# Nessie Judge's YouTube Crime Content and Anxiety Level of University of North Sumatra Students

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**Abstract.** This study aims to determine the extent and how much influence the criminal content of YouTube Nessie Judge on the anxiety level of University of North Sumatra students and how the anxiety level of University of North Sumatra students who watch criminal content YouTube Nessie Judge based on the Hamilton Anxiety Rating Scale (HARS). Correlational quantitative research methods using the theory of uses and effects. The population of this study were students of the University of North Sumatra amounted to 38,841 people with a sample of 100 respondents. This study uses quota sampling technique. Data collection technique is done using a questionnaire in the form of Google Form (G-Form). Researchers perform a series of data analysis techniques, namely descriptive statistical analysis and inferential statistical analysis. The results obtained that the level of anxiety students of the University of North Sumatra with no anxiety category as many as 33 respondents (33%), mild anxiety as many as 42 respondents (42%), moderate anxiety as many as 20 respondents (20%), and severe anxiety as many as 5 respondents (5%). From the hypothesis test results obtained rho value of 0.581 is on a scale of 0.41-0.70 which shows there is a significant relationship between the influence of criminal content YouTube Nessie Judge on the level of anxiety of students of the University of North Sumatra and give the effect of 34% based on the calculation of the determination test.

**Keywords:** crime content, uses and effect theory, anxiety level, HARS

## 1. Introduction

New media is part of the development of digital mass communication technology with the help of the internet. New media is a form of combining conventional media with digital media that has the advantage that audiences can access information with fast service, anytime and anywhere as long as they have communication technology devices and internet networks [1].

Social media, which is part of new media, is a combination of three elements: content, community, and technology. Social media relies on mobile and web-based technology to create an interactive platform where users share, discuss, and modify content [2]. Social media combines various

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models such as internet forums, social networks, images, videos, weblogs, and others so as to make it loved by audiences in this digitization era because it is able to make the communication process easier and does not require large costs in accessing it.

One of the popular social media in Indonesia is YouTube. YouTube is a video-sharing website where users can upload and watch video clips, follow, or often known as subscribe to accounts that users want to follow. Based on reports from the survey platform Jakpat processed by Tempo.co, YouTube became the most popular and frequently used social media for Indonesians during the first six months of 2021 [3]. Vlog which is one of the variations of content from YouTube is another form of storytelling that is digital. Digital storytelling is a combination of old storytelling techniques with the application of new technologies.

YouTubers who raise vlog content with crime stories will tell about criminal cases that have occurred, such as murders, missing people, kidnappings, and rapes both unsolved until now and those that have been solved by the police. Channel creators who raise criminal content on their accounts usually have characteristics that make them different from other YouTubers. Some YouTubers known for their criminal content are Nadia Omara, Hirotadan Rafidan, Detective Aldo, and Nessie Judge. Based on data on the number of YouTube subscribers as of January 2022, Nessie Judge became the YouTuber who raised the most criminal content followed by YouTube users in Indonesia, which has 8.84 million subscribers. Researchers offer restrictions about the kind of programming that may be seen in videos that are given the #NERROR mark on each withdrawal.

The experience by the audience is the impact of watching Criminal shows contained in the theory of uses and effects that became the basis of this study. Uses and effect theory states that the use of mass media can provide knowledge in perceiving information content from the media and cause attitude and behavior changes in an individual [4]. The use of media by the audience according to the theory of uses and effect is influenced by the character of the individual, expectations, and perceptions of the media, and the level of access to the media will lead individuals to the decision to use or not to use the contents of mass media [5].

Based on several case studies on the effects of crime shows in mass media by Kathleen Custers [6], Custers found a positive correlation between watching television dramas and risk perception. Risk perception can be interpreted as the point of view of stakeholders in seeing risk. Women who regularly watch crime drama series such as Zone Stade or Code 37 assume that the risk of becoming a victim of sexual assault is higher than those who do not watch. Custer also found that audiences who regularly watch real-life crime series like Cops have a higher knowledge of self-defense skills than those who don't. Custer proved that both fictional crimes show such as the drama Zone Stad and real crime shows such as Cops influence the audience on the audience's anxiety level [6].

The objectives of this study based on the description of the background that has been described previously,  are as follows: 1) To determine the extent to which the influence of criminal content on YouTube Nessie Judge on the level of anxiety of students of the University of Sumatra Utara; 2) To determine the influence of criminal content on YouTube Nessie Judge on the level of anxiety of students of the University of Sumatra Utara, and 3) To find out how the anxiety level of the University of Sumatra Utara students who watch criminal content on YouTube Nessie Judge based on the Hamilton Anxiety Rating Scale (HARS) scale.

**Uses and Effect Theory**

The uses and effects theory, first proposed by Sven Windhal in 1979, is a synthesis between the uses and gratifications approach and the traditional theory of effects. The concept of" uses " (use) of the media becomes a very important part or core of this thinking. The most important view of the theory of uses and effects is that the use of mass media is used in certain situations to fulfill certain functions and related to certain expectations that can be met and needs are only one of the factors that cause media use. This understanding is a differentiator from the theory of uses and gratification, where in uses and gratification the use of media is basically determined by the basic needs of individuals, while in uses and effect needs are only one of the factors that cause media use [7].

*Hamilton Anxiety Rating Scale* **(HARS)**

Anxiety is an individual's subjective response to a situation, threat, or external stimulus, while Atkinson and Hilgard define anxiety as an unpleasant emotional state characterized by feelings of fear, dismay, worry, and confusion. Anxiety can be measured by measuring the level of anxiety assessment, one of which is the Hamilton Anxiety Rating Scale (HARS). HARS is one of the scales developed to measure the level of anxiety symptoms and is considered one of the most popular that is widely used for clinical and general health psychology [8]. Hamilton divided the HARS scale into 14 groups of questions consisting of anxiety, tension, fear, sleep disorders, intelligence disorders, depression, somatic symptoms, sensory symptoms, cardiovascular symptoms, respiratory symptoms, gastrointestinal symptoms, genitourinary symptoms, autonomic symptoms, and behavior.

## 2.  Methods

In this research about Nessie Judge's YouTube crime content and anxiety level of the University of North Sumatra students, researchers used correlational studies with a quantitative approach. The population of this study was active students of the University of North Sumatra regular S1 program totaling 38,341 people. Based on the population that has been obtained, the researchers used the Taro Yamane formula with a precision of 10% and a confidence level of 90% so that the

sample obtained in this study amounted to 100 respondents. The sampling technique used in this study is quota sampling. According to Riyanto, quota sampling is a technique for determining a population sample with certain characteristics to the desired amount (quota) [10]. The characteristics that have been determined in this sample are respondents with the status of active strata 1 student of the University of North Sumatra from the 2018-202 class and respondents are viewers of Nessie Judge's YouTube channel crime content. The data collection technique used in this study is a questionnaire in the form of Google Form (G-Form) which is distributed online. The data analysis technique uses descriptive statistical analysis consisting of single table analysis, cross-table analysis, and inferential statistical analysis consisting of hypothesis testing and coefficient of determination test.

Based on the conceptual framework that has been described, the operational variables that serve for suitability in the study are as follows:

**Table 1. Research Variables**

| Operational Variables | Variable Indicators |
|---|---|
| **Independent Variable (X)** <br> Criminal Content on YouTube Nessie Judge | • Characteristics <br> • Level of access to media <br> • Perception <br> • Hope |
| **Dependent Variable (Y)** <br> Anxiety Level of University of Sumatra Utara Student | • Feelings of anxiety <br> • Tension <br> • Fear <br> • Sleep disorders <br> • Impaired intelligence <br> • Depressed mood <br> • Somatic (muscular) symptoms <br> • Sensory symptoms <br> • Cardiovascular symptoms <br> • Respiratory symptoms <br> • Gastrointestinal symptoms <br> • Genitourinary symptoms <br> • Autonomic symptoms <br> • Behavior |

Source: Researcher, 2022

In each group the Anxiety Level was given 5 levels of rating with a value of 0, 1, 2, 3, or 4. A value of 0 indicates no visible symptoms, while a value of 4 indicates dominant symptoms and all symptoms exist. To determine the degree of anxiety, add up the scores 1–14 with the following results [9]:

- A score of less than 6 shows no anxiety.
- Scores 6–14 indicate mild anxiety.
- Score 15–27 for moderate anxiety events.
- Score over 27 major anxiety events.

## 3. Results and Discussion

### Results

**Table 2. Hypothesis Result**

| | | | Crime Content on YouTube Nessie Judge | Anxiety Level of University of Sumatra Utara Students |
|---|---|---|---|---|
| *Spearman's rho* | Crime Content on YouTube Nessie Judge | *Correlation Coefficient* | 1.000 | .581** |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 100 | 100 |
| | Anxiety Level of University of Sumatra Utara Students | *Correlation Coefficient* | .581** | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 100 | 100 |

Based on the hypothesis test results showed the correlation coefficient ($r_s$) of 0.581 with the significance number (Sig. (2-tailed)) = 0.000 which means that the significance value < 0.05 indicates a significant relationship so that H$_0$ is rejected and H$_a$ is accepted. Through the hypothesis test, it can be stated that there is an influence of Nessie Judge's YouTube criminal content on the anxiety level of the University of North Sumatra students. Then measured by the Guildford scale, the correlation coefficient $r_s = 0.581$ is at the level of $0.41 - 0.70$ which means that there is a significant relationship between the criminal content of YouTube Nessie Judge with the level of anxiety of students of the University of North Sumatra. The results of the hypothesis test presented data that there is a linear or positive relationship between the criminal content of YouTube Nessie Judge and the anxiety level of the University of North Sumatra students so if the value of the variable criminal content of YouTube Nessie Judge is high, the value of the anxiety level of University of North Sumatra students is also high. There is a very significant value in the number of significances so that there is a relationship between the influence of criminal content YouTube Nessie Judge to the level of anxiety of students of the University of North Sumatra. The results of this hypothesis test can be strengthened by the results of data processing descriptive statistical analysis that has been done by researchers.

### Discussion

After the researchers processed the data from the answers of 100 respondents, the results obtained in the YouTube Nessie Judge criminal content variable on indicators of access to media that the dominant respondents only watched 1 YouTube Nessie Judge criminal content in one week and as many as 69 respondents or equivalent to 69% only once a week watching YouTube Nessie Judge criminal content. Based on these data, it is known that students of the University of Sumatra Utara are few in accessing and watching Nessie Judge's YouTube crime content in one week. This is because Nessie Judge herself not only raises crime-themed content and on social media

YouTube provides various types of content that make respondents have many choices in one week what they want to watch. Then as many as 33 respondents or equivalent to 33% dominant have watched a total of 20-30 videos of Nessie Judge YouTube criminal content and have followed the Nessie Judge YouTube channel for 1 year, which is as many as 32 respondents or equivalent to 32%.

As explained in the previous data, that the respondents of the University of North Sumatra students predominantly agree that Nessie Judge's YouTube crime content provides entertainment, education, and leisure needs are met after watching it and agree that Nessie Judge's YouTube crime content presents information that is easy to understand, presents factual information, and Nessie Judge has a broad insight regarding the crime theme raised. The respondents ' statements prove that the characteristics of the media content on Nessie Judge's YouTube criminal content made them decide to use the media to watch Nessie Judge's YouTube criminal content. This is evidenced from the previous data, as many as 33 respondents or equivalent to 33% have watched a total of 20-30 videos of Nessie Judge YouTube criminal content and have followed the Nessie Judge YouTube channel for 1 year, as many as 32 respondents or equivalent to 32%. The results of the process of using mass media and its relation to media use have an impact on the decision of individuals to use or not the content of the media they consume [11].

Then in the variable level of anxiety students of the University of North Sumatra, researchers used 14 groups of questions and calculate the score on each item of the question by using the Hamilton Anxiety Rating Scale (HARS). Through HARS, anxiety level scores were obtained from 100 students of the University of North Sumatra who had watched Nessie Judge's YouTube crime content as many as 42 respondents experienced mild anxiety with a score range of 6-14 followed by 33 respondents or equivalent to 33% did not experience anxiety with a score below 6, then as many as 20 respondents or equivalent to 20% experienced moderate anxiety with a score range of 15-27 and as many as 5 respondents or equivalent to 5% experienced severe anxiety with a score of more than 27. According to Stuart, mild anxiety is associated with tension in everyday life. At mild levels of anxiety, a person becomes alert, and cautious and increases his or her perceptual grounds allowing the individual to learn new behaviors [12]. From these data, it can also be concluded that the effect of the use of media to watch criminal content YouTube Nessie Judge on the level of anxiety of students of the University of North Sumatra is mild anxiety.

**Table 3. Anxiety Level of University of Sumatra Utara Student**

| Level of Anxiety | Frequency | Percentage (%) |
|---|---|---|
| No Anxiety | 33 | 33.0 |
| Mild Anxiety | 42 | 42.0 |
| Moderate Anxiety | 20 | 20.0 |
| Severe Anxiety | 5 | 5.0 |
| **Total** | **100** | **100** |

*Source: Researcher, 2022.*

Prabowo states that the high and low levels of anxiety are influenced by several factors, one of which is the level of media consumption (media exposure) by the individual, namely how often an individual consumes media and the intensity of consumption [13]. In this study, there are three cross-table analyses between the variables of criminal content YouTube Nessie Judge with the variable level of anxiety of students of the University of North Sumatra, one of which is the frequency of watching criminal content YouTube Nessie Judge in one week by having feelings of sadness towards the victim after watching criminal content YouTube Nessie Judge. In the cross-tab analysis, there were 23 respondents, or equivalent to 23% of 35 respondents, or equivalent to 35% who experienced severe symptoms and had feelings of sadness towards the victim after watching YouTube crime content Nessie Judge watched 2 contents in one week. While as many as 18 respondents or equivalent to 18% did not experience symptoms, 16 respondents, or equivalent to 16% of them only watched 1 content in one week. It was seen that respondents who watched 2 content a week were more likely to experience anxiety than respondents who watched only 1 content a week. It can be concluded that the higher the level of media consumption, if it is associated with the cross-table analysis that is being discussed, namely the frequency of watching Nessie Judge YouTube criminal content in one week, the more there is a possibility that respondents experiencing anxious symptoms will have feelings of sadness towards the victim after watching Nessie Judge YouTube criminal content.

In the cross-tab analysis between never speeding up when watching videos of Nessie Judge's YouTube criminal content and having a bad feeling after watching Nessie Judge's YouTube criminal content, it was seen that respondents felt mild symptoms as many as 32 respondents or equivalent 32%, of which as many as 19 respondents or equivalent to 19% agreed and strongly agreed never speeding up when watching Nessie Judge's YouTube criminal content. The use of media and attention given by respondents if associated with this cross-table analysis never speeds up when watching videos of criminal content YouTube Nessie Judge gives the influence of respondents having a bad feeling after watching it. The basic assumption in the theory of uses and effects is that the use of Mass media produces many effects on an individual [11], similar to respondents who use media and pay attention when watching Nessie Judge's YouTube crime content. According to Ronsengren, attention itself is the level of attention given by someone in using the media and consuming the message content of the media they use [14]. While as many as 27 respondents or equivalent 27% who do not experience symptoms will have a bad feeling after watching criminal content on YouTube Nessie Judge of which as many as 18 respondents or equivalent 18% stated strongly disagree, disagree, and less agree never accelerate when watching criminal content videos on YouTube Nessie Judge. So, the more respondents give attention in the form of not speeding up when watching videos of Nessie Judge's YouTube criminal content, the more there is a possibility that respondents experience anxiety symptoms and have a bad feeling after watching Nessie Judge's YouTube criminal content.

## 4. Conclusion

The results of this research are known from the hypothesis test results show that there is an influence of criminal content on YouTube Nessie Judge on the level of anxiety of the University of North Sumatra students. Based on the Guildford scale, the Spearman correlation coefficient (rho) shows a significant influence between Nessie Judge's YouTube criminal content on the anxiety level of the University of North Sumatra students. Then based on the results of the determination test, it is known that Nessie Judge's YouTube criminal content affects the anxiety level of the University of North Sumatra students by 34%. Then the anxiety level of the University of North Sumatra students who became respondents was measured using the Hamilton Anxiety Rating Scale (HARS) scale, it was found that as many as 67% of respondents experienced anxiety with various levels, namely mild anxiety as much as 42%, moderate anxiety as much as 20%, and severe anxiety as much as 5% after watching Nessie Judge's YouTube crime content.

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