The Effect of Accessing Intensity The Brandonkent Everything Youtube Gaming Channel on Subscriber Aggressive Behavior

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ABSTRACT

Along with the development of information and communication technology in the era of the industrial revolution 4.0, the need for consuming social media for someone will increase. Youtube is a video provider application. Users can search for information, entertainment, and viewing. Youtube trends began to mushroom in Indonesia, and many channels emerged and became famous. One of the most well-known YouTubers is Brandon Kent Everything. This study aims to analyze the effect of the Intensity of accessing YouTube on aggressive behavior. Subscribers of BrandonKent Everything's YouTube gaming channel, with a total sample of 400 respondents, are the population in this study. This research applied the accidental sampling technique. Primary data were collected using a questionnaire tested for validity and reliability. The analysis utilized simple linear regression. The validity test employed confirmatory factor analysis (CFA), and the reliability test deployed Cronbach's Alpha formula using SPSS version 21 for Windows. The t-test obtained a t-count value of 20.020, a regression coefficient (b) of 0.908, and a probability (p) of 0.000. A probability (p) $\leq$ 0.05 implies that accessing Intensity positively and significantly affected aggressive behavior. An R^2 (R Square) of 0.502 or 50.2% indicates that the accessing intensity variable affected the aggressive behavior variable by 50.2 %. The remaining 49.8% was influenced by other variables not examined in this study, such as the surrounding environment, frustration, unpleasant events, awakening, signals of aggression, and group influence. One of the factors why the Intensity of accessing BrandonKent Everything's Youtube Gaming Channel impacts aggressive behavior towards subscribers is that Brandonkent often performs acts of verbal violence such as shouting and saying rudely in its content and cursing. It is what subscribers are watching and likely to be imitated by the audience, especially in this study dominated by students aged 12-16 years, where at this age, children will actualize themselves to be recognized by their peers.

INTRODUCTION

With the advancement of information and communication technology in the 4.0 industrial revolution, the need for social media consumption has grown. It is backed up by a readily accessible and reasonably priced internet network that everyone may use. According to the, We Are Social One report, Indonesia had 175.4 million internet users in 2020. Compared to the previous year, this figure climbed by 25 million, or almost 17% (Haryanto, 2020). Consumption of media has a cumulative effect on an individual's mindset and behavior. Junaidi (2018) asserted that mass media, particularly

television, significantly impacts the audience's opinions and behavior (behavior effect). Research has revealed that heavy viewers of television acquire irrational perceptions about the world as a dangerous and frightening place. Moreover, the violence they observe on television has fostered a sense of societal terror, leading them to believe that their surroundings are dangerous and that no one can be trusted.

The many options available on social media might lead to addiction. YouTube is one of the most popular social media platforms in Indonesia. Following Hootsuite's (We Are Social) research, 88% of Indonesia's population uses YouTube, followed by WhatsApp, Facebook, and Instagram(Mayangsari & Salim, 2021). YouTube is a video provider application where users may find information, entertainment, and content to watch. On the other hand, YouTube users may post, view, and share videos of their work. YouTube trends have spread in Indonesia, and several channels have grown in popularity. BrandontKent Everything is a well-known YouTube channel. Since its inception on October 30, 2017, this Mobile Legends gaming channel has amassed 4.22 million subscribers. It has defeated fellow YouTube gaming channels Donkey BAR BAR and Marsha Ozawa in the Mobile Legends-Bang Bang game with this amount of subscribers.

Brandon Kentjana, known as Kent, is a Palembang-based YouTuber. His channel has expanded fast in terms of subscribers and views. Brandon Kentjana, who is becoming more popular, should be allowed to oversee the usage of phrases. *"Damn, this baldy and donkey are asking to be slapped! The ax gang trolls have no brain!"* has surpassed two million views. Kent mentioned the word 'dog' five times in the first two minutes of the video, 'stupid' and 'bastard' once, 'shit' twice, and 'I could fuck this Angela' once.

Kent's content involves harsh verbal behavior. Aggressive behavior is a kind of deviation from the norm. This kind of deviance might be verbal or violent. According to Baron and Bryne (2005), aggressive behavior is conscious torment to damage others, lousy behavior in persons with the primary goal of assaulting and injuring others both physically (nonverbally) and vocally (verbally). Various factors may trigger it, including the environment, associations, and media consumption. Mahmudah (2010) stated that provocation, circumstances, aggressive signals, the presence of other individuals, individual features, deindividualization, and illicit narcotics all contribute to this aggressive behavior.

Internal variables contribute to aggressive behavior (from within). Internal causes influencing aggressive behavior cover frustration, cognitive problems, and emotional disorders; external variables include family or peer influences, school, and environmental factors (Chaplin, 2009). One's surroundings, loaded with devices, such as those used to access YouTube, significantly affect the desire to behave violently. If the person's peers and surroundings watch the BrandonKent channel, it is inevitable for that person not to watch as well.

It might be concerning since Indonesia has 63 million internet users. According to the Ministry of Communication and Information statistics, 95% of this population uses the internet to access social media. In other words, those who often use social media may participate in potentially aggressive behavior (Kominfo, 2013). Ramadhani (2020) found that the higher the motive for playing online games, the more aggressive behavior. On the other hand, the lower the aggressiveness of playing online games, the lower the aggressiveness. The report from Official Inews about a nephew murdering his uncle associated with the Mobile Legends game piqued researchers' curiosity in establishing a link between Kent's YouTube gaming channel and his fans' aggressive behavior. Thus, this research aims to determine the effect of watching BrandonKent Everything's YouTube gaming channel on the aggressive behavior of subscribers.

THEORETICAL REVIEW
A. Accessing Intensity

Intensity is defined as a condition or a measurement of a level. The level, in this case, deals with accessing the internet. The Intensity of an individual's internet usage may be determined by the frequency with which the internet is used and the duration of each session (Novianti, 2011). Intensity refers to how often people engage in specific activities depending on their pleasure (Yuniar & Nurwidawati, 2013).

The Big Indonesian Dictionary (KBBI) defines Intensity as the degree of measurement of something's strength. Moreover, intense denotes great or extremely strong (in terms of power or impact), high, passionate, flaming, blazing (in terms of emotions), and highly emotional (about people). In other words, it can be interpreted as seriously and persistently pursuing optimal results.

Accessing Intensity is connected to exposure, more precisely, the audience's condition being exposed to messages transmitted by the mass media (Effendi, 1998), implying that accessing Intensity is intimately tied to media usage. Media exposure refers to the circumstance in which a person is exposed to media material or how media information reaches an audience (Barr & Linebarger, 2010). YouTube is a kind of media, a video-sharing medium, with vast viewership.

More precisely, Ajzen (1991) proposed four dimensions of social media use intensity as follows:

1. Attention to accessing YouTube

   As a sort of interest, attention may be found on YouTube. It is easy to notice when someone wants to learn something new or watch a show. Because of this urge, a person will continue to watch YouTube videos. It will take time and effort to access YouTube following users' interests. Compared to other activities, this one will

need a higher level of effort.

2. Appreciation for accessing YouTube
   Appreciation is a method of comprehending and assimilating knowledge. This appreciation is a person's manner of comprehending, appreciating, and storing knowledge or spectacle displays.

3. Duration in accessing YouTube
   Duration is the period between actions performed when browsing YouTube. When someone utilizes YouTube's social network, they often lose track of time. The time spent on YouTube may be measured in minutes or days. The terms "high" and "low" duration are used interchangeably. A high duration is more than four hours per day, while a low duration is one to four hours (Juditha, 2011).

4. Frequency of accessing YouTube
   The frequency with which a user accesses YouTube is measured. Someone who already enjoys using YouTube is often unaware that it is being done daily. Each individual's amount of frequency varies according to their interests and demands. If repeated more than four times daily, it falls into the high-frequency group; if repeated only one to four times daily, it belongs to the low-frequency category (Juditha, 2011).

B. Media Exposure

Kriyantono (2006) defined media exposure as listening to, seeing, and reading mass media and experiencing and paying attention to individual or collective messages. Ardianto (2014) described exposure as how an audience is exposed to messages transmitted by media. Similarly, media exposure may be outlined as the process by which a person is exposed to media material or how media information reaches an audience (Barr & Linebarger, 2010).

Because online media has an influencing role, media exposure affects a person's character or behavior (Mastro, 2009). The influencing purpose of the media is to provide knowledge and entertainment that may influence future human behavior, which is why the internet is effective. The tendency to say '*ashiap*,' which means 'OK,' is an example of how online media influence a person's behavior. Atta Halilintar, a YouTuber, popularized this term. Many researchers in their daily life encounter this phenomenon.

However, media exposure may have a detrimental influence if utilized for information and entertainment purposes. In this scenario, the researchers offer Kent as an example. The videos on his YouTube channel, BrandonKent Everything, contain several curse words and harsh language inappropriate for imitation. Nonetheless, both consciously and subconsciously, many people emulate his behavior.

Marshall McLuhan reinforced that the pattern of human life, especially in social interaction, is determined by the development and type of technology consumed by the community itself. McLuhan argued that media is the main factor influencing other things (Febriana, 2018). "We shape our tools, and they, in turn, shape us," which means we form the tools we need and are now the tools that shape us. At first, humans created technology to help facilitate their work and communication. However, sooner or later, it is technology that influences human behavior.

In addition, Bandura (1973) confirmed that aggressive behavior is not an inborn feature but is taught through the modeling process, as seen by the phenomena of replicating Kent's foul language and short phrases (Susantyo, 2011). It is akin to Bandura's Bobo Doll experiment. This research implies that adults emulate children's aggressive behavior because they see it in the film.

C. Aggressive Behavior

Bandura (1997) posited that aggressive behavior is not an underlying trait but a taught habit based on family, classmates, and media encounters. In everyday life, aggressive behavior is often observed, such as cursing, swearing, robbery, murder and rioting, and criminal crimes Juditha, C. (2011).

Aggressive behavior is a form of negative behavior that often results in negative impacts. It can be physical or verbal and occurs in other people or objects being the target. It is reinforced by Turner & Helms (M. Nisfiannoor, 2005), stating that aggressive behavior can be physical or verbal. Physical behavior is depicted by fighting, attacking, and hitting. Meanwhile, issuing words such as insulting, shouting, mocking, and denying is verbal.

According to the Complete Dictionary of Psychology (M. Nisfiannoor, 2005), aggressiveness is a habitual tendency to display hostility and assertive self-recognition, self-aggrandizement, prosecution, or self-coercion form of social domination, and social power carried out to the extreme. Meanwhile, Saad (n.d) defined aggression as harming another person or thing as self-defense or as a reaction to dissatisfaction.

1. Verbal Violence
   Susilowati (2008) described verbal violence as "psychological violence," a sort of violence committed through words that erodes one's self-esteem and instills a feeling of powerlessness in the victim. Verbal aggression may take many forms (Syahida & Christiana, 2020):
   • Yelling - Shout out loud

- Cursing - Saying vile and inappropriate words to express anger or irritation
- Giving negative nicknames or labeling - Nicknaming with negative connotations
- Diminishing meaning - Taking it lightly and unimportantly
- Underestimating abilities - Despising abilities

2. Non-Verbal Violence

Non-verbal violence can also be called physical violence. Physical violence is an intentional act that causes injury or pain in the body (Salmiah, 2019). Hendrarti and Purwoko (2008) mentioned that non-verbal or physical violence could be in the form of:

- Hitting - Knocking using something hard or heavy with force
- Kicking - Hitting with the feet
- Punching - Hitting with a clenched fist
- Destroying - Causing something to be imperfect

D. Factors Affecting Aggressive Behavior

Aggressive people might be impacted by external and internal influences, such as the unpleasantness of the surrounding environment (Rahayu, 2008). Frustration is also a factor that might lead to aggressive behavior. Frustration comes in when a person fails to meet an objective. In other words, dissatisfaction over not being able to fulfill a goal might lead to aggressive behavior (M. Nisfiannoor, 2005).

The causes of aggressive behavior in humans (Sarwono and Meinarno, 2012) cover:

1. Social

Humans tend to retaliate with aggression to the same degree or higher. Belittling and condescending are forms of expression of arrogance.

2. Personal

Personality traits might influence behavioral patterns. Type A is competitive and tends toward hostile aggression with the same surge. In contrast, Type B is identical to patience and cooperation and rarely has a sense of competition. It has a predisposition toward instrumental violence.

3. Culture

The values and norms adopted by the surrounding community underlie the attitude and behavior that affect the aggressiveness of a group.

4. Situational

The onset of aggressive behavior may be traced back to an unpleasant experience. An example of a person's emotions being irritated is when the weather is hot outdoors.

5. Resource

Humans are always looking for solutions to meet their needs. However, abundant natural resources do not always fulfill human necessities.

6. Mass media

Seeing instances of violence in the real world or in the media motivates people to engage in acts of violence themselves.

Aggression, according to this research, may be altered by media influence. Watching a violent television show makes our behavior more aggressive. Exposure to media violence might raise one's proclivity for aggressive and violent behavior in long- and short-term circumstances (Myers, 2012).

According to some of the earlier elements contributing to aggressive behavior, the mass media contributes to aggressive behavior. It is backed up by prior studies depicting a relationship between the use of technology in the form of mass media and the ability of technology to impact aggressive behavior. For instance, excessive smartphone usage to the point of addiction might result in aggressive behavior in teens (Hasanah et al., 2020). Additionally, a study entitled "The Influence of the Intensity of Viewing Violent Programs on Adolescents' Aggressive Behavior (Anggreani, 2017) concluded that the Intensity of watching violent shows had a beneficial effect on aggressive behavior.

The impersonation of the model and the repetition of actions are to blame for this aggressive behavior. Learned aggression occurs when a person's behavior is imitated. Observation and modeling are the first steps in this learning experience (Suciati, 2015).

There is a correlation between people's frequency of violent or aggressive behavior when using the internet (Buss & Perry, 1992). The researchers believe that personal and environmental variables are the most common influences on aggressive behavior. Personal elements include the intrinsic character of individuals, which impacts their behavior to various events. On the other hand, situational factors comprise aspects that occur in the environment and influence individual responses to events.

E. Hypothesis

Ho: There is no influence of accessing BrandonKent Everything's YouTube gaming channel on the aggressive behavior of subscribers.

Ha: There is an influence of accessing BrandonKent Everything's YouTube gaming channel on the aggressive behavior of subscribers.

CONCEPTUAL AND OPERATIONAL DEFINITIONS

A. Conceptual Definition

A conceptual definition describes the dimensions that contribute to the variable's meaning conceptually, depending on other constructions that theoretically contribute to the variable's meaning (Juliansyah, 2011).

1. Accessing Intensity

Intensity is how often individuals carry out certain activities based on pleasure in these activities (Yuniar & Nurwidawati, 2013).

2. Aggressive Behavior

Aggressive behavior is a form of negative behavior that often results in negative impacts. Aggressive behavior can be physical or verbal and occurs in other people or objects being the target (M. Nisfiannoor, 2005).

B. Operational Definition

The operational definition of a variable comprises the variable's size. It should include a precise explanation of the variable and indicators/criteria/measurements used as guides for measuring or evaluating the variable (Juliansyah, 2011).

1. Accessing Intensity (X)

Media exposure refers to the circumstance in which a person is exposed to media material or how media information reaches an audience (Barr & Linebarger, 2010). The following are the indicators (Ajzen, 1991):

- Attention
- Appreciation
- Duration
- Frequency

2. Aggressive Behavior (Y)
- Verbal Violence

Verbal violence is an act of violence committed by words that undermine one's self-confidence and heighten the feeling of powerlessness (Susilowati, 2008), characterized by the following indicators (Syahida & Christiana, 2020):
- Screaming
- Cursing
- Giving a negative nickname or labeling
- Diminishing meaning
- Underestimating abilities

- Non-Verbal (Physical)

Physical violence is an act performed intentionally that causes injury or pain in the body (Salmiah, 2019; Hendrarti & Purwoko, 2008), with the following indicators:
- Hitting
- Kicking
- Punching
- Damaging

RESEARCH METHODS

A. Operational Definition

The technique that underpins this study is an explanatory quantitative approach that seeks to explain social processes by collecting and analyzing numerical data using statistical computations (Silalahi, 2017). Meanwhile, as Sugiyono (Sugiyono, 2017) defines, explanatory research explains the causal link between the factors that impact the hypothesis. This research aims to explain the link between the independent variable, namely the Intensity of accessing the YouTube gaming channel (X), and the dependent variable, namely the aggressive behavior of subscribers (Y).

B. Type and Sources of Data

    1. Primary Data

       Primary data refers to an item, an original document, raw material, or firsthand knowledge (Silalahi, 2017). Primary data in this study were collected directly from BrandonKent Everything YouTube channel subscribers using a questionnaire.

    2. Secondary Data

       Secondary data were gathered from other available sources before the study, such as articles, newspapers, books, websites, or previous research related to the BrandonKent Everything YouTube channel and aggressive behavior.

C. Population and Sample

    1. Population

       An organism, group of persons, community, organization, or item may be considered part of a population being counted (Silalahi, 2017). In this study, the population is the subscribers of the BrandonKent Everything YouTube channel, totaling more than 4,220,000.

    2. Sample

       Accordingly, it is just a tiny portion of what the population is made up of. Here, the population sample must represent the whole (Silalahi, 2017). Researchers utilized accidental sampling to estimate the number of samples needed. Anyone who encounters a researcher by coincidence may be considered for use in the study of accidental sampling (Sugiyono, 2017). This sampling method assumes that anyone who happens to meet a researcher is an acceptable data source. Participants who satisfy the study's requirements include:

       • Subscribing to the BrandonKent Everything YouTube channel

       • Actively following the content of the BrandonKent Everything channel, such as ringing the notification bell every time the channel uploads content.

       To determine the sample in distributing the questionnaire, the researchers employed the following Slovin's formula:

$$n=N/(1+\square Ne\square^2)$$

       Thus, the number of samples used as respondents in this study was 400, obtained from the BrandonKent Everything YouTube channel subscribers, who were still actively following.

D. Data Collection Techniques

    Researchers rely on data to answer questions, test hypotheses, and accomplish other research goals, making data gathering methods critical to their work (Silalahi, 2017). Using a Likert scale and a google form questionnaire, the researcher hoped to meet their goals.

    1. Questionnaire

       Researchers have put together questions and provided them to respondents, which are included in a questionnaire. The possible replies are often predetermined (Silalahi, 2017). According to the survey's questions, subscribing to the BrandonKent Everything YouTube channel has been linked to increased aggressive behavior. The researchers employed a closed-ended questionnaire in which respondents were only required to choose from a list of options.

    2. Likert Scale

       The Likert scale was intended to gauge how BrandonKent Everything's viewers engaged in aggressive behavior while viewing this YouTube channel. Positive and negative answers to a question were gauged using the Likert scale. Respondents in the questionnaire applied a rating scale of 1 to 4.

Table 1.1 Scoring Scale

Score	Answer Criteria	Initial
1	Strongly Disagree	SD
2	Disagree	D
3	Agree	A
4	Strongly Agree	SA

    3. Document Study

       Collecting document study data is like looking for data on variables in notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, and agendas (Arikunto, 1996). The documents used in this study were taken from books, journals, website news, and social media data, especially the BrandonKent Everything YouTube channel.

DATA ANALYSIS TECHNIQUES

A. Simple Regression Analysis

Analysis of the connection between a dependent variable and several independent variables is known as regression (Silalahi, 2017). Two variables are used: the dependent variable of aggressive behavior and the independent one of accessing Intensity. The following basic linear regression formula requires a simple regression analysis test to determine how much the independent variable may impact the dependent variable:

$Y = a + Bx$

Description:

Y = dependent variable

X = independent variable

a = constant

b = regression coefficient, the size of the dependent variable caused by the independent variable

Interpretation is a process that means interpreting various collections of types of research data that have been processed. Data interpretation can also be referred to as the process of data being analyzed and viewed from the side that can give meaning to the data, which allows the data to be drawn meaning from relevant and valuable conclusions. Steps in data interpretation:

(1) collect relevant data. Second, develop research findings or results. (2) This second step can be done by observing the data thoroughly. And the purpose of doing this step is to compare the deductions obtained

B. Validity and Reliability Testing

1. Validity Testing

   Validity testing indicates how well the conceptual and operational definitions complement one another and how well the derived indicators accurately reflect the variable regarding the operational variable.

   The validity testing was conducted on subscribers of the Donkey Bar Bar YouTube channel, given that it had similar features to the respondents being tested. The Donkey Bar Bar YouTube channel was the second most subscribed after BrandonKent Everything.

   This research employed confirmatory factor analysis (CFA), identifying the created factors in advance. It is accomplished using the Kaiser Meyer Olkin (KMO) test. Factor analysis could be performed if the KMO index is higher than or equal to 0.5. Validity testing was performed using SPSS (Yamin, 2014).

2. Reliability Testing

   Reliability testing is a procedure specified in the instrument to establish its precision, consistency, and accuracy. It is considered dependable if used repeatedly by the same researcher or others. It continues to provide the same outcomes. It is trustworthy if it has the same facts several times (Silalahi, 2017).

   Cronbach's Alpha was applied in this study with the assistance of SPSS to determine the reliability of confirmatory research. A score greater than 0.6 indicates that the research is dependable (Arikunto, 2010).

RESEARCH METHODS

A. Instrument Testing

Prior to undertaking data analysis, research tools were evaluated. This research instrument assessed the questionnaire's feasibility, validity, and reliability. Respondents' characteristics in the research instrument testing were similar to those of the study respondents, although from distinct groups. The study instrument was validated by delivering a questionnaire to 30 respondents who subscribed to, watched, liked, and commented on the Donkey Bar-Bar YouTube channel.

1. Validity Test Results

   The Kaiser Mayer Olkin (KMO) score was 0.897, calculated by the questionnaire to 30 Donkey Bar-Bar YouTube channel subscribers with specified features. Having a KMO score of more than 0.5, the questionnaire passed the CFA test.

   Meanwhile, each question item had 23 entries with an intensity, aggressive behavior column value greater than 0.5. The test data for each item was legitimate if passing the CFA validity test with a value greater than 0.5.

2. Reliability Test Results

   The reliability test using the Cronbach Alpha value for the ten-question items was 0.975, as determined by the accessing Intensity (X) variable. As a result, these research questions were credible since they exceeded 0.6. Concerning the reliability test findings for the aggressive behavior variable (Y), the 13 question items obtained a Cronbach Alpha value of 0.981.

B. Data Analysis and Presentation

The characteristics of the respondents were obtained from subscribers of the BrandonKent Everything YouTube channel, who completed a 400-respondent questionnaire. Gender, age, and employment were among these traits.

1. Characteristics of Respondents
- Gender

  This survey revealed that out of the 400 respondents, 341 (85.3%) were male, and 59 (14.7%) were female.
- Age

  The results of this study indicate that the highest proportion of respondents was between the ages of 12-16 years, with 164 respondents (41%), followed by 153 respondents (38.3%) between the ages of 17-25 years, 74 respondents (18.5%) between the ages of 26-35 years, and nine respondents (2.3%) between the ages of more than 35 years.
- Occupation

  Figure 3.3 demonstrates that the most responses in this characteristic are high school students with a total of 178 (44.5%), followed by university students totaling 125 (31.3%), private employment amounting to 60 (15%), and lastly, public servants totaling 37 (9.3%).

2. Descriptive Analysis

  The findings of descriptive statistics on all 400 examined data points obtained an average value (mean) of the X variable of 23.65, while the Y variable had a value of 32.02. The standard deviation of the X variable was 8.407, whereas the Y variable was 10.777. The following is the descriptive analysis illustrating how each question was assessed using the following variables: accessing Intensity and aggressive behavior.

3. Test Results of the Simple Linear Regression

  A basic linear regression test was conducted to determine the independent variable's influence on the dependent variable. The accessing Intensity (X) was the independent variable, whereas aggressive behavior (Y) was the dependent variable.
- R^2 Value

  The R^2 (R Square) value was utilized to determine how the independent variable's capacity impacts the dependent variable. The coefficient of determination (R square) value of 0.502 indicates that the accessing intensity variable had a 50.2% effect on the aggressive behavior variable, while the remaining 49.8% was impacted by factors excluded in the study model.
- F Test

  The F test was employed to determine if the independent factors had a cumulative effect on the dependent variable. The computation results revealed that the Sig. value was bigger than alpha or 00.000 < 0.05. Hence, the accessing intensity variable affected the aggressive behavior variable.
- T-Test

  The partial regression test obtained a t-count value of 20.020, a regression coefficient (b) of 0.908, and a probability (p) of 0.000. As the data processing findings acquired a probability value (p) of 0.05, the Intensity had a positive and substantial influence on aggressive behavior, and hence Ha was accepted. In other words, there was an influence between the Intensity of accessing the BrandonKent Everything YouTube gaming channel and the aggressive behavior of subscribers.
- Simple Linear Regression

  The following simple linear regression equation was applied to determine the accessing intensity (X) effect on the aggressive behavior (Y).

  $Y = a + bX$

  $Y = 10.544 + 0.908$

  An aggressive behavior variable (Y) had a constant value of 10.544 if the accessing intensity variable (X) did not rise. The X variable had a regression coefficient of 0.908, meaning that each extra value of the subscriber's aggressive behavior (Y) equals 0.908. It had a beneficial effect on the aggressiveness of subscribers who watched the BrandonKent Everything YouTube gaming channel. In a nutshell, the more often people watch the channel, the more aggressive they become. As shown from a T-test analysis of data from a simple linear regression study, the Intensity of accessing the BrandonKent Everything YouTube gaming channel affected the regression coefficient value of 0.908 with a significance value of 0.000.

DISCUSSION

This study discovered that the Intensity of accessing the BrandonKent Everything YouTube gaming channel on the aggressive behavior of subscribers was 50.2%. The coefficient of determination (R square) value of 0.502 demonstrates that the accessing intensity variable had a 50.2% effect on the aggressive behavior variable, while the remaining 49.8 % was impacted by other factors not analyzed.

The t-count obtained a value of 20.020, a regression coefficient (b) of 0.908, and a probability (p) of 0.000. Data processing findings with a probability value (p) of 0.05 show that Intensity had a positive and substantial influence on the aggressive behavior variable; Ha was accepted.

It demonstrates how media exposure to or viewing a spectacle might incite someone to act violently. Observing violence increases aggression; seeing instances of violence, either personally or via the media, drives people to perform acts of hostility (Sarlito, 2009).

The statistics gathered from the respondents' characteristics indicate that males outnumber women. There was a highly significant disparity in the number of male and female responders in this survey, with men outnumbering females. Anderson & Busman (2012) substantiated it by stating that there is a propensity for men and females to engage in specific activities. Men are more likely to engage in gross motor exercises and spontaneous acts. According to Syarief's (2013) study, males are generally more active than women. Additionally, they seek difficulties.

According to the respondents' ages, most were between the ages of 12 and 16, amounting to 164 respondents (41%), and in terms of occupations, the majority were students, totaling 178 respondents (44.5%). It is consistent with Candra's (2017) study since a youngster at this age has a high level of curiosity and is willing to try new things. Moreover, Ratnaningrum's (2016) study unveiled that youngsters between the ages of 12 and 14 begin to actualize themselves and have increased social requirements. One of the goals of self-actualization is to be noticed by their peers by replicating the aggressive behavior of the BrandonKent model in real-world situations.

The findings indicate that most youngsters aged 12-16 years were in their middle adolescent years. Sarwono and Meinarno (2006) asserted that teenagers engage in aggressive behavior to get what they want. Based on their experience, aggressive behavior tends to continue and be repeated. Adolescents are readily impacted by positive and negative aspects of their social environment.

Similarly, Terok, Tololiu, and Rompis (2018) mentioned that students are more readily swayed by their curiosity and want to try new things. Indeed, it is concerning since viewing acts of aggression on the internet might influence children's aggressive behavior (Terok et al., 2018).

Viewing content from the BrandonKent Everything channel, containing a high level of aggressive behavior, affected the aggressive behavior of school children, as the more frequently they watch the channel, the more aggressive they become and the more they imitate Kent's actions. Accordingly, it is feared that youngsters may develop aggressive behavior in their everyday lives (Surbakti, 2008).

The phenomenon of imitating swearing and harsh words from the BrandonKent channel is also reinforced by Bandura (1973) that aggressive behavior is not an inborn trait but learned from the environment through the modeling process (Susantyo, 2011). Individuals acquire knowledge about themselves and their surroundings through direct experience or indirect observation (i.e., modeling) of what they read, hear, and see in the media and other people.

Apart from accessing Intensity, other elements might impact persons' willingness to engage in violent action (Rahayu, 2008). Aggressive behavior may be impacted by external variables, most notably the unpleasant surrounding environment, and internal variables, specifically emotional maturity. Frustration is another factor that impacts aggressive behavior.

Additionally, Myers (2012) noted that the following variables impact aggressive behavior:

1. Unpleasant events - Displeasing experiences and environmental conditions might trigger aggressive behavior.
2. Awakening - Sources of physical arousals, such as exercise, can be transformed into emotions such as anger.
3. Aggression signal - Weapons provoke thoughts of hostility.
4. Group influence - A group can trigger a tendency to engage in aggressive behavior through social contagion.

From the explanations of the aggressive behavior factors above, the remaining 49.8% of the research results were influenced by other variables, such as the surrounding environment, frustration, unpleasant events, awakening, signals of aggression, and group influence.

CLOSING
A. Conclusion

This research aims to examine the relationship between the amount of time spent on the BrandonKent Everything YouTube gaming channel and the level of aggressiveness shown by its viewers. If the amount of time spent on the channel affects the aggressive behavior, it may be attributed to the Intensity of that time spent playing video games. A descriptive quantitative approach was employed to gather data. Of the 400 participants, 341 (85.3%) were men, and 59 (14.7%) were women, making this a primarily male study. Regarding age, 41% were between 12 and 16. Students made up the majority of respondents in this survey, accounting for 44.5%.

Based on the data analysis, the constant value was 10.544, and the significance level was 0.00 > 0.05, suggesting that it had no significant impact on aggressive behavior. Subscribers' aggressive behavior was influenced favorably by the severity of their access to the BrandonKent Everything channel. To put it another way, the more intently subscribers visit the BrandonKent Everything channel, the more aggressive their behavior becomes. As depicted from a T-test analysis of data from a simple linear regression study, accessing the BrandonKent Everything channel affected the regression coefficient value of 0.908, with a significance value of 0.000.

Subscribers' aggressive behavior was influenced by how often they visited the BrandonKent Everything channel. Subscribers would be more aggressive if they visited the channel more often. The partial regression analysis demonstrated it to be the case. According to these numbers, the regression coefficient (b) was 0.908, and the probability (p) was 0.000. Hence, the Intensity had a positive and substantial impact on aggressive behavior based on the findings of data processing where the probability value (p) was less than or equal to 0.05

The frequent use of violent language by Kent on his channel affected the aggressive behavior of his viewers. It included yelling, disrespectful speech, and vulgar or obscene words. Subscribers tuned in for it. As a result, the viewers could copy the actions. The participants were primarily pupils between 12 and 16. Youngsters of these ages are at their most self-confident.

In the light of the findings, it can be concluded that the BrandonKent Everything channel impacted subscribers' aggressive behavior. As can be seen, by the high R^2 (R Squared) value of 0.502, it is true. The accessing Intensity significantly impacted aggressive behavior, accounting for 50.2% of the variance, whereas other factors, such as the environment, frustration, unpleasant experiences, awakening, signal aggressiveness, and group influence, accounted for the remaining 49.8%. This study discovered that the Intensity of accessing the channel significantly impacted subscribers' aggressive behavior, with an R^2 (R Square) of 50.2%. Other people who were not subscribers of the channel may have different findings when tested R^2 (R Square).

B. Suggestions

The researchers expect these study findings to provide feedback and suggestions to connected parties. It would be good if Kent could be more careful in speaking and avoid using bad words on his YouTube channel since his viewers were dominated by kids aged 12-16 years. In addition, this study encourages the BrandonKent Everything subscribers to be more selective in their content consumption to avoid being influenced to imitate Kent's actions such as shouting, saying rude things, or cursing to avoid harming themselves or the surrounding community.

It is hoped that parents will supervise their children watching the BrandonKent Everything channel and using their gadgets to avoid unexpected actions. This study is also expected to provide knowledge to parents/guardians on how to supervise their children, particularly those of school age. They may then spend time with their children through play or amusement. Furthermore, future studies are expected to include other variables influencing aggressive behavior, such as environmental factors, association, frustration, and parenting, to acquire more diverse findings.

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