

Content Analysis of Violent Impressions' in the Main Hakim Sendiri Program on NET. Television Stations

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ABSTRACT

Keywords

Violent; Television; Main Hakim Sendiri; NET Television

The problem in this study focuses on verbal and non-verbal violence that appears in the *Main Hakim Sendiri* program on NET in the Ramadhan period (March 13-22, 2024). Along with the increasing competition between television stations, some programs, including those aired during the month of Ramadan, often present sensational content containing elements of violence. This study uses a descriptive content analysis method with a quantitative approach to measure the frequency of violence that occurs in these shows. The results of this study found that verbal violence was more dominant than non-verbal violence in the "*Main Hakim Sendiri*" program aired during Ramadan 2024, with percentages of 52% and 47% respectively. The most common form of verbal violence is cursing, followed by mentioning with negative connotations, mockery, and insults. Meanwhile, non-verbal violence most often appeared in the form of hitting, throwing things, and pushing. Other findings show fluctuations in the intensity of violence in each episode, with the peak of violent incidents occurring on March 14, 2024. The dominance of verbal violence in this program reflects a pattern of using aggressive language to create conflict and attract audience attention, which has the potential to normalize aggressive behavior in society, especially for young audiences who are still in the character building stage.

1. Introduction

Violence in television programs, both verbal and non-verbal, is a major concern in Indonesian broadcasting regulations. Komisi Penyiaran Indonesia through Pedoman Perilaku Penyiaran dan Standar Program Siaran, sets strict rules regarding content that has the potential to damage moral norms, trigger violence, or disturb social order. The Broadcasting Code of Conduct and Broadcast Program Standards aim to protect the public, especially vulnerable groups such as children, teenagers, and families, from negative influences that can be caused by broadcasts that are not in accordance with prevailing social and cultural norms.

One of the event programs that has recently been in the spotlight is *Main Hakim Sendiri* broadcast by the television station NET. NET changed its name to MDTV since December 31, 2024. The *Main Hakim Sendiri* program has a format that involves conflict between participants in various situations, often showing emotional tension and interactions that tend to be aggressive. During the Ramadhan period of 2024, the program featured several scenes that contained elements of verbal violence, such as insults, slurs, and threats, as well as non-verbal violence, such as intimidative and aggressive behavior.

The month of Ramadan, which has a sacred meaning for Muslims, should be a time that emphasizes the values of peace, politeness, and wisdom. Therefore, television broadcasts during this period are expected to reflect these values. However, the violent scene in *Main Hakim Sendiri* potentially contradicts the principles upheld in the Broadcasting Code of Conduct and Broadcast

Program Standards which emphasize that broadcast programs should not contain violence that can influence negative social behavior in society.

Verbal and non-verbal violence in this program needs to be analyzed further to evaluate its impact on the audience and the extent to which the program complies with the guidelines set by the Indonesian Broadcasting Commission. Based on the background of the problem above, this study aims to determine the frequency of violence contained in the *Main Hakim Sendiri* program in the Ramadhan period in 2024.

Violence is any form of avoidable insult to basic human needs, and more generally, to the life of a living being in any form, defined as something capable of suffering pain and enjoying well-being. Basically, violence is defined as intentional or unintentional behavior (verbal or nonverbal) that is shown to injure or damage other people, whether in the form of physical, mental, social, or economic attacks that violate human rights, contradict the values and norms of society so that it has a traumatic impact on its victims (Mardiana, 2013).

Television violence has markedly escalated across multiple categories, including family viewing and children's programs (Gerbner, 2017). Television media is essentially a communication system that uses a series of electronic images that are transmitted conceptually, sequentially and accompanied by audio elements (Nisa & Wahid, 2014). Television is a telecommunications system for transmitting images and sound over long distances, has developed significantly since its inception (Vázquez & Ruiz Trujillo, 2005). In addition, television is a mass media that prioritizes entertainment, almost three-quarters of television broadcasts every day are entertainment shows (Vera, 2010: 71).

The *Main Hakim Sendiri* program is included in the variety show program category. Variety show is a diverse television genre that combines various entertainment elements such as talk shows, concerts, quizzes, and games (Ramadhan & Putri, 2023).

Violence has become an issue that is widely criticized in various television shows, research conducted by Linder and Lyle (2011) found that aggression in verbal, physical, and indirect forms often appears in popular television programs shown to girls, and these forms of aggression can have a significant influence on how viewers perceive and respond to conflict and social relationships (Linder & Lyle, 2011).

The second study was conducted by Kaya and Ozdemir (2020) which discussed the content analysis of violence displayed in primetime television shows in Turkey. This study found that Our data demonstrate that each program contains at least one instance of aggressive behavior. Contrary to societal assumption, men experience violence more frequently than women (56.6% compared to 27.6%). The quantity of psychological violence depicted in television shows (median: 16.5) was substantially more than that of physical (median: 11.0) and verbal (median: 13.0) violence ($p < 0.05$) (Kaya & Ozdemir, 2020a).

The third study conducted by Carlos, Celeste, and Concepción (2021) discusses how violence broadcast on television is not only judged by its intensity or quantity, but rather by the way it is presented in the context of social norms and narrative genres. The study found that news programs and TV series/syndromes delegitimize violence to a greater extent, while movies tend to show legitimized or ambivalent violence (Revilla et al., 2021).

The fourth study conducted by Weaver and Wilson (2009) discusses the role of graphic violence and sanitized violence in increasing or decreasing viewers' enjoyment of television dramas. This research found that most showed a complex web of relationships between media variables, viewer characteristics, and emotional processes (Weaver & Wilson, 2009).

The fifth research was conducted by Fredi Denis Khang (2024) regarding the influence of Desta's attractiveness as a host on NET on the audience which states that the more interesting Desta is as a host, the better the quality of television programs, the higher the interest in watching viewers (Suriyanto & Khang, 2024).

2. Method

This research uses a descriptive content analysis method with a quantitative approach. This research focuses on content analysis, especially regarding the form of violent broadcasts using a quantitative approach involving frequency. To test the research data, a researched and precise test tool is used (Surianto & Khang, 2024).

The data collection technique in this study uses recording or watching videos of the *Main Hakim Sendiri* program on NET. The data used in this study are primary data. Primary data is data in the form of speech, actions, and spoken words that contain elements of violence in the *Main Hakim Sendiri* program on NET for the Ramadhan episode in 2024 (March 13, 2024 to March 22, 2024). Then the research made observations to adjust to the research category, then recording was carried out for speech or acts of violence in the *Main Hakim Sendiri* program on NET. After that, the data was collected on a coding sheet based on the categories that had been written and made.

The data analysis technique used in this study uses a frequency table that has previously been made based on existing categories of violence, then percented with the total amount of data in accordance with the objectives and problem formulation. To determine accuracy and reliability. To simplify the calculation of the frequency table, the formula used is:

$$CR = \frac{2M}{N1+N2}$$

Caption :

CR : Coefisien Reliabilitas

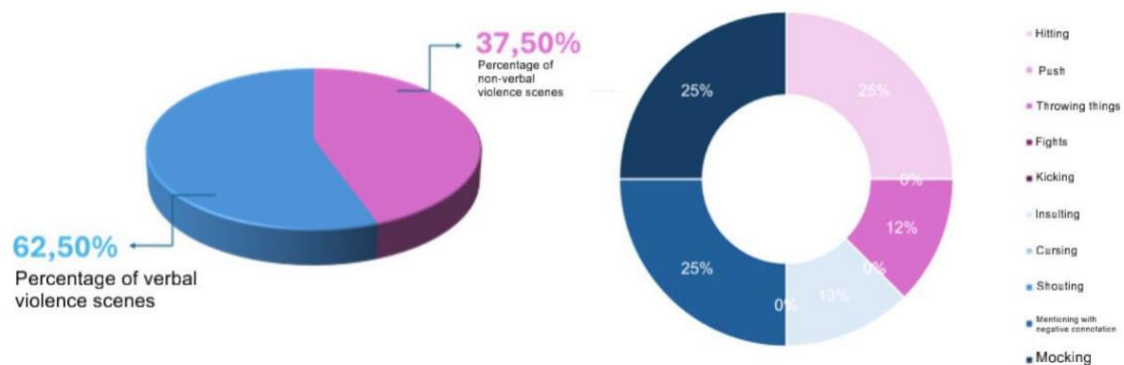
M : Number of statements that two coders agree on

N1+N2 : The number of coded statements by the two coders.

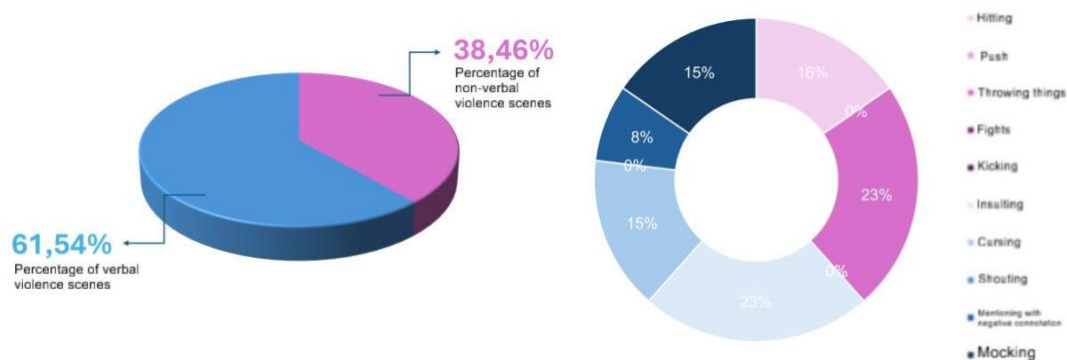
3. Result and Discussion

The study found the following results. In this study, the main focus was to explore how the violent elements played a role in shaping viewers' perceptions of the show. The study found violations of the Broadcasting Code of Conduct and Broadcasting Program Standards.

A) Analysis on Main Hakim Sendiri, Episode March 13, 2024

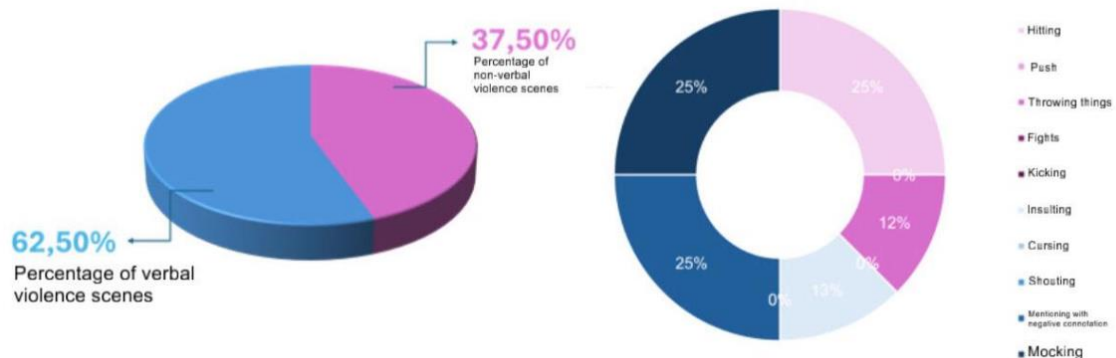


Based on the results of the analysis conducted on March 13, 2024, it can be seen that scenes of verbal violence dominate with a percentage of 62.50%. While scenes of non-verbal violence amounted to 37.50% of the total scenes of violence that occurred during that date. The results of the analysis were then translated into more detail. Non-verbal violence scenes were carried out by Hitting (25%) and Throwing Items (12%). Meanwhile, verbal violence scenes were mostly carried out by Teasing and Calling with Negative Connotations (25%), and cursing (13%).

B) Analysis on Main Hakim Sendiri, Episode March 14, 2024

Based on the results of the analysis conducted on March 14, 2024, it can be seen that the proportion is still the same as the previous date where verbal violence scenes dominate with a percentage of 61.54%. Meanwhile, non-verbal violence scenes amounted to 38.46% of the total scenes of violence that occurred during that date.

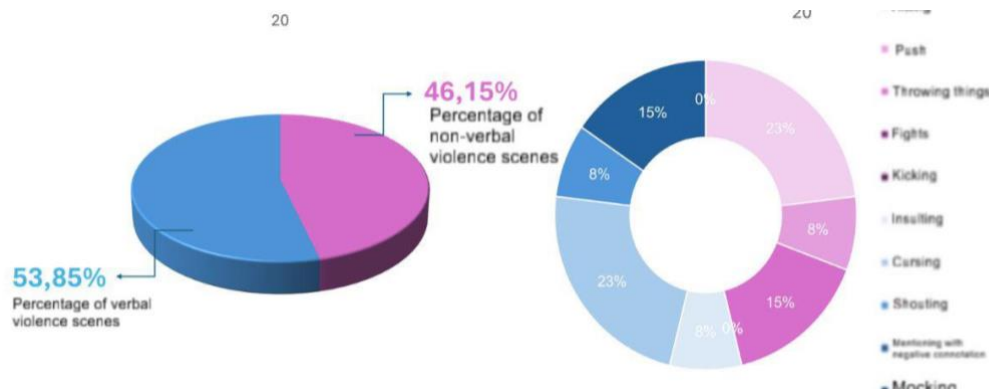
The results of the analysis were then translated into more detail. Non-verbal violence scenes were carried out by hitting (16%) and throwing items (23%). Meanwhile, verbal violence scenes were dominantly carried out by Cursing with a percentage of 28%. In addition, yelling and mocking are also widely practiced with the same percentage for each scene at 15%.

C) Analysis on Main Hakim Sendiri, Episode March 15, 2024

Based on the results of the analysis conducted on March 15, 2024, it can be seen that the proportion is still the same as the previous two dates where verbal violence scenes dominate with a percentage of 62.50%. Meanwhile, scenes of non-verbal violence amounted to 37.50% of the total scenes of violence that occurred during that date.

The results of the analysis are then translated into more detail. Non-verbal violence scenes are dominated by throwing things. The scene has a percentage value of up to 25%. Meanwhile, scenes of verbal violence are massively and dominantly carried out by cursing. This scene has the highest percentage among all scenes, which is 38%.

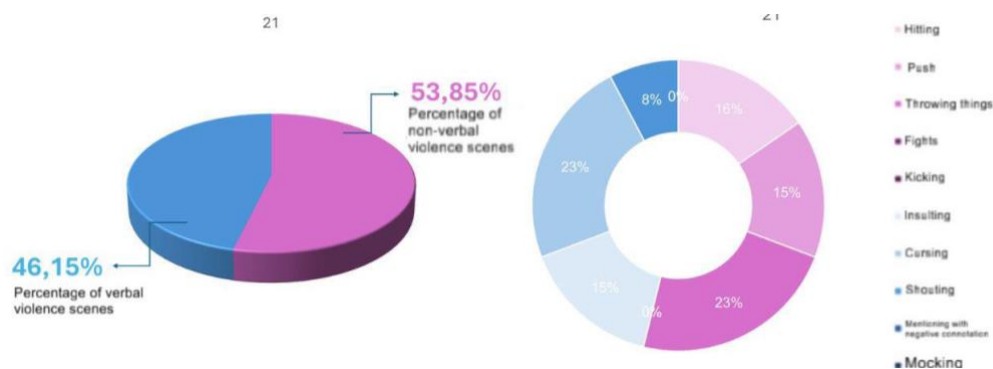
D) Analysis on Main Hakim Sendiri, Episode March 20, 2024



Based on the results of the analysis conducted on March 20, 2024, it can be seen that the proportion is still the same as the previous three dates where verbal violence scenes dominate with a percentage of 53.85%. Meanwhile, non-verbal violence scenes amounted to 46.15% of the total scenes of violence that occurred during that date.

The results of the analysis are then translated into more detail. Both verbal and non-verbal violence scenes are dominated by scenes with the same percentage value of 23%. For non-verbal scenes, many are done by hitting, while for verbal scenes, many are done by cursing.

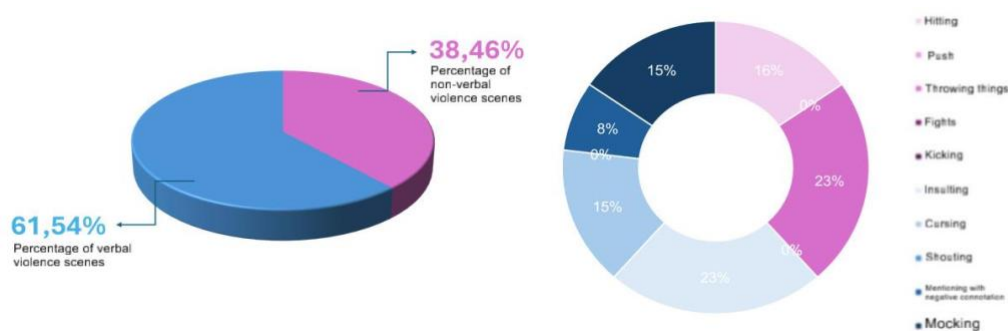
E) Analysis on Main Hakim Sendiri, Episode March 21, 2024



Based on the results of the analysis conducted on March 21, 2024, it can be seen that the proportion this time is different from the previous dates where non-verbal violence scenes dominate with a percentage of 53.85%. Meanwhile, scenes of verbal violence amounted to 46.15% of the total scenes of violence that occurred during that date.

The results of the analysis are then broken down into more detail. Both verbal and non-verbal violence scenes are dominated by scenes with the same percentage value of 23%. For non-verbal scenes, many are done by hitting, while for verbal scenes, many are done by cursing. So it can be interpreted that on this date the proportion of detailed scenes of violence committed is still the same as the previous date.

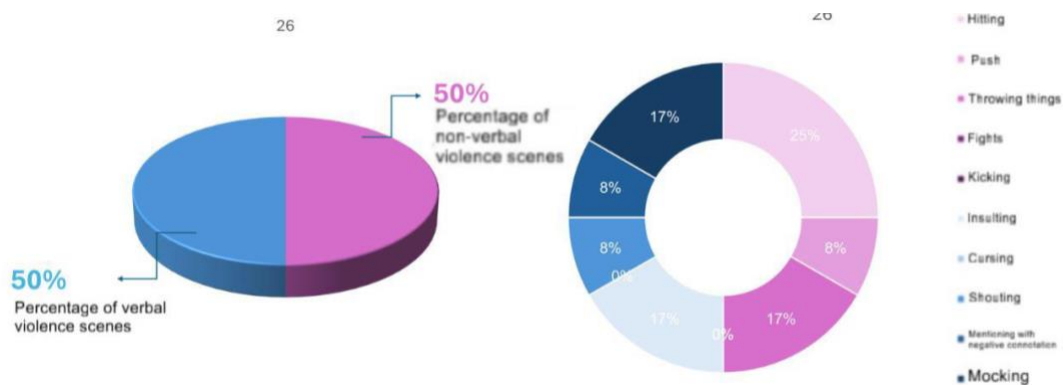
F) Analysis on Main Hakim Sendiri, Episode March 23, 2024



Based on the results of the analysis conducted on March 23, 2024, it can be seen that the proportion this time is again different from the previous date where the percentage of non-verbal violence scenes dominates as much as 61.54%. Meanwhile, scenes of verbal violence amounted to 38.46% of the total scenes of violence that occurred during that date.

The results of the analysis are then translated back into more detail. Many non-verbal scenes are carried out by hitting with the same percentage portion as the previous date, which is 23%. As for the verbal scenes this time, the percentage is evenly distributed across three scenes, namely Cursing, Yelling, and Calling with Negative Connotations.

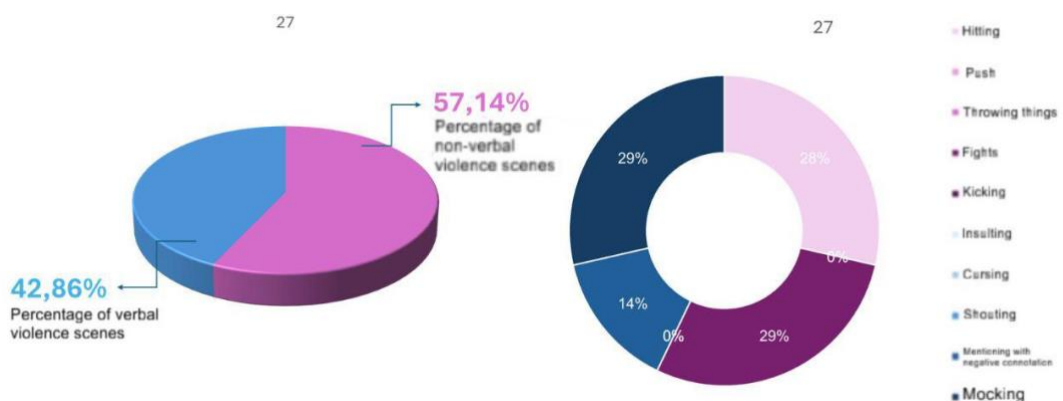
G) Analysis on Main Hakim Sendiri, Episode March 26, 2024



Based on the results of the analysis conducted on March 26, 2024, it can be seen that the proportion this time is again different from the previous date where both now have a balanced proportion. Both verbal and non-verbal violence scenes have a percentage of 50%.

The results of the analysis are then broken down into more detail. Non-verbal scenes are mostly done by hitting with a slightly larger percentage portion than the previous date, which is at 25%. As for the verbal scenes this time, the percentage is evenly distributed across four scenes, namely Cursing and Teasing with a percentage of 17% each. Next are Yelling and Calling with Negative Connotations with a percentage of 8% each.

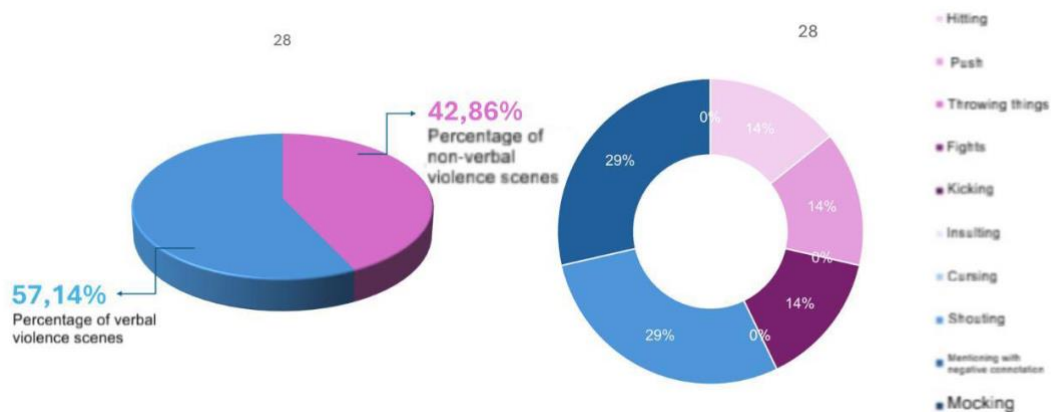
H) Analysis on Main Hakim Sendiri, Episode March 27, 2024



Based on the results of the analysis conducted on March 27, 2024, it can be seen that the proportion this time is different from the previous date where non-verbal violence scenes dominate again with a percentage of 57.14%. Meanwhile, scenes of verbal violence amounted to 42.86% of the total scenes of violence that occurred during that date.

The results of the analysis are then translated into more detail. Both verbal and non-verbal violence scenes are dominated by scenes with the same percentage value of 29%. For non-verbal scenes, many are done with fights, while for verbal scenes, many are done with teasing.

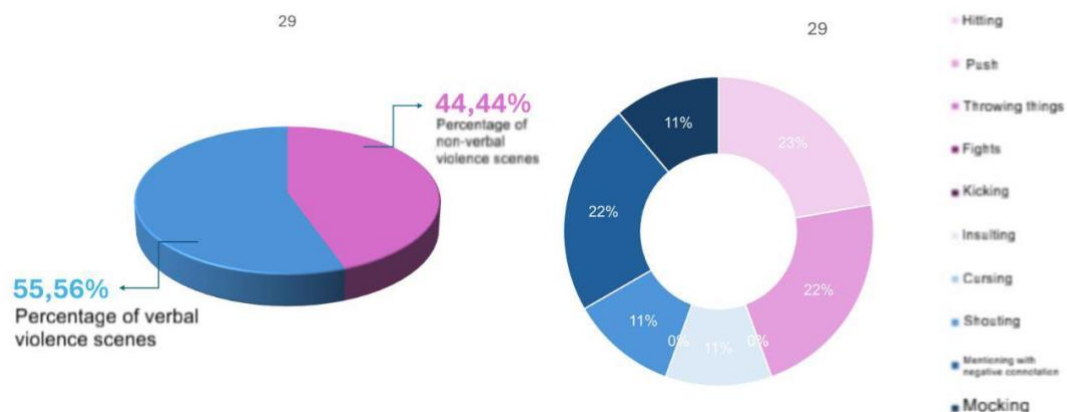
I) Analysis on Main Hakim Sendiri, Episode March 28, 2024



Based on the results of the analysis conducted on March 28, 2024, it can be seen that the proportion this time is again different from the previous date where verbal violence scenes dominate again with a percentage of 57.14%. Meanwhile, non-verbal violence scenes amounted to 42.86% of all violent scenes that occurred during that date.

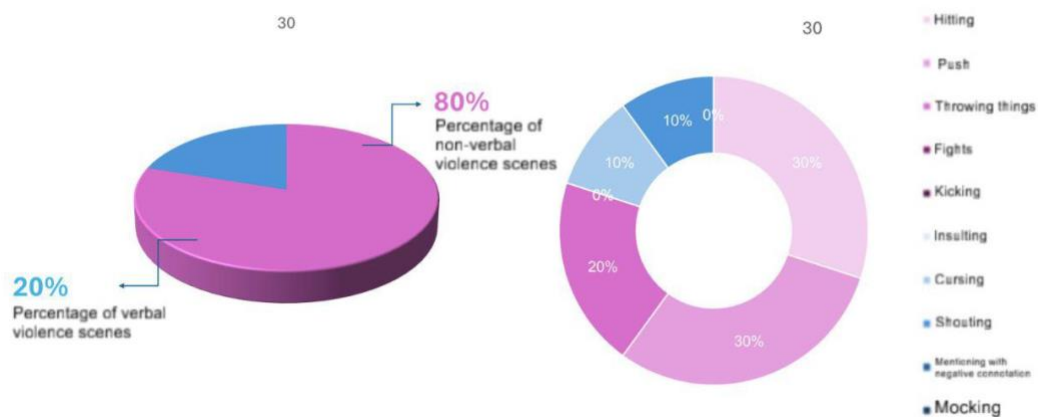
The results of the analysis are then translated into more detail. Both verbal and non-verbal scenes of violence are dominated by scenes with the same percentage value of 14% for non-verbal scenes, and 29% for verbal scenes. For non-verbal scenes, many are done with Hitting, Pushing, and Fighting, while for verbal scenes, many are done with Yelling and Calling with Negative Connotations.

J) Analysis on Main Hakim Sendiri, Episode March 29, 2024



Based on the results of the analysis conducted on March 29, 2024, it can be seen that the proportion this time is the same as the previous date where verbal violence scenes still dominate with a percentage of 55.56%. Meanwhile, non-verbal violence scenes amounted to 44.44% of the total scenes of violence that occurred during that date.

The results of the analysis are then translated into more detail. Many scenes of non-verbal violence were carried out by hitting (23%) and pushing with a percentage different from the hitting scene, which was 22%. Meanwhile, many verbal violence scenes were carried out by Calling with Negative Connotations with the highest percentage of 22%.

K) Analysis on Main Hakim Sendiri, Episode March 30, 2024

Based on the results of the analysis conducted on March 30, 2024, it can be seen that the proportion this time is again different from the previous two dates where non-verbal violence scenes dominate again with a fairly high percentage compared to the previous dates, namely as much as 80%. Meanwhile, scenes of verbal violence amounted to 20% of the total scenes of violence that occurred during that date.

The results of the analysis are then translated into more detail. Non-verbal scenes are dominated by Hitting and Pushing with the percentage of each scene being 30%. While verbal scenes are mostly done by Cursing and Yelling with the percentage portion of each scene is 10%.

Based on the results of the research conducted, it was found that verbal violence is more dominant than non-verbal violence, with the percentage reaching 52% for verbal violence and 47% for non-verbal violence.

This indicates that although Ramadan is often associated with the values of modesty, peace, and self-control, this program actually accentuates the element of violence in the form of intense verbal violence (Ginting & Pohan, 2018). The dominance of verbal violence can be seen through the use of harsh words, blasphemy, and dialog that contains threats or psychological pressure on participants.

This finding is interesting considering that Ramadan, which is supposed to be a time for introspection and self-reflection, is often considered a time of serenity and spirituality. However, Main Hakim Sendiri presents a different picture, where verbal violence is used as one of the elements of entertainment. The dominance of verbal violence also opens a discussion on the extent to which television media, especially those broadcast during a sacred time such as Ramadan, contribute to the formation of social values. Shows that emphasize violence, even in the context of entertainment, can influence people's perceptions of communication and social interaction, especially in creating norms that are more permissive towards violence, either directly or indirectly.

3.1 Verbal Violence

Based on the analysis of the Main Hakim Sendiri program aired on NET during Ramadhan 2024, the most common form of verbal violence was cursing. This incident was recorded 14 times throughout the program, indicating that the use of harsh words was an important element in building tension between the participants. After cursing, references with negative connotations came in second place with 13 incidents, followed by mockery 12 times and insults 11 times. This form of verbal violence, which involves language full of emotion and aggression, serves to create confrontation or conflict between participants, which is often central to the plot of the show (Muzakki, 2021). Given these instances, it is clear that the use of abusive and hateful language appears more frequently as a way to stimulate reactions or tensions that animate the show. For example, the negative connotation of mocking by demeaning the other person with the word stupid.

The verbal violence that dominates in this program indicates a tendency to use aggressive language as a tool to build conflict between participants. On many occasions, participants in the show cursed, mocked, or insulted each other, as if this behavior was an integral part of the program's dynamics (Amelia Wati & Nur Wijayani, 2024). This serves to create an atmosphere of drama and tension, although it does not necessarily relate to the themes of Ramadan, such as peace, respect and

civility. By relying on derogatory language, the program seeks to attract viewers' attention and create sensation through verbal conflict, which should be avoided or minimized, especially in this blessed and forgiving month. This cursing, mocking and insulting not only damaged the relationships between the participants, but also sent a less than positive message to viewers about how to communicate in a healthy society.

This phenomenon shows a pattern of social interaction that normalizes degrading and insulting verbal behavior in society. With the increasing frequency of such shows being broadcast on television, there is the potential for viewers to perceive verbal violence as normal or even commonplace in everyday life, especially in the context of interactions between individuals. When programs like "Main Hakim Sendiri" use verbal violence as a tool to attract viewers, the message conveyed is that verbal aggression is a legitimate way to resolve conflict or clarify differences of opinion (Aini, 2018). This pattern further reinforces the idea that hate speech, insults, and other verbal violence are acceptable in social life, which certainly has an impact on individual behavior off-screen. Sometimes, people do not realize that the behaviors they watch can affect the way they interact in real life, both in personal relationships and in the wider environment.

3.2 Non-Verbal Violence

Non-verbal violence occurred most frequently in the form of hitting 24 times, followed by throwing things 17 times, pushing 10 times, and fighting 3 times. Interestingly, the category of kicking violence was not found during the analysis period, indicating a selective pattern in the type of violence shown. These scenes not only create visual sensations but also communicate physical dominance as a means of conflict resolution (Atmoko et al., 2019).

3.3 Patterns and Trends in Violence

The peak incidence of violence in the program "Main Hakim Sendiri" occurred on 14 March 2024, with a total of 14 incidents in one episode, indicating a very high intensity of verbal and non-verbal violence on that day. In contrast, the fewest incidents were recorded on March 28, 2024, with only 6 incidents, indicating fluctuations in the use of violent elements during the broadcast. This variation reflects how violence, both verbal and non-verbal, was strategically utilized to maintain the show's appeal in certain episodes (Wahdiyati & Dwi Putra, 2022). For example, on March 14, 2024, categories of verbal violence such as insults were dominant, while in several other episodes, such as on March 20, 23, 26, and 30, 2024, non-verbal violence such as beatings appeared more frequently, providing a different dynamic in each episode.

3.4 Social Implications

The consistent presence of violence in these programs has the potential to have a negative impact, especially for adolescent and child audiences who are still in the character building stage. Constant exposure to violent behavior, both verbal and non-verbal, can alter their perception of social norms and appropriate ways to resolve conflicts (Yahya & AR, 2019). When violence is perceived as common or normal, tolerance for violence increases, and this can affect the way they interact in their daily lives. This impact is not only limited to social relationships, but can also extend to the academic environment, where aggressive or demeaning behaviors become more accepted, disrupting the learning process and building healthy relationships between individual.

Gerben dalam Rasyid (2013:31) mengatakan bahwa television is universally possessed, resulting in a homogenized perception of the world. in an identical manner. Gerbner refers to this phenomenon as the cultivation effect, positing that television might engender a homogenous culture. Cultivation analysis examines the comprehensive patterns that are cumulatively conveyed by television over extended durations of exposure, rather than focusing on specific content or effects.

The long-term impact could be a change in the mindset and behavior of students. They may become more tolerant of violence or even see violence as normal in solving problems. In addition, even if they realize that the scenes are part of entertainment, the effects of exposure to violence may increase the tendency to respond to conflicts in a more aggressive or impulsive manner. This can also affect the way they interact with others, both in social and academic settings. In the long run, students exposed to this kind of violence may be more likely to perceive violence as a means to an end or to get attention, which can damage interpersonal relationships and create social tension.

3.5 Program Evaluation

The results of this study show that the program “Main Hakim Sendiri” violates the Indonesian Broadcasting Commission's 2012 Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS), particularly Article 24 Paragraphs (1) and (2) which regulate the prohibition of disseminating content containing violence or humiliation. The dominant verbal violence in this show has the potential to harm the public, especially vulnerable groups such as children and adolescents, who are the main audience of television programs. An in-depth evaluation of the program's content is needed to ensure that the broadcast does not have a negative impact on the character building and social norms of the audience. This research makes an important contribution to the content analysis literature of television media and offers recommendations for regulators and program producers to pay attention to the social impact of their shows.

The Indonesian Broadcasting Commission's policy to reduce violence on television has become part of the government and related institutions' efforts to create broadcasts that are more educative and support the formation of better public character (Muzakki, 2021). Some of the Indonesian Broadcasting Commission's policies related to reducing violence in television shows include limiting airtime for programs with aggressive content, strengthening sanctions against broadcast violations, and increasing monitoring of programs that have the potential to show violence. A study by Wahdiyati and Dwi Putra (2022) shows that despite the Indonesian Broadcasting Commission's regulations, there are still a number of programs that continue to show violence, both explicitly and implicitly, under the pretext of dramaturgical needs and commercial appeal.

In the context of *Main Hakim Sendiri*, this show explicitly displays dominant elements of verbal and non-verbal violence, such as cursing, insulting, mocking, as well as physical actions such as hitting and throwing things. A study by Ginting & Pohan (2018) highlights that programs with high levels of violence can contribute to increasing society's tolerance for aggressive behavior, whether in the family, school, or public sphere. This is reinforced by the research of Atmoko et al. (2019), which found that exposure to violence on television media has a correlation with increased aggressive behavior in children and adolescents.

The evaluation of *Main Hakim Sendiri* can also be linked to communication and media theories, such as Gerbner's Cultivation Theory, which states that the more often a person is exposed to violent content on television, the more likely they are to internalize this behavior as something normal in social life. Yahya & AR's (2019) study of the “*Pesbukers*” program on ANTV also shows a similar impact, where shows that repeatedly show verbal violence and mockery can form a permissive communication pattern towards insults and hate speech in society.

Considering these impacts, the Indonesian Broadcasting Commission's regulations should be stricter in imposing sanctions on programs that violate P3SPS. A study by Amelia Wati & Nur Wijayani (2024) mentioned that the effectiveness of the Indonesian Broadcasting Commission's policy still has challenges in implementation, especially in the face of commercial interests of the television industry. Therefore, there needs to be a synergy between the Indonesian Broadcasting Commission, the media industry, and the public to enforce regulations more effectively.

4. Conclusion

The study revealed that the *Main Hakim Sendiri* program broadcast during Ramadhan 2024 on NET exhibited a higher incidence of verbal violence (52%) compared to non-verbal violence (47%). Verbal aggression, including cursing, mocking, and insults, were the primary mechanism for generating drama, whilst non-verbal aggression, such as physical assault and object tossing, served to intensify conflict among players. This stands in opposition to the principles of Ramadan, which underscore tranquility and decorum, prompting apprehensions regarding the program's influence on its audience.

Ongoing exposure to violence in this program may normalize violent conduct, particularly among children and adolescents who are in the formative stages of character development. Gerbner's cultivation theory posits that television can foster a culture of permissiveness regarding violence, both as a dispute resolution method and as a means to garner attention. Consequently, greater

violence-permissive societal norms may be developed, influencing social interactions and community relations broadly.

5. Acknowledgement

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