



Cultivation Analysis of Toxic Gamer Attitudes in Gaming Youtuber Content (Analysis of the Effect of Media Content Cultivation on the Oura Gaming Channel)

¹Zaenul Aripin*, ²Andrik Purwasito, ³Sri Hastjarjo

^{1,2,3} Faculty of Social and Political Science, Universitas Sebelas Maret, Surakarta, 57126, Indonesia

¹ zaenul@student.uns.ac.id*; ² andrikpurwasito@staff.uns.ac.id; ³ sri.hastjarjo@staff.uns.ac.id

*Correspondent email author: zaenul@student.uns.ac.id

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ABSTRACT

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The popularity of the game Mobile Legends: Bang Bang (MLBB) among Indonesian teenagers has encouraged many content creators to upload videos on social media platforms such as YouTube. One of the leading creators is Oura Gaming, a gaming YouTuber with 8.2 million subscribers. This large number of subscribers indicates that many people enjoy the content presented. However, most of the uploaded videos contain toxic elements that serve as entertainment for young viewers, potentially influencing their behavior in social interactions. This study aims to analyze Oura Gaming's YouTube content consumption patterns using Gerbner's cultivation theory, which emphasizes the role of mainstreaming and resonance in shaping individual social experiences. This research uses a qualitative method with a phenomenological approach to explore individuals' experiences after watching content containing toxic messages. Participants consisted of two students who were active MLBB players and loyal viewers of Oura Gaming. The results showed that both participants had high viewing intensity, enjoyed the aggressiveness and toxic elements in the content, and tended to imitate the toxic language they watched in their daily social interactions. These findings indicate that the consumption of negatively charged content can affect individuals' communication patterns and social behavior. This research contributes to the understanding of the impact of digital media on adolescent behavior and provides insights for digital literacy policy development.

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1. Introduction

Data from the IDN Research Institute states that in 2024, 25% of Gen Z enjoy playing MOBA (Multiplayer Online Battle Arena) games. The same source also highlights that Mobile Legends: Bang Bang (MLBB) is the most popular game among Gen Z. Additionally, data from Statista confirms that MLBB is the most downloaded MOBA game. Similarly, [Indonesia \(2024\)](#) reports that MLBB is the most frequently played game among internet users in Indonesia.



These findings indicate that the popularity of MLBB among Indonesian teenagers is increasing, as the game continues to attract more players (Fauzi & Rusli, 2024). This phenomenon has led to a surge in YouTube content creators who frequently upload MLBB-related videos. The rise of MLBB Esports in Indonesia has also given birth to many gaming content creators, some of whom have become influencers. According to Craig & Xiong (2022) in Chintaluru (2024), a "content creator" refers to a cultural producer who uses social media to create and distribute content, often to build their own media brand for financial gain.

One prominent example is the Oura Gaming channel, which currently has 8.24 million subscribers, making it one of the most popular Mobile Legends content creators (An et al., 2023; Tafesse & Dayan, 2023). Some of its videos have garnered millions of views, such as: "Di Incer Public Sampe Stress Gw!! Siapa Yg Kenal Org Ini!!!" (2.5 million views) and "Lawan Public Banyak B4acot?? Gw Kasi Tau Sopan Santun!!!" (1.4 million views).

These numbers indicate that approximately 20% of its total subscribers are active viewers. The dominant content uploaded on this channel revolves around gameplay (Chintaluru, 2024; Praswary & Darma, 2021). Data from Katadata shows that the average age range of mobile gamers is 16 to 40 years old, suggesting that Oura Gaming's audience falls within this age bracket (Indriana, 2024).

The prevalence of toxic behavior in gaming communities, particularly among Indonesia's young and productive age groups, raises concerns about the normalization of negative behavior (Budi & Nuansa, 2024; Juncosa et al., 2024). Awareness of these issues needs to be strengthened. The role of both the government and society is crucial in addressing toxic behavior (Abie & Rosmilawati, 2023). However, many parents fail to monitor and overlook the root causes of this issue, while government regulators have yet to effectively address it through proper regulations (Sun et al., 2024).

Kompas.com (2022) reported that Indonesia ranks as the third-largest internet user population in the world. Indonesians spend an average of 8.36 hours per day using the internet. It was also noted that YouTube is the most time-consuming social media platform compared to other platforms. According to data from (Annur, 2022), the number of YouTube users in Indonesia reached 127 million in 2022, increased to 139 million in 2023 and 2024, and is projected to rise further to 142 million in 2025. YouTube is one of the most commonly used social media platforms for watching content. Data from APJII (2024) indicates that 93% of internet users utilize YouTube as their primary video platform (Haryanto, 2024).

The emergence of YouTube, with its high level of flexibility, has shifted the popularity of television. Users can easily find and watch specific content anytime and anywhere (Itodo S, 2023; Rochayanti, 2023). This is in contrast to television, which is only available at home and follows a

rigid broadcasting schedule, although television broadcasts are now also exported to YouTube. The creation of YouTube is inseparable from the spirit of globalization, which has driven technological advancements and facilitated social interactions (Fansury et al., 2020; Jones & Hafner, 2021). As a result, massive disruptions have occurred across various aspects of life, including the entertainment industry (Basaran & Ventura, 2022).

As part of digital technology, YouTube shapes an individual's experience of complex social realities. This complexity allows users to utilize YouTube for positive or negative purposes (Febriyanti & Ida, 2023). On the positive side, YouTube serves as an educational tool, enabling users to seek additional learning materials, study new languages, and more (Keengwe, 2017; Saladino et al., 2020). This demonstrates the beneficial use of media in a constructive manner (Keengwe, 2017).

In general, the media serves several functions, including education, information dissemination, opinion expression, and entertainment. While these are the broad roles of media, they do not exclude the possibility of other functions. The use of social media for educational purposes, for instance, is based on Windahl (1979) Uses and Effects Theory, which, as its name suggests, examines the use and effects of media. Additionally, according to Noelle Neuman in Suyasa et al., (2022), media characteristics include ubiquity (having wide reach and accessibility), cumulative (the way media repeatedly conveys information to the public), and consonance (the way media emphasizes an idea to the public, making it seem as though it originates from society itself).

In this context, social media serves as a tool that individuals consciously utilize to seek additional learning materials Andini (2023). The use of social media as a learning tool is evident among nursing students, as it provides an alternative for acquiring theoretical and practical knowledge relevant to their profession (Manninen, 2019). Platforms such as YouTube, Facebook, and Telegram have been shown to help improve students' academic performance (Shafiq, 2023). YouTube, in particular, is widely optimized by educators and students as a learning medium due to its vast content variety (Febriyanti & Ida, 2023; Grusauskaite, 2025). The positive influence of media content on prosocial behavior and empathy has been consistently demonstrated in previous research (Esmaeili & G, 2019; Stockdale et al., 2023). However, YouTube content can also lead to addiction among its users (Grusauskaite, 2025).

Nevertheless, many users tend to engage with media for negative purposes, such as justifying misinformation, consuming content featuring women in revealing clothing, and watching toxic content (which includes swearing and offensive language), which is the focus of this study. According to Stockdale et al (2023), emotionally charged content has a deeper impact, meaning that the dominance of toxic messages on the Oura Gaming channel significantly influences the affective responses of its viewers (Lee, 2025). Stockdale et al (2023) argues that emotional messages in

media content profoundly affect users' attitudes (Liao et al., 2022). The dominant message in Oura Gaming's content consists of aggressive behavior accompanied by offensive language. The effects on viewers are substantial, as illustrated by an interview with an informant (initial F), who provided detailed descriptions of the content they watched (Genson et al., 2023).

Individual experiences with media consumption naturally vary. In this study, variations are analyzed based on the intensity of Oura Gaming content consumption. If an individual's media consumption is high, its influence becomes more dominant. This study focuses on how Oura Gaming content shapes viewers' perceptions of reality and examines the behavioral changes it triggers in their daily lives.

The influence of media on individuals' perceptions of reality has been previously discussed. Based on Gerbner's Cultivation Theory, the informants in this study fall under the heavy viewer category, meaning that their high-intensity media consumption has a significant impact on their worldview. Consuming content on social media indirectly influences individuals to act on the messages they receive. This includes the content on Oura Gaming, which contains a substantial amount of toxic messaging.

Although similar media effects can be observed in other contexts, there is still a lack of awareness among teenagers regarding the importance of selecting constructive content while avoiding toxic content. In some cases, they may not even realize that the content they consume contains inappropriate elements (Alqahtani et al., 2023; Said et al., 2023). Repeated exposure to content featuring offensive language and confrontational behavior fosters the assumption that toxic behavior is a social norm.

Raising awareness among teenagers about toxic behavior in social media content is crucial. Ideally, they should avoid such content from the outset. If a piece of content contains unethical or immoral messages, it should be disregarded. This is inconsistent with Indonesian values, which emphasize religious and moral principles in social life (Sinulingga, 2016). The rapid and unrestricted flow of information Cover (2022) requires individuals to be more critical and selective, rather than passively consuming harmful content that may lead to negative behavior.

A study conducted by Redhita et al (2023) titled Cultivation Analysis Study of Korean Dramas on the Communication Style of Students at Universitas Muhammadiyah Jakarta found that out of four informants, one was categorized as a Heavy Viewer, one as a Moderate Viewer, and the remaining two as Light Viewers. The findings revealed that the Heavy Viewer tended to develop an interest in using basic Korean language in daily life, such as "annyeong," "gomawo," and "saranghae." Meanwhile, those categorized as Moderate and Light Viewers were less likely to incorporate Korean language into their everyday conversations.

Another study by [Amboro Alfianto et al \(2023\)](#), titled *The Role of Social Media in Building Waste Literacy Competence Among Youth in Sleman Regency*, found significant positive influences in five out of six aspects studied. These aspects included: (1) the role of social media in knowledge acquisition, (2) the role of social media in shaping attitudes, (3) the influence of social media on waste literacy competence, (4) the impact of knowledge on attitudes, and (5) the impact of attitudes on waste literacy competence. However, the study found no significant relationship between knowledge and waste literacy competence.

The experience of watching gaming content on YouTube suggests that such content often contains messages related to toxic behavior ([De Giacomo et al., 2012](#)). According to Cultivation Theory, continuous exposure to media messages influences social behavior, shaping the viewer's perception of norms and ethics. This shift in perspective can lead to a weakened understanding of ethical values within society, potentially resulting in ineffective social interactions, particularly with older individuals ([Mosharafa, 2015](#); [Priest, 2016](#)). This phenomenon is concerning due to its impact on both individual and social aspects. Therefore, this study aims to raise awareness and encourage more selective consumption of media content ([Innis, 2022](#)).

According to [McQuail \(2004\)](#), among various social aspects such as culture that shape individual behavior in daily life, the media has a stronger influence than these social aspects. The daily lives of teenagers today are inseparable from the influence of social media ([Kaplan & Haenlein, 2012](#)). In extreme cases, teenagers who refrain from using social media for some time experience a sense of emptiness. This is especially true for Generation Z, who were born in the era of the internet and have grown up in an information society.

McLuhan argues that the effect of media messages has a more significant influence than the medium itself ([Littlejohn et al., 2012](#)). Individuals have the power to direct their media consumption toward positive or negative outcomes. However, people tend to engage with media for entertainment, which often has greater negative consequences. According to Simarmata (2011), content is the core unit of digital information, which can include text, images, graphics, videos, audio, and various other documents ([Allo et al., 2023](#)). The role of content on social media platforms can be identified through changes in perception or behavior. Media influence is not limited to individuals; on a broader scale, media can shape societal perspectives.

According to Gerbner, continuous media consumption affects how individuals perceive reality. The messages embedded in media can alter a person's perception or behavior, leading to changes in social life, such as communication styles, the adoption of new terms, emotional shifts, and increased enthusiasm ([Mosharafa, 2015](#)). After exposure to media messages, individuals may develop different interaction patterns compared to before.

One of Gerbner's key concepts is mainstreaming, or media hegemonization, which refers to the process by which media shapes a common worldview among audiences based on what they consume. Even when viewers come from different backgrounds, Gerbner suggests that if they fall into the category of Heavy Viewers, they are more likely to share a similar perception of reality. High-intensity consumption of YouTube media content influences how individuals perceive reality. Conversely, individuals with lower media consumption, referred to as Light Viewers, are less affected by these changes.

Another key aspect of cultivation effects is resonance, which explains how an individual's social reality aligns with the media content they consume. For instance, when watching a movie in a theater, one individual might focus entirely on the film, while another frequently checks and responds to messages on WhatsApp. As a result, the person who pays full attention to the film will absorb more messages than the one who is distracted (Grace et al., 2017; West & Turner, 2017).

Based on this theory, Gerbner categorizes media consumers by their viewing frequency: Heavy Viewers (those who watch with high intensity) and Light Viewers (those who watch with lower intensity). Heavy Viewers are more likely to experience significant changes in both affective and behavioral aspects, whereas Light Viewers show varying degrees of change, with some experiencing minimal or no transformation at all (Littlejohn et al., 2012). Thus, this study focuses on understanding the experiences of individuals who have a high-intensity engagement with the YouTube channel Oura Gaming. It seeks to explore how their experiences in social life are influenced by what they watch.

2. Method

This study employs a qualitative method to describe the findings based on the occurrence of an event. The research aims to explore and understand the personal experiences of individuals or groups (Cresswell, 2013). It then elaborates on the findings comprehensively and accurately to provide a complete understanding for the reader (Sugiyono, 2016). The research design follows a phenomenological study approach, focusing on individuals' lived experiences consuming YouTube media content from Oura Gaming.

Data collection is conducted through interviews with participants to obtain their perspectives and opinions (Cresswell, 2013). The selection of participants follows a purposive sampling method to ensure more comprehensive and in-depth information (Firmansyah, 2019; Maene, 2023; Preiser et al., 2021). Two participants were involved in the study, both university students in Yogyakarta. They are also MLBB (Mobile Legends: Bang Bang) players and subscribers of the Oura Gaming channel.

Data analysis in this study follows Miles and Huberman's model, which involves data reduction to focus on the relevant information. The reduced data is then presented descriptively through interview transcripts, followed by concluding the final step (Fadli, 2021). Data validity Fitriah & Luthiyah (2018) is ensured through member checking, where participants verify the interview findings. Additionally, peer examination involves experts in the research process and findings, while reflexivity is applied to ensure neutrality, avoiding any biases throughout the study.

3. Result and Discussion

Mainstreaming and Resonance in viewing Intensity

"Iya, saya subscribe channel oura gaming. Karena saya menyukai konten-konten yang ada di youtubanya. Dan kalau ada video baru pasti saya tonton" (Source 1).

"Iya, saya cukup sering menonton youtube Oura Gaming, ketika sedang makan misalnya, saya pasti menontonnya. Atau kalau sudah bosan bermain game (MLBB) biasanya saya tonton juga" (Source 2).

The interview results aim to explore the intensity of the informants in watching content from Oura Gaming. The informants confirmed that they had subscribed to the Oura Gaming YouTube channel. Subscribing on YouTube means that if users like and want to watch content from a particular channel, they can click the provided feature (Mohammad, 2023). This then leads them to consistently watch new video uploads due to the notification feature that comes with a subscription. Based on their actions, the researcher concludes that the informants have a high level of intensity in watching Oura Gaming's channel.

There is also an acknowledgment that free time is often spent watching, such as during meals, as stated by Informant 2. High-intensity consumption of certain content is referred to as a "Heavy Viewer." The informants mentioned that whenever they had free time, they would watch Oura Gaming on YouTube. The data above indicate that they dedicate their free time, such as during meals, to watching. Additionally, whenever a new video is uploaded, both informants make sure to watch it.

This aligns with what Gerbner describes as mainstreaming, where continuous media consumption leads to a homogenization of perspectives among individuals. This similarity in perspective influences how people perceive social reality, in this case, indirectly normalizing toxic messages (Gerbner, 1973).

According to Gerbner, "resonance" refers to how high-intensity viewing can even align differing viewpoints. Resonance occurs when media messages that initially contradict an individual's perspective gradually become accepted. Similarly, frequent exposure to toxic content may moderate one's previous negative views, making them appear acceptable, which could potentially

be reflected in social behavior. The role of resonance in media functions like an echo, reinforcing messages to audiences, which are then internalized into their social outlook (Beck et al., 2021).

Feeling Entertained by Angry and Toxic Content

“awalnya suka menonton karena ingin mendapat tutorial bermain game (MLBB) yang benar, namun seorang waktu banyak konten lain yang lebih sering diupload (Oura gaming) seperti konten Kocak (lucu), Toxic, dan marah-marah.” (Source 1).

“Saya suka lihat konten-konten toxic gitu, karena lucu aja keliatannya. Apalagi saling memarahi satu sama lain kalau misalkan sering membuat kesalahan ketika konten bermain game, biasanya mereka saling menghujat gitu.” (Source 2).

“Beberapa yang sering saya dengar kata toxic mereka itu (Oura Gaming) seperti Jingkontod, Jing, Telor, Biji,” (Source 1).

“kalau yang sering saya dengar itu kata-kata kaya Pantek, Dek, Cacat.” (Source 2).

Based on the data, respondents watch Oura Gaming content because they enjoy the videos uploaded on YouTube. One of the main reasons they watch is that they find the content entertaining, particularly the moments when the creator gets angry and uses toxic language. Initially, their primary purpose was to learn how to play Mobile Legends: Bang Bang (MLBB) properly through tutorials. However, this purpose has shifted over time, as they are now more entertained by the toxic and aggressive reactions to the content.

Furthermore, the researcher identified several toxic words from interviews, including Jingkontod, Jing, Telor, Biji, Pantek, Dek, and Cacat. These words were mentioned by the respondents, indicating that the toxic content in Oura Gaming's videos is perceived as humorous and entertaining. As a result, their initial goal of learning gameplay strategies has transformed into a preference for watching entertaining toxic behavior. This phenomenon represents the early stage of attitude formation toward normalizing toxic behavior in social media content.

According to Abie & Rosmilawati (2023), many Mobile Legends YouTubers frequently use offensive words such as goblok, anak dajjal, biji, and so on. This suggests that a significant portion of MLBB gaming YouTubers adopt a toxic approach to their content. The messages produced by Oura Gaming are similar to those of other gaming YouTubers, as they also contain toxic elements. This trend is unavoidable due to media mainstreaming, as the main reason respondents continue to watch is the toxic content itself.

Viewing toxic content as entertainment aligns with Gerbner's Cultivation Theory, which suggests that frequent exposure to certain media content can shape an individual's perceptions, beliefs, attitudes, and values (Beck et al., 2021).

Practicing Toxic Words in Daily Life

"Dari apa yang saya dengar tadi (kata-kata toxic) beberapa yang sering saya gunakan kalau kagi nongkrong itu kaya 'Jing' paling sering dan 'Dek'. Arti dari 'jing' itu ya singkatan dari kata 'anjing' dan kata 'dek' itu maksudnya 'adek' atau 'anak kecil' untuk mengistilahkan orang lain yang tidak cocok dengan permainan game MLBB" (Source 1).

"Kalua dari yang tadi saya sebutin, paling sering saya gunakan 'Poke', itu aja sih kayanya. Oh iya sama kata 'cacat' juga sering saya pakai" (Source 2).

"Biasayanya saya pakai untuk mengejek teman ketika bermain game atau nebgejek ketika dia melakukan hal yang konyol pas lagi nongkrong" (Source 2).

The habit of watching Oura Gaming content, which frequently involves anger and toxic language, impacts daily behavior. The second interviewee regularly watches such content and encounters negative expressions, including toxic language. Based on the interviews, some of the toxic words commonly used are Jing, Dek, Poke, and Cacat.

Gerbner's theory states that an individual's worldview is shaped by their media consumption, influencing their perception according to what they watch. According to the interviewees, some toxic words found in Oura Gaming's content are used as casual greetings among friends. For instance, "jing" is confirmed to originate from a shortened form of the word "anjing" (meaning "dog" in Indonesian). Although often used while gaming, these words are also spoken in social interactions, despite being considered rude and potentially offensive (Nawaz & Kaldeen, 2020).

When someone develops a perception that normalizes toxic content, it affects their social behavior as well (Juncosa et al., 2024). This includes accepting toxic content as a common and acceptable practice in social settings. As Gerbner's concept of resonance suggests, the views shaped by media appear to be reflections of real-life social experiences (Shrum, 2017). This phenomenon contradicts the Eastern cultural values upheld by Indonesian society. Such occurrences illustrate how messages embedded in YouTube content can influence viewers' attitudes and behaviors.

4. Conclusion

Based on the findings of this study, which stem from an in-depth exploration, the researcher concludes that an individual's experience with high-intensity exposure to certain content has specific effects. The production and impact of messages conveyed by the media are adopted into social behavior. This study examines two teenagers who enjoy watching Oura Gaming content on YouTube and are categorized as Heavy Viewers. The research findings indicate that experiences such as mainstreaming and resonance occur due to high-intensity viewing of Oura Gaming. Enjoyment of negative content influences an individual's perspective, leading to the normalization of such content. Furthermore, the study found that viewers tend to practice toxic language from the

videos in their daily social interactions. The limitation of this research lies in the depth of theoretical exploration related to media effects. Various scholars have proposed different analyses of media effects, yet this study does not comprehensively present or discuss these debates in depth. Future research on media effects is expected to provide a more thorough theoretical discussion, particularly regarding the negative effects of gaming YouTubers who continue to have a large audience.

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