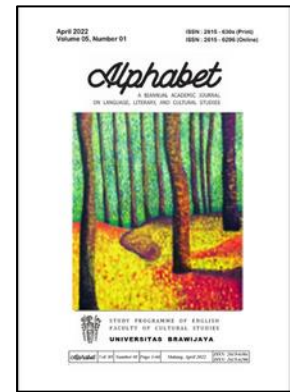# ALPHABET

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Sonezza Ladyanna

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Expressive Sayings of "Taste Delicious" by Indonesian Content Creators in Culinary Review Shows on YouTube Channel

Sonezza Ladyanna [1]

Abstract

The development of impressions on the YouTube channel contributes to the development of language use both on social media and the wider community, including in expressive speech about taste. Therefore, this study aims to explain the expressive utterances of taste used by Indonesian content creators in culinary review shows on the YouTube channel. This research is descriptive research with a qualitative method. The data source is culinary reviews shown on the YouTube channel from Indonesian content creators with data in the form of expressive utterances about taste. Data analysis was carried out by describing lingual units containing expressive utterances about taste through sociolinguistic studies. Based on the results of the study, the expressive utterances about taste used by Indonesian content creators in culinary review shows on Youtube channels include *mantap* "perfect", *badabest, nggak ada obat* "the best", *seger* "fresh", *mantep poll, mantap* "yummy", *dabest, parah* "heavenly", *bold banget* "very bold", *nampol. Gak ngotak* "very delicious", *umami, seksi banget* "very appetizing", *Ya Allah* "Oh Allah", and *gila* "crazy" in addition to *enak, lezat, sedap,* and *nikmat* "tasty". Due to the dynamic nature of the language, the creative lingual units used by the community, both online and in conversations outside the network, should be documented to map language development.

Keywords: content creator; culinary review; sociolinguistics; expressive utterance

Language has a nature that continues to develop along with the dynamics of human life. The dynamics of the language are caused by the dynamics of the people who use the language (Mansur, 2018). Changes in the development of the entertainment industry, which is enlivened by creative content on the YouTube channel, is an actualization of the dynamics of human life which also influences language development. Moreover, language is arbitrary so it is difficult to stem the rapidly growing language.

The development of impressions on the YouTube channel contributes to the development of language use both on social media and the wider community. The intensity of accessing social media has a significant correlation with language choice, such as English borrowings in Indonesian (Adriani, Tabiati, & Junining, 2018). In addition, shows on YouTube also have a da'wah function in the form of informative, persuasive, and coercive (Fitria, Sumijaty, & Rahman, 2021). So, the videos on the YouTube channel are not only a medium for language development but also a medium for conveying teachings.

Simple sentences containing predicates such as "delicious" and "beautiful" usually

[1] Hankuk University of Foreign Studies, Seoul, South Korea. E-mail: ladyannasonezza@gmail.com

express the speaker's opinion of a taste (Ninan, 2014). Based on initial observations, it was found that unusual utterances were used to express the taste of food, such as *badabest* which was used by one of the Indonesian content creators in the culinary field, Nex Carlos. However, the speech became a trend in the community. In the 2002s, *maknyus* became a well-known expression in culinary shows in the country so that the word would guide the minds of listeners and users towards delicious food or drinks, in addition to words such as *enak, sedap, lezat*, and *nikmat* that refers to deliciousness. However, since the widespread use of YouTube in the community, which is followed by the increasing number of videos on this channel, the utterances that express the taste of a dish are also increasingly varied.

Therefore, this study aims to explain the expressive utterances of taste, in particular, to express the "good" taste used by Indonesian content creators in culinary review shows on the YouTube channel. This research has benefits in the development of linguistic studies, including in documenting language development, especially expressive speech about the taste of food. In addition, the results of this study can be used in lexicography, as a data source for making dictionaries. The results of this study can be used as a reference for policymakers of the linguistic education program in preparing study materials for linguistic development.

METHOD

This research is descriptive research with a qualitative method. This research was conducted descriptively which attempted to explain and observe the symptoms of the language being studied. Nida explained the descriptive analysis as follows: The descriptive analyst must be guided by certain very fixed principles if he is to be objective in describing accurately any language or part of any language (Nida, 1963). Descriptive analysis is based on what is said; form is the main thing, while the function is the second part; the concept that there is no language that cannot be

explained in principle without reference to other references; and language continues to be in the process of change. So, the data in a descriptive study must be by the source under study.

The source of the data is speeches on culinary review shows on YouTube channels from well-known Indonesian content creators, such as Tanboy Kun, with subscribers reaching 14.9 million (Kun, 2022), Nex Carlos with subscribers reaching 4.41 million (Carlos, 2022), Farida Nurhan with subscribers reaching 4,32 million (Nurhan, 2022), Mgdalenaf with subscribers reaching 3,96 million (Mgdalenaf, 2022), Ria SW with subscribers reaching 3,87 million (Wijaya, 2022), Ken & Grat with subscribers reaching 2,5 million (Ken & Grat, 2022), Separuh Aku Lemak with subscribers reaching 1,43 million (Puspasari, 2022), Gerry Girianza with subscribers reaching 1,16 million (Girianza, 2022), and Kubiler with subscribers reaching 789 thousand (Kubiler, 2022). Data retrieval is carried out on uploaded videos by prioritizing the order based on the most viewers. Every expression that shows good taste will be recorded along with the sentence. Then, data collection was stopped when the data was saturated, meaning that the results obtained did not vary.

The data is in the form of expressive utterances about the "good" taste of a food or drink. This data is obtained when content creators provide an assessment or review of the taste of a food or drink based on the sense of taste displayed on videos on YouTube. In the current study, the utterances that are considered data are not limited to a single language, for example, Indonesian, but all forms of utterances that express the "good" taste of a food or drink.

The data analysis was carried out by describing lingual units containing expressive utterances about taste through sociolinguistic studies. Sociolinguistics is a discipline that examines the relationship between language behavior and social behavior (Kridalaksana, 1993). Other experts also state that Sociolinguistics is a branch of science that is interdis-

ciplinary and examines language about social factors in a speech community such as social status, education level, age, economic level, religion, gender, and others (Chaer & Agustina, 2004).

After that, the data is analyzed based on the contextual method, namely by basing, calculating, and relating the data to the context (Rahardi, 2005). According to Leech in Wijana (Wijana, 1996), the context in linguistic research includes all aspects of the relevant physical and social setting of the speech in question. Furthermore, Wijana explained that in essence, the context in pragmatic studies is all background knowledge that is jointly understood by the speaker and the interlocutor.

However, the analysis starts by classifying the data based on lingual units, including words and phrases. Then, the data were analyzed using semantic theory to describe the meaning of the lingual unit used. Furthermore, the data were analyzed using sociolinguistic framework (especially regarding the situation and conditions of using the term) to get a complete explanation of the expressive utterances of the "good" taste used by the creators of the food review on YouTube.

EXPRESSIVE SAYINGS OF "TASTE DELICIOUS"

Based on the results of the study, the expressive utterances about taste used by Indonesian content creators in culinary review shows on YouTube channels include *mantap* "perfect", *badabest, nggak ada obat* "the best", *seger* "fresh", *mantep poll, mantap* "yummy", *dabest, parah* "heavenly", *bold banget* "very bold", *nampol. Gak ngotak* "very delicious", *umami, seksi banget* "very appetizing", *Ya Allah* "Oh Allah", and *gila* "crazy" in addition to words that are commonly used to express the taste, such as *enak, sedap, lezat,* and *nikmat.* These utterances are used repeatedly and even used by the community.

Figure 1. Expressive sayings of "taste delicious"

The word *sempurna* means perfect, complete, and complete everything; very good, the best (KBBI, n.d.). Nex Carlos uses the word *sempurna* to describe the delicious taste of food, especially when the composition, texture, and appearance of the food are highly valued. The use of this word is also found on other Youtube accounts—which have the same type of content, namely about food reviews.

The utterance *badabest* is used by Nex Carlos to express the taste of food with a level of delicacy that is above average. *Badabest* presumably comes from the English "be the best" which means the best. Along with that, content creators on the Mgdalenaf account also use a similar word, namely *dabest* to express good taste.

In addition to *sempurna* and *badabest*, Nex Carlos also uses *nggak ada obat* "the best" to express the delicious taste of the food he reviews. The lingual unit of *nggak ada obat* is used for the best tasting food. The word does not mean negative, but it means that there is nothing else that can match or suppress it. Thus, *nggak ada obat* is an expression for the most delicious taste of food without being interrupted in the slightest.

Seger is used by almost all content creators studied which is a social variation of the word *segar* "fresh" in Indonesian. The word *segar* means feeling comfortable and light; still new, not withered (KBBI, n.d.). However, its use in some communities is intended for the taste of food that can provide a sense of comfort.

Furthermore, the use of lingual units of *mantap* and *mantep poll* were also found. The word *mantap* means good, beautiful, good, and perfect. This word is also used to express the delicious taste of food, as well as the price and texture that supports it. Variations in the use of the word *mantap* include *mantep poll*. In this variant, the *mantap* element is added with the lingual unit *poll* which in this usage functions as an emphasis to replace the word "very".

The word *parah* which means a state of great difficulty; hard to overcome (KBBI, n.d.) was also found in video reviews about the food. This word does not correlate with adjectives related to the taste of food, especially the word delicious. However, in this case, the use of the word *parah* in food reviews is intended to express the very good taste of the food. Not only the use of the word *parah*, but these food reviewers also use the word *gila* to express the delicious taste of food. The word *gila* has the meaning of an expression of admiration; affected by feelings of liking (KBBI, n.d.). Thus, the word *gila* becomes representative so it is commonly used to express the taste of good food.

Then, the lingual unit of *bold banget* which is also used to express good taste is a combination of an English word, namely bold, and a word from the everyday language in Indonesia, which means "really". "Bold" means bold, clear, firm, and *banget* means very. Although there is no element of the word "tasty", the phrase *bold banget* in a culinary review video has the meaning that the food being reviewed has a very good taste. This correlates with the habit of writing in which the emphasis of an expression is done by giving the writing a darker color by using the bold menu on the program on the computer.

Good taste is also expressed by the word *nampol* which is one of the slang words used by young people in Indonesia, especially on social media. This word is usually used to hit or express "very". When used in food reviews, *nampol* means very tasty, but it can also be used to emphasize other qualities, such as *pedas nampol* which means very spicy.

Then, the good taste in the video review about culinary is also expressed with the words *gak ngotak*. The utterance *gak ngotak* comes from the Betawi Malay dialect which means that it cannot be accepted by common sense. So, the use of *gak ngotak* in food review videos aims to convey the taste of very good food.

The word *umami* is also found in culinary review videos on YouTube made by Indonesian content creators. This word comes from Japanese which means delicious taste and in Indonesian, umami is a savory taste that comes from monosodium glutamate, amino acids, proteins, and ribonucleotides; savory, and delicious (KBBI, n.d.); (Ajinomoto, 2022).

Furthermore, the expressive utterance for good taste used by content creators on YouTube is *seksi banget*. The word *seksi* has the meaning of stimulating lust (about body shape, clothes, and so on) (KBBI, n.d.). Usually, the word *seksi* is used to describe things related to the human physique. However, *seksi* is also used in culinary review videos. This shows the development of the meaning of a word. Then, the word *banget* is a word commonly used in informal Indonesian, including slang and in Betawi Malay dialect. The word means "very". So, *seksi banget* literally means very sexy, and in the context of a culinary review video, this utterance is used to express that the food tastes very good.

In addition to expressive utterances using adjectives or words modified from foreign languages, this food reviewer also uses the name of God to express the delicious taste. One of them is the use of "Ya Allah!" without being accompanied by the word "tasty" or similar words. Supported by visuals when

pronouncing the lingual unit "Ya Allah!", the audience as the message recipient must understand that the taste of the food is very good.

These expressive utterances are used in addition to the words *enak, sedap, lezat,* and, *nikmat* which are hierarchically used to express the delicacy of the taste of food. However, these expressive utterances were used more dominantly than the words *enak, sedap, lezat,* and, *nikmat*, especially among reviewers who had the most subscribers. Expressive speech is the hallmark of the creator's content, for example, *badabest* and *nggak ada obat* are the hallmarks of Nex Carlos. These two utterances are a sign of himself for the community who enjoy culinary shows on YouTube.

This utterance is also used by netizens who watch the reviews in their daily life. Thus, these utterances become developed in the community because they are heard and used. Like the word *maknyus* which became a trend in the 2002s, when the culinary program "Wisata Kuliner" was broadcast on television. Bondan Winarno, the host of the event, used *maknyus* as a slogan to express good taste so that people also use the word to express good taste. This expressive utterance became a trend when it was broadcast on television.

Meanwhile, the expressive utterances used by food reviewers in videos that are shown online on YouTube are more than one type of word and are displayed by more than one reviewer and all have a large mass. Moreover, viewing on YouTube is easier to access by anyone and anytime, even anywhere; and viewers are free to repeat the show. This is different from the impressions on television programs when the word *maknyus* became popular which could only be watched according to the television program broadcast schedule.

Therefore, expressive utterances used by well-known content creators (having many subscribers) become more recognizable and ultimately used by the public. This is a manifestation of the development of language, including the expansion of the field of meaning and even the popularity of new terms. The expansion of the field of meaning in society must be the attention of researchers and language activists in the context of documenting language for educational purposes and information to the public.

DISCUSSION

Varieties and styles of language such as code-mixing, code-switching, interference, the use of slang or slang words, and integration are used by Indonesian Youtubers and Vloggers in delivering messages both orally and in the writing (Savitri, 2021). The use of code-switching in videos on YouTube is intended to increase the sense of humor in addition to the speaker and interlocutor factor (Putri, 2021). Of course, the use of language variations is intended to make the show interesting because an interesting topic must be supported by the use of interesting language that is also by the target character.

The creativity of content creators in varying the language of the utterances in the videos they make produces language variations that are trending in society. Vocabulary used on social media by content creators sometimes has no origin in addition to vocabulary that does come from Indonesian, foreign languages, and slang that are already in the slang dictionary (Susanti, 2016). The variations of the utterance of good taste are also the same, not only from a language but sometimes also made arbitrarily by the speaker. This phenomenon is not only shown on YouTube, but also on Instagram social media such as the results of research by Khatimah, et al. that the expression of feeling good is spoken in religious forms, slang, to hyperbole figure of speech (Khatimah, Mualafina, & Liyana, 2021).

In connection with the increasing number of content creators on YouTube, as well as on other social media, the expressive speech will certainly continue to grow. Therefore, this study does not stop at this research but should continue to be developed to document the language symptoms that exist in society. Moreover, the expression for good taste is sometimes also associated with health issues so campaigns on health through social media

are also carried out (Ariyaswatana & Quiroga, 2016). Thus, linguistic data continue to be added so that it can contribute to other fields of science that require linguistic data. In addition, policymakers in the world of education, entertainment, and others have linguistic data in determining policies.

CONCLUSION

Based on the results of the study, the expressive utterances about taste used by Indonesian content creators in culinary review shows on YouTube channels include *mantap* "perfect", *badabest*, *nggak ada obat* "the best", *seger* "fresh", *mantep poll*, *mantap* "yummy", *dabest*, *parah* "heavenly", *bold banget* "very bold", *nampol*. *Gak ngotak* "very delicious", *umami*, *seksi banget* "very appetizing", *Ya Allah* "Oh Allah", and *gila* "crazy" in addition to words that are commonly used to express the taste, such as *enak, sedap, lezat,* and *nikmat.* These utterances are used repeatedly and even used by the culinary community on YouTube. Due to the dynamic nature of the language, the creative lingual units used by the community, both online and in conversations outside the network, should be documented to map language development.

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