



The Impact of the soap opera Bond of Love on the behavior of the people of Plered Purwakarta

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ABSTRACT

This study aims to reveal how people's behavior after watching the soap opera Ikatan Cinta and what factors cause changes in people's behavior after watching the soap opera Ikatan Cinta. This study uses a descriptive approach with quantitative research methods. This method provides an illustration of how the influence of soap operas on the behavior of the plered community. The quantitative descriptive research method instrument that the researcher uses is a questionnaire. This study seeks information about the impact of soap operas on people's behavior, as well as how respondents respond to soap operas that are currently booming. The results showed that almost all plered people were exposed to the soap opera Ikatan Cinta,

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1. INTRODUCTION

Technological developments in this modern era can grow very fast and progress rapidly. Over time, many technologies, especially media, continue to grow and increase in type. For example, some of these media are print media, electronic media, and online media. The development of the media is because people are hungry for information presented by the media. This information is considered as a basic need that must be available and available at all times. In addition to the need for information, another reason people need the media is related to the entertainment needs of the community (Azwar, H. Shanti, K. Arumdhani, 2019).

According to Deddy Iskandar (2003) Television is the development of the next medium after radio which was found with its specific character, namely audio-visual. The main founder of the television technology was Paul Nipkow from Germany which he did in 1884. And invented a device which was later called Jantra Nipkwo or Nipkow Sheibe. His discovery gave birth to the elektrische telescope or electric television.

The role of television media plays the function of mass media as a forum for audience learning related to many things and this is important and has broad meaning for our nation. In Indonesia, television media serves as a medium of information as well as entertainment. One of them is television soap operas which are well known and can be found even in remote villages. Television can be enjoyed by anyone ranging from children, teenagers and adults regardless of status and boundaries (Fachruddin, 2015). Everything that is conveyed on television becomes a reference for people's lives, especially housewives. Television shows can provide something positive and negative depending on the user.

Soap opera is a combination of "cinema" which means live images and "electronics" which means the science of applying the motion of charge-carrying particles in a vacuum. Electronics here does not refer to cassette tapes whose recording process is based on electronic rules.

Electronics in soap operas refers more to the medium, namely television or televisual which is an electronic medium other than radio broadcasts (Veven, 1997). The soap opera program is a production house product in Indonesia in addition to quizzes, infotainment, reality shows, and game shows. The soap opera story features a light story that becomes a top issue then combined with the appearance and popularity of the actors and actresses. This attracts the audience because it is supported by the strategy implemented by television managers (Fachruddin, 2016).

Behavior is all the biological manifestations of individuals in interacting with the environment, starting from the most visible behavior to the invisible one, from what is felt to the most that is not felt (Okviana, 2015). Behavior is the result of all kinds of experiences and human interactions with their environment which are manifested in the form of knowledge, attitudes and actions. Behavior is an individual's response/reaction to stimuli that come from outside or from within himself (Notoatmojo, 2010). Meanwhile, according to Wawan (2011) Behavior is an action that can be observed and has a specific frequency, duration and purpose, whether consciously or not. is a collection of interacting factors.

According to the theory of Lawrence Green and colleagues (in Notoatmodjo, 2007) states that human behavior is influenced by two main factors, namely behavioral factors (behaviorcauses) and factors outside behavior (non-behavior causes). In this study, researchers want to know what are the effects or impacts of watching soap operas on people's behavior, and why soap operas can have a huge impact on people's behavior, as well as what genre of soap operas are watched by many people, especially the people of the Plered area, Purwakarta.

Television is currently the most popular mass media among the world community, especially the Indonesian people. Nearly 90 percent of the population in developing countries knows and uses television as a means of entertainment, information, education and so on. Television does not limit itself to consumption of certain circles, but has reached consumers from all walks of life, including teenagers and children. Television or what is often called TV is one of the mass media that is very influential on society. Television comes from the words tele (far) and vision (visible), so television means visible or can be seen from afar. In (Oxford Learner's Dictionary) mentions television is a system of sending and receiving visuals and audio within a certain distance via radio waves.

Freelance soap operas or soap operas with one episode completed or television films (FTV), the structure of the story seems very clear and exactly follows the pattern of the three acts. This type of freelance soap opera has a different format from soap operas in general, namely the duration which can reach one and a half hours (90 minutes) and that includes ad inserts and is not continuous, not serial nor mini-series, where one broadcast immediately ends and on broadcast. - shows for the following week respectively have nothing to do with it. Soap operas can also be distinguished on the basis of the theme of the story which is divided into two broad categories. Soap operas have a considerable influence on the audience who watch them. The story of soap operas is not only an interesting dish on the screen, but it has also become the subject of discussion among mothers in the social gathering group, between family members, and it is not uncommon for social values to be present as a reference for the behavior of their fans. Even soap opera fans generally feel anxious if they miss an episode of their favorite soap opera story.

2. RESEARCH METHOD

The research method is a scientific procedure or method to obtain data with a specific purpose. In this study we used descriptive quantitative research methods. According to (Resseffendi 2010:33) said that descriptive research is research that uses observations, interviews or questionnaires about the current situation, regarding the subject we are researching. Through questionnaires and so on we collect data to test for hypotension or answer a question.

Sugiyono (2017:2) says that research methods are basically scientific characteristics to obtain data with certain purposes and uses. The method used in the quantitative approach.

Descriptive quantitative research method aims to explain a phenomenon by using numbers that describe the characteristics of the subject under study. Quantitative research assesses the nature of a condition of visible phenomena. The quantitative descriptive research method instrument that is often used is a questionnaire (questionnaire). The questionnaire or questionnaire contains several questions about perceptions or views on the problem under study. In addition to the

questionnaire, interview guidelines were also used to make the research results more accurate. In quantitative descriptive research there is a descriptive hypothesis which is determined by setting a criterion based on a theoretical study by the researcher.

The research we focused on was conducted in Plered District, Purwakarta. The subjects in this research are people who are actively watching soap operas with productive age of 18-30 years. This study seeks information about the impact of soap operas on people's behavior, as well as how respondents respond to a soap opera that is currently booming.

3. RESULTS AND DISCUSSIONS

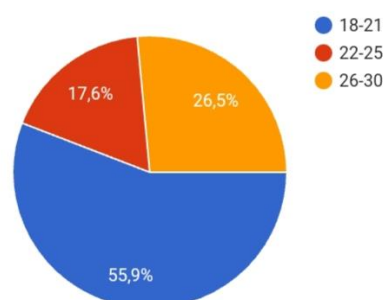
Television is a mass communication medium that has a mix of audio and visual, where people can see and hear through audio and see through visuals. Currently, television has a significant influence on society. Where television has advantages compared to other broadcast media, which can be heard as well as seen. So, if the broadcast radio audience only hears words, music and sound effects, then television audiences can see moving images. Therefore, television is referred to as an audiovisual electronic mass media. The advantages possessed by television certainly make people prefer watching television compared to other mass media.

In addition, one of the theories of mass communication, namely cultivation theory, explains that television is a force that can dominantly influence modern society. Because seen from its own strength, television is able to provide a picture that looks real and important like a daily life. In addition, cultivation theory also explains that there are two types of television viewers who have different or contradictory characteristics, namely: 1). The addicts / heavy viewers (heavy viewers), namely those who watch television more than four hours every day. 2). Ordinary viewers (light viewers), namely those who watch television two hours or less per day.

Here we have conducted research on the people of the Plered area, Purwakarta by sharing questions via the google form. In this study, according to what we have planned the method used is descriptive quantitative research method where the quantitative descriptive research method instrument used is a questionnaire (questionnaire). The object of this research is 18-30 years old, the results of the questionnaire show 55.9% aged 18-21 years who answered the questionnaire, 26.5% were 26-30 years old and 17.6% were middle aged 22-25 year from 34 sources.

Berapa usia anda?

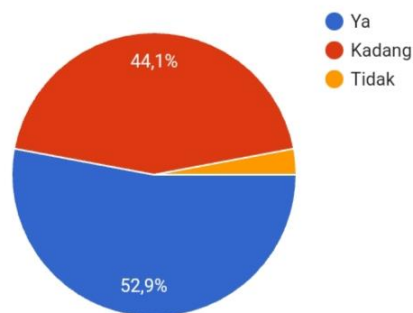
34 jawaban



The results of the diagram show that 18-21 year olds are the majority in watching television with soap operas, about 52.9% of Plered people answered that they watch soap operas, 44.1% answered sometimes and 4% answered that they did not watch soap operas. With the most watched genre, Romance (Romantis) around 79.4% from 34 sources, 11.8% watched the action genre and 8.8% watched the comedy genre.

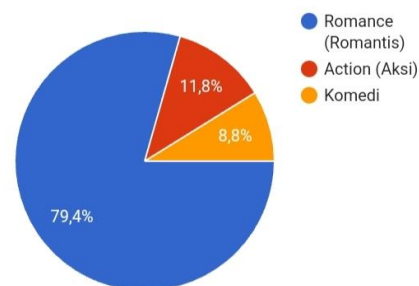
Apakah anda menonton
sinetron?

34 jawaban



Sinetron gendre apa yang anda
tonton?

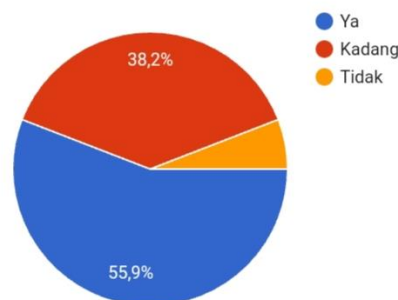
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We can see that there are still many people who watch television, and usually what is watched is soap operas with the romance genre. We conducted further research on a soap opera titled Ikatan Cinta, this soap opera is a soap opera genre romance or romantic and the result is that around 55.9% of people watch the soap opera Ikatan Cinta, 38.2% sometimes watch soap operas Ikatan Cinta, and 1.8% do not watch the soap opera Bond of Love.

Apakah anda menonton
sinetron 'Ikatan Cinta'?

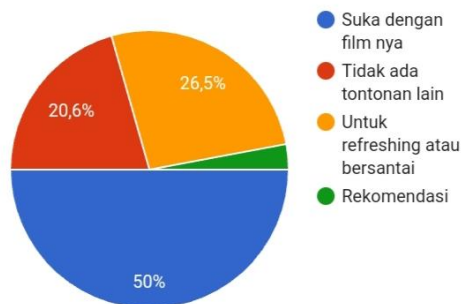
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In watching a show, of course, we have a reason, the same is the case with the people of the Plered area where the reason they watch the soap opera Ikatan Cinta 50% is because people like the film and 26.5% is for refreshing or relaxing, 20.6% because there are no other shows, as well as 4% recommendations from friends, neighbors, or relatives. People said that when they watched the soap opera Ikatan Cinta, people often got carried away by the atmosphere, around 70.6% of people felt that way, and 29.4% said it was normal.

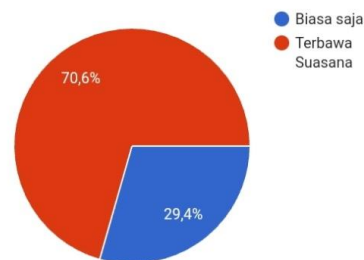
Mengapa anda menonton sinetron 'Ikatan Cinta'?

34 jawaban



Apa yang anda rasakan ketika menonton sinetron 'Ikatan cinta'?

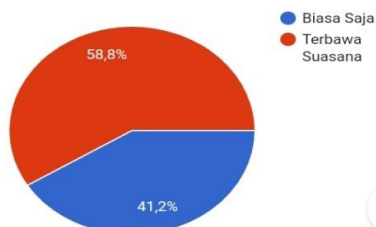
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After watching the soap opera, 58.8% of the people got carried away in their daily life, and 41.2% said it was normal. Until sometimes some scenes or scenes are implemented in the daily life of the Plered community about 35.3%. And no 35.3% sera very implemented or 'Yes' around 24.9%.

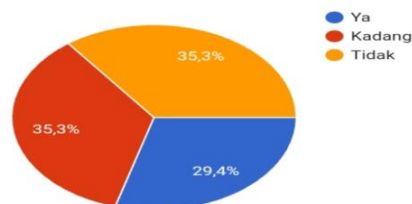
Setelah menonton sinetron 'ikatan Cinta' apa yang anda rasakan?

34 jawaban



Adakah adegan atau scene dalam sinetron 'Ikatan Cinta' yang sangat membuat anda terbawa suasana sampai pada kehidupan sehari-hari?

34 jawaban



Some of the influences from the soap opera Ikatan Cinta, for example, are 52% of people who get carried away (get carried away by feelings), 20.6% of people are easily angry or upset, 14.7% of people are more dramatic, and 11.8% of people are more cheerful and friendly. can't stand it.



From the research we have done, it can be seen that soap opera shows can affect the behavior of the surrounding community. As in cultivation theory which states that people tend to think that what is shown on television is reality or real, when in fact it is just a setting. Even today people view television as an important part in a household, where every family member has unlimited access to television. The soap opera bond of love has been able to bring the audience to the feeling, and relate it to real life. Without us realizing it when watching a program on television, we are doing a learning process in the minds of the audience. In this case we learn not only from direct experience,

4. CONCLUSION

Television is now a common thing in a life. Because this television can be used by various groups and can be found anywhere, be it a large area, such as a city or remote areas such as villages. In this study, the village of Plered, Puwakarta has become the object of research, the results show that 52.9% of the people become television viewers with soap operas with an age range of 18-21 most watching soap operas. In this study, we focus on the soap opera *Ikatan Cinta*, which is a soap opera that is widely watched by the people of Plered, Puakrta with 52% of the public watching.

Based on the soap opera *Ikatan Cinta* with the romance genre, the people of the Plered area, Puwakarta also 79.4% like soap operas with the romance genre. This could be a reason for watching soap operas, but there are other reasons why people watch soap operas, including 50% of people watching soap operas because they like them. In this study, we found an influence on any behavior that resulted from watching the soap opera *Ikatan Cinta*, the most we found was where 52.9% of people became easily distracted (carried away by feelings) in their daily lives. This happens because when watching and after watching the average community gets carried away, around 70.6% of the people feel this way.

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