

Abstract

Wil Dasovich vlogs and posts content on his channel on Youtube, a social media app that contains videos from different users and started a vlog series called the Art of Tagalog in which he presented words from different languages such as Tagalog, gay lingo or *salitang beki*, *salitang kalye* and *Batangueño* in 9 episodes. Vlogs or video blogs posted on Youtube and on other social media sites have not yet been thoroughly studied and analyzed, specifically Wil Dasovich's Art of Tagalog vlog series. It is in this study where the contents of the Art of Tagalog vlog series, and how Wil Dasovich presented the vlog series were studied and analyzed. Analysis was done using Philipsen's and Giles' theories. This study focused on the commonly used Tagalog, *salitang beki*, *salitang kalye* and *Batangueño* words, how these words are defined, and the techniques used by Wil Dasovich in presenting these in his vlog series.

Keywords: Content Analysis of Vlogs, Wil Dasovich, Analysis of the Art of Tagalog vlogs