

## ABSTRAK

Berangkat dari belum banyaknya penelitian mengenai respons emosional dan kolom komentar yang ada di YouTube penelitian topik ini dilakukan. Sebelumnya, kehadiran internet telah mengubah cara konsumsi audiens terhadap pesan. Audiens yang sebelumnya memiliki keterbatasan dalam memberikan komentar kini dipermudah dengan hadirnya fitur kolom komentar yang ada di dalam video. Video dengan topik yang unik cenderung mendatangkan lebih banyak komentar, salah satunya adalah video *The Try Guys Try Labor Pain Simulation: Motherhood Part 4* yang memiliki topik unik dan jumlah komentar yang tinggi.

Pada penelitian ini, peneliti menggunakan metode analisis isi kuantitatif untuk melihat respons emosional yang paling banyak muncul. Dari 39,9 ribu komentar, peneliti mengambil 100 sampel komentar untuk diteliti. Setelah melalui proses koding, ditemukan bahwa respons emosional yang paling banyak muncul merupakan respons apati sebanyak 52% atau 52 komentar, disusul oleh respons simpati sebanyak 38% atau 38 komentar, dan dilanjutkan oleh respons emosional yang paling sedikit, yakni respons empati sebanyak 3% atau 3 komentar.

**Kata kunci:** analisis isi kuantitatif, kolom komentar, respons emosional, apati, simpati, empati

## ***ABSTRACT***

*Based on the lack of research on emotional responses and the comments column on YouTube this research topic was done. Previously, the presence of the internet has changed the way audiences consume messages. Audiences that previously had limitations in commenting are now able to give their comment by the presence of the comment column feature in the video. Videos with unique topics tend to bring in more comments, one of which is The Try Guys Try Labor Pain Simulation: Motherhood Part 4 video which has a unique topic and a high number of comments.*

*In this research, researchers used quantitative content analysis methods to see the most emotional responses that emerged. From 39,9 thousand comments, researchers took 100 sample comments to be examined. After going through the coding process, it was found that the most emotional responses arising were apathetic responses of 52% or 52 comments, followed by sympathetic responses of 38% or 38 comments, and followed by the least emotional response, namely an empathy response of 3% or 3 comments.*

**Keywords:** *quantitative content analysis, comments column, emotional response, apathy, sympathy, empathy*