumbnails act as semiotic modes that include images, colors, and visual layout. The images or illustrations chosen can give a brief overview of the content of the video and create a visual appeal that can grab the attention of the viewer. The colors used can also influence the mood and perception of the content. Furthermore, an effective visual layout can guide the viewer's eye through the information presented in a structured way. Meanwhile, verbal elements involve the use of text or words in titles and short descriptions. The title of the video becomes a key aspect in conveying the context and describing the essence of the content to be watched. Typographic design and wording can enhance appeal and ease of understanding. The theory by Kress and van Leeuwen (2006) explains that the presence of these verbal elements can provide an initial guide to the audience to understand what is explained in the video. (Chandra, 2018)

The visual and verbal elements in this Thumbnail can interact to create meaning and draw attention to the audience. These visual elements include images, colors, and typography. Images are usually a very prominent element and are often used to attract the attention of the audience. Meanwhile, clear and easy-to-read typography can help viewers quickly understand the video content. The verbal element is the title text or short description. This text will usually be used to provide

context and additional information about what is in the video content. The text can also be used to attract viewers' attention by using interesting or provocative words. The interaction between visual and verbal elements can create a more complex meaning. But, designing an effective thumbnail is not easy. Content creators need to consider various factors, such as visual aesthetics, content relevance, and audience preferences. In addition, Thumbnail must also adhere to the guidelines of the YouTube community and not mislead the audience. In the context of YouTube “Mr. Ballen”, this Thumbnail often contains strong visual and verbal elements that can reflect the topic and style of the channel.(Thomson & Bock, 2023)

Mr. Ballen is known for his talent in storytelling, especially through his podcast titled "MrBallen: Strange, Dark & Mysterious Stories." In February 2022, Allen released the podcast which immediately received rave reviews from listeners. Evidence of its popularity can be seen from the success of this podcast ranked number one on the True Crime Podcasts chart on Spotify. This success continued, and by July 2022, MrBallen's podcast was downloaded more than seven million times a month across all podcast platforms. Mr. Ballen's expertise in telling compelling crime and mystery stories has made him a well-known and appreciated figure in the podcasting world. Mr. Ballen's success lies not only in his ability to choose interesting stories but also in his compelling and suspenseful delivery. Each episode makes the listener feel as if they are part of the story, feeling every suspense and mystery that is revealed. His detailed storytelling style and mastery of narration have made his podcast a favorite of many who enjoy the true crime and mystery genres. With a growing fan base, Mr. Ballen has not only solidified his position as

a master storyteller but also expanded the reach of his influence in the digital world. The consistent popularity of his podcast shows that an authentic and original storytelling talent can attract wide interest and appreciation from listeners across multiple platforms.

Yao et al in their research explained that the research analyses promotional videos in the Chinese city of Hangzhou, taken from the perspective of multimodal discourse analysis given insight by Systemic Functional Linguistics. The study states that visual, audio, and verbal modes were found in the promotional video that can be used to represent, construct, and project meaning, as well as how the intersemiotic complementary of these modes can be realized under the MDA approach. As well as other research conducted by Fajriyah et al. with the title 'Image Text Relation Interpretation: Teachers' Visual-Verbal', explains that this study aims to examine the competence of EFL teachers in interpreting the relations between visual and verbal to teach multimodal texts. The focus of this research is to analyze the relations between titles and thumbnails in representing how visual and verbal elements can work together on YouTube. The reason researchers chose this focus is that on YouTube, titles and thumbnails can play an important role in attracting viewers and can provide a brief overview of the context of the video.

Therefore, the researcher takes the title “The Relation Between Visual and Verbal Attributes of Thumbnails and The View-Through of Videos In YouTube Account “Mr. Ballen”. The researcher chooses 'True Crime' to be particularly important as viewers looking for visually appealing stories. Furthermore, this research can also be used to contribute to the existing literature on multimodal

analysis in the context of digital media. In this study, the researcher will use the theory developed by Kress and van Leeuwen in 2006. This theory is known as multimodality theory which specifically addresses the way semiotic modes, such as visual and verbal, are used to shape meaning in visual representations. (Thuy, 2017)

The approach has strong relevance to the research on YouTube Thumbnails, where multimodality is crucial in designing elements that can capture viewers' attention and influence their understanding of the content. This theory provides a basis for analyzing the relations between visual and verbal elements in representing the YouTube Thumbnails interact and complement each other to convey an effective message. According to this theory, images and text are not only considered as separate elements, but as integral parts of a larger construction of meaning. In the context of YouTube thumbnails, this approach allows researchers to explore how the relations between the visual and verbal combination with the images and words in the Thumbnail create complex meanings. This research is expected to provide new insights into how visual and verbal elements can work together in YouTube Thumbnail to create meaning and attract viewers. In addition, this research can also help YouTube content creators to design their thumbnails more effectively. (I Made Mardawa Pradnya Ananda, Alit Kumala Dewi, 2023). Therefore, in this research, the researcher draws the title “The Representation of Visual and Verbal Signs in Mr Ballen’s Video Thumbnails”.

A.2 Problem of the Research

Based on the background described above, the researcher identified the problems:

1. How are the visual represented in Mr Ballen's YouTube video thumbnails?
2. How are the verbal signs represented through the transitivity process in Mr Ballen's YouTube video thumbnails?
3. How is the relation between thumbnails and video titles in Mr Ballen's YouTube channel?

A.3 Objective of the Research

Based on the above problems, the research objectives are as follows:

1. To find out visual can be represented in Mr Ballen's YouTube video thumbnails.
2. To find out verbal signs in Mr Ballen's YouTube video thumbnails and title videos
3. To findout the relation between thumbnails and video titles in Mr Ballen's YouTube channel.

A.4 Significance of the Research

This research explains visual and verbal signs represented thumbnails and the relation between thumbnails and title of the YouTube account "Mr.Ballen".

A.5 Limitation of the Research

In this research, the researcher only explains visual and verbal signs in the thumbnail can be represented and the relation between thumbnails and title in the YouTube account "Mr Ballen" because nowadays many viewers like true crime

stories. The analysis uses the theory of Kress and van Leeuwen (2006) in the aspects of representational meaning.

A.6 Definition of the Key terms

A.6.1 Multimodality

Multimodality is explained in various ways obtained from several semiotic sources, namely, there are several types such as visual language, images, or sound that will be shared or contextualized in the process of creating a meaning in a particular text. Several types of modes have been coordinated and this visual component will be used to represent thoughts and attitudes in multimodal communication. This multimodal discourse analysis is related to a hypothesis and the investigation of semiotic and semantic expansion that occurs when this semiotic choice is combined in a multimodal phenomenon.

A.6.2 Visual Images

Visual images are a visual representation of an object, concept, or information that we can see. Visual images are the use of visual elements such as color, shape, or composition with the aim of conveying a message or a way to represent something. Visual images can be in the form of images, graphics, or paintings that are used in context in various media. The use of visual images can increase understanding, expression, and communication that can be seen by the audience.

A.6.3 Representational

In representational there are 2 aspects, namely narrative and conceptual representation. Narrative representation is a narrative that is represented in various media. In this narrative, what is involved are narrative elements such as plot, character, conflict, or a theme that is used to convey a message. In this narrative representation can be found various things, such as written text, movies, visual art, or comics. Narrative also includes a character or event depicted to build a meaning or emotion that involves language, images, sound, or a visual element to form a narrative. Meanwhile, conceptual representation is an idea or concept that is represented in a human mind or in various media. Conceptual involves mental or visual depictions derived from complex ideas in a form that can be understood. In this concept, it is represented through words, pictures, symbols or a combination of various elements to bring up certain ideas.

A.6.4 Transitivity

Transitivity in Halliday's (1985) linguistic theory refers to the way an action, event, or state is constructed in language. Transitivity categorizes clauses based on participants (who is involved), process (what happens), and circumstantiality (the context or circumstances surrounding the action). There are six main types of processes in Transitivity: material (physical actions), mental (cognitive processes), relational (relationships between entities), verbal (communication), behavioral,

and existential. Transitivity analysis helps understand how language reflects the social reality and ideology of its users.

A.6.5 Material Process

Material Process in Halliday's Transitivity theory (1985) refers to a type of process that describes physical actions or events that occur in the real world. This process involves the main participants, namely the Actor (the doer of the action) and the Goal (the target of the action). For example, in the sentence "John cut the grass," John is the Actor and grass is the Goal. Material Process is often used to describe concrete activities and events that can be observed directly.

A.6.6 Mental Process

Mental Process in Halliday's Transitivity theory (1985) refers to a type of process that describes cognitive activity, perception, emotion, or desire. This process involves the main participants, namely the Senser (the observer or perceiver) and the Phenomenon (what is felt or thought). For example, in the sentence "Sarah likes music," Sarah is the Senser and music is the Phenomenon. Mental Process is used to describe a person's internal and subjective experience.

A.6.7 Relational Process

Relational Process in Halliday's (1985) Transitivity theory refers to the type of process that connects two entities in a clause, showing the relationship between attributes or identities. This process is divided into two main types: attributive and identifying. In the attributive process, something is described or attributed, for example, "Mary is smart," where "Mary" is the Carrier and "smart" is the Attribute.

In the identifying process, one entity is identified with another, for example, "John is a leader," where "John" is the Token and "leader" is the Value. Relational Process is used to describe and identify the nature or identity of entities.

A.6.8 Behavioral Process

Behavioral Process in Halliday's (1985) Transitivity theory refers to a type of process that describes actions that are a mixture of material and mental processes. These processes usually involve behaviors that can be observed physically but also reflect internal or mental states. Examples include actions such as breathing, laughing, crying, or winking. The main participant in a Behavioral Process is the Behavior (the one performing the action). For example, in the sentence "He laughed," "He" is the Behavior and "laughed" is the behavioral process. Behavioral Process is used to describe actions that are semi-cognitive or semi-physiological in nature.

A.6.9 Verbal Process

Verbal Process in Halliday's Transitivity theory (1985) refers to the type of process that involves the act of communication or exchange of information through words. This process usually involves the main participants namely Sayer (who speaks), Receiver (who hears or receives), Verbiage (what is said), and sometimes Target (the subject of the speech). For example, in the sentence "He said that he was coming," "He" is the Sayer and "that he was coming" is the Verbiage. Verbal Process is used to describe the act of speaking, stating, asking, answering, and various other forms of verbal communication.

A.6.10 Existential Process

Existential Process in Halliday's Transitivity theory (1985) refers to a type of process that describes the existence or existence of something. This process is usually characterized by the use of the verb "exist" or "exist" in certain contexts. In Existential Process, the main participant is Existent (whose existence or existence is stated) and is sometimes followed by Circumstance (the context or location in which the existence occurs). For example, in the sentence "There is a book on the table," "book" is the Existent and "on the table" is the Circumstance. Existential Process is used to state facts or circumstances about the existence of entities in the world.

A.7 Organization of the Research Report

Chapter I: INTRODUCTION

This chapter consists of background of the research, problem of the research, objective of the research, significance of the research, limitations of the research, definition of key terms, organization of the research report.

Chapter II: REVIEW OF LITERATURE

It deals with literature review. It covers the theoretical framework and a review of related studies

Chapter III: RESEARCH METHOD

This chapter describes the research method, which includes the type of the research, data, and source of the data, method of collecting the data, the technique of collecting data, and method of analyzing data

Chapter IV: DATA ANALYSIS

It comprises the data analysis, containing data description, data analysis, and discussion.

Chapter V: CONCLUSION AND SUGGESTION

In conclusion and suggestions, they contain the conclusion and the suggestions from this research

