

**THE EFFECT OF TELEVISION PROGRAM "INI TALK SHOW NET TV" TO THE
BEHAVIOR CHANGING OF TEENAGERS IN BANDUNG CITY
(STUDENT SURVEY AT BPI 1 BANDUNG SENIOR HIGH SCHOOL)**

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ABSTRACT

This study entitled "The Effect of Television Program "Ini Talk Show NET TV" to the Behavior Changing of Teenagers in Bandung City with sub-head Survey on Students at BPI 1 Senior High School". This study uses survey method with simple linear regression analysis techniques. This study was conducted to teenage students at SMA BPI 1 Bandung in which the number of population is 320 students with a total sample of 75 students based on simple random sampling. The purpose of this study was to determine the effect is there watching the program "Ini Talk Show NET TV" to change the attitude of young people in the city of Bandung. The hypothesis of this study is stated that there were positive and significant influence between watching the program "Ini Talk Show NET TV" on adolescent attitude changes Bandung. Based on the results of this research is that there is a significant influence in watching the program "Ini Talk Show NET TV" to changes in teen attitudes of Bandung, this is evidenced by simple linear regression equation is $Y = 1:30 + 0.492X$, t -test (10.39) is greater than t -table (1.99).

Keywords: *effect, behavior changing, television program*

1. BACKGROUND

The advances in science and technology made the development of communication technology, information and mass communications technology (printed media, electronic media and multimedia). This is one of the evident from the impact of mass media broadcast television technology which has no boundaries between one country to another, especially after the satellites be used to transmit television signals.

The development of television began to be felt since the birth of first private television RCTI Indonesia on 1989 in Jakarta. At that time, the reviewers still had to use a *decoder* (television signal receivers) to access it. But it only lasted for a year. Furthermore, the viewers exempted from the *decoder* when SCTV (Surya Citra Televisi) bornt in Surabaya on 1990. Then, it followed by the establishment of other national private television broadcasts, such as TPI (has changed into MNC TV), Anteve, Indosiar, Metro TV , Trans TV, Global TV, TV-7 (has changed into Trans7), Lativi (has changed into TV One), Reuters TV, and Net TV. And there is also community television (local) that provide opportunities for active audiences in using

the media as their fulfillment (asiawaves.net/Indonesia-tv).

Currently, television stations in Indonesia are likely to have the same television program. Almost every television station has similar format of a television program that using the videos from *Youtube* website. These videos are easily displayed without having to pay royalties to the uploader or owner of the video.

As the information technology developed, NET TV was built to connect the spirit of entertainment content and information in the future, more socialized, deeper and can be easily access anywhere. Since the first inception, NET TV generate creative, inspiring, informative and entertaining media. The programs also served in a variety of *platforms*, so people can reach it through social networking like *Youtube*, *Facebook*, *Twitter*, *Citizen Journalism* and .NET access which was recently launched. These things facilitate the audience to enjoy all programs. NET program categories offered variety programns, such as: *NET.News*, *NET.Music*, *NET.Magazine*, *NET.Documentary*, *NET.Information*, *NET.Entertainment*, and others (PT. Net Mediatama Indonesia).

Net TV has three-run *talk show* incorporated to the category of *NET ENTERTAINMENT*. First is *Ini Talkshow* that is broadcasted daily at 6:30 pm and hosted by Sule and Andre. The second is *Sarah Sechan* which broadcasted on Monday through Friday at 1:00 pm and hosted by Sarah Sechan herself. And the last one is *Tonight Show* that aired on Monday through Friday at 10:30 pm, guided by Vincent and Desta. Over three shows, there is only *Ini Talkshow* form the best impressions to put it forward. We can see from the broadcast hours of *Ini Talkshow* at *prime time* shows on Net TV every day (www.netmedia.co.id).

Seeing from the use of *Twitter* “*Ini Talk Show NET TV*” has already 642,000 *followers*. Besides “*Ini Talk Show NET TV*” has 34,000 customers in *the Youtube* site. When its averaged, “*Ini Talk Show NET TV*” reaches 4500 *viewer* in every video uploaded on *Youtube*. Once again, “*Ini Talk Show NET TV*” program in only less than two years seeded has been able to attract the attention of Indonesian (www.youtube.com).

In addition, “*Ini Talk Show NET TV*” has successfully become one of the nominations in Asia television broadcasting in 2014. As Metrotvnews.com reported, this talk show along with the host were also nominated at the event of *Yahoo! Indonesia Celebrity Award 2014* in the category of *Favorite TV Talk Show Host* together with Deddy Corbuzier at Hitam Putih Program which broadcasted on Trans 7 (hiburan.metrotvnews.com).

In the event of *Asian Television Award 2014's* “*Ini Talk Show NET TV*” and *Tetangga Masa Gitu* (Net TV) were nominated in the category of *BEST COMEDY PROGRAMME*. The *talk show* program who just turned into one year celebration has stolen the audience heart in Indonesia (tribunnews.com).

The researchers chose SMA BPI 1 Bandung, because the school is located in downtown of Bandung city. SMA BPI 1 Bandung has TV and multimedia room laboratory (*workshop*). It is also contained special education programs in the field of *broadcasting* which the lesson scores at the lab are marked in students’ reports. In other words, this laboratory program is a mandatory activity to be followed by all students in BPI 1 Bandung. (smasbpi1bdg.net). Additionally, BPI 1 Bandung has cinematography and photography as the extracurricular. From this reason, the researchers believe that SMA BPI 1 students have understood the development of television world. Therefore, the teenagers of students class X and XI SMA BPI 1 Bandung have tendencies to imitate the behavior of “*Ini Talk Show NET TV*” hosts and the supporters.

Research Problem

"Is there any effect caused by the activity of watching "*Ini Talk Show NET TV*" program toward the behavior change of teenagers in Bandung?"

Research Purposes

"To know the effect of watching "*Ini Talk Show NET TV*" program toward the behavior change of teenagers in Bandung."

Research Methods

The research method used in this study is survey. Survey is a method of research using questionnaires as the data collection instruments. The goal is to obtain information about the number of respondents who are considered to represent specific populations (Kriyantono, 2006: 59).

Ardianto (2010) says that survey method as types of approaches in research aimed at the large number of individuals or groups. While Singarimbuan (1989: 3) suggests that survey method is a research method that takes a sample of the population and using a questionnaire as a primary means of data collection. The method of quantitative research is research that is loaded with nuance figures in data collection in the field (Ardianto, 2010: 20).

The distinctive feature of this method is the data collected from respondents which representing certain populations by using questionnaire. In this study, the samples are teenagers of students SMA BPI 1 Bandung.

2. THEORETICAL FOUNDATION

Mass Communication

This theory used because it is related to the research about television program as part of mass communication. The television program is one of the medium used to convey the message to the audience.

Definition of mass communication according to Rachmat (2003: 189), "Mass communication is defined as a type of communication addressed to a number of audiences who are scattered, heterogeneous, and anonymously via print or electronic media, so that the same message can be received simultaneously and momentarily "(Elvinaro 2007: 6).

It is why mass communication is relevant as a basic theory in this study, because this study examined on television program in which the television is included in the mass media. Thus, mass communication is the basis theoretical to support this research on a television program "*Ini Talkshow*".

Mass Media

The term of mass media is divided into two words, the media and the mass. Media means technical tools or means to deliver message and the mass means bunch of people. The media means to convey message content/information of general nature, a number of individuals, which

are relatively large, dispersed, heterogeneous, and the contents focused on the same message, and cannot provide direct feedback. "The mass media was divided into printed media and electronic mass media. The mass media, whether it is printed or electronic should be published periodically, or broadcast periodically, the message content is general or cover all of the problems, prioritizing in actual events and presented simultaneously." (Wahyudi, 2010: 90).

Television as the Media of Mass Communication

According to Effendy (2002: 21), television is a broadcasting television which has the medium of communication networks with the characteristics possessed by mass communication and takes place in one direction, institutionalized communicator, the message is general, simultaneous and heterogeneous viewers. Television is a telecommunication system for broadcasting and receiving images and sounds from distant or a medium which transmits pictures (*visual*) and sound (*audio*).

Television media of mass communication is the process of communication between communicator with communicant (mass) through a medium of television. Television as mass media communication is periodical. In mass communication, communication organizing institutions mostly run the television rather than individuals. But, it involves a lot of people with complex organizational and huge financing. Because of the television media are "*transitory*" (only forwarding) messages that conveyed through mass communication media, it can only be heard and viewed at glance. "The messages on television is not only heard, but also can be seen in a moving image (*audiovisual*)." (Wahyudi, 1991: 62).

Talk Show For TV Content

According to Morissan (2005), tv program is a *talk show* program featuring one or several people to discuss a particular topic that is guided by the host. Those invited are those who directly experienced the events or topics discussed, or those who are experts on the issue being discussed.

Talk-show programs can actually enriching audience knowledge about a problem. Still, the program will not attractive if it is not made the efforts to make the program more interesting. An important element of having a successive program is a *talk show* moderator need to have capabilities in controlling and keeping fresh conversation, but still can be strained as well. The selection of topics and figures in the topic would make it a very interesting debate. Therefore, program planning is also an important part.

Talk show is one kind of television programs which provided information by interviewing sources related to the topic being discussed. With the explanation of the *talk show* itself, the researchers made the explanation exposure as a reference in the research process to determine the nature and the characteristics of a *talk show* in order to omit the emergence of ambiguities to research topics.

Media Exposure

Media exposure is trying to find the data on the use of media audiences both types of media, frequency of use and longevity. Media Exposure by Jalaluddin Rachmat (2009: 14) is defined as media exposure, whereas Singarimbun Masri (2012: 21) means to touch the media.

According to Rachmat, media exposure can be operated as the frequency of individuals in watching television, movies, read magazines or newspapers or listen to the radio. Ardianto and Erdinaya in their book of *Mass Communication: An Introduction*, revealed that the frequency of the use of media in collecting data audiences are as follow; how many times a day people using the media in one week, how many times a week people using media in a month (for weekly program) as well as how many times a month people use media in one year (for monthly programs). To measure the variable duration of media use, we calculate how long the audience to join in certain media (how many hours a day) and how long the audience follow the program (Ardianto, 2004: 164).

The theory of media exposure is used because the researchers wanted to determine the effect of exposure to media impressions at “*Ini Talk Show NET TV*” program toward the behavior change of teenagers in Bandung. So, this theory can explain the media usage of young people in Bandung in watching “*Ini Talk Show NET TV*” both in the frequency, duration of use, and the attention given to the event program.

Individual Differences Theory

In this study, the variables that influence responses to the audience through media exposure assumptions on “*Ini Talk Show NET TV*” impressions will vary, depending on the stimulus of recipient characteristics. In this study, the response of audience changes in the attitude of cognitive, affective and conative. Thus, this theory becomes a reference to find the effect of different response to each individual audience characteristics.

Attitude

"Attitude is the tendencies to act, percept, think and feel in the face of object, idea, situation and value. The attitude object can be the objects, people, places, ideas or situations or groups "(Rachmat, 2008: 40).

Meanwhile, Anwar in his book ‘*Human Attitudes, Theory and Measurement*’ (2005: 24-28) mentions three components of attitude, there are:

1. Cognitive Component

This component contains a person's belief about what is true or what is right for the behavior object. Trust comes from what we see or what we already know. Based on this reason, the formation of an idea or ideas about the nature generates characteristics of an object. Once the trust is established, it will become the basis of a person's knowledge about what can be expected from the particular object. Of course, the trust as a cognitive component is not always accurate, sometimes trust is formed precisely because of lack or the absence of correct information about the object encountered.

2. Affective Component

This component is a matter of subjective emotional person against the behavior object. Generally, this component is equated with feeling possessed against something. In general,

emotional reactions are affective component which is heavily influenced by the beliefs or what is believed to be correct and valid for the utterance object.

3. Conative Component

This component in behavior or attitude shows a tendency to behave in a person related to the object of the attitude that faces. Understanding the tendency to behave indicate that this component include not only a form of behavior that can be seen directly, but also covering the forms of behavior in the questions forms or words spoken by someone.

Operational Variables

Operational variables are intended to explain the variables studied (Riduwan 2009: 66). Meanwhile, Masri cited by Riduwan (2009: 66) said that a variable operational element of research tells how to measure a variable. Two variables used in this study are:

1. Independent Variables

Independent variable is the variable that is suspected as the cause or a precursor of other variables (Rachmat, 2009: 12). In this study, the independent variable (X) is the effect of the “*Ini Talk Show NET TV*” program. In variable X, the researcher uses Media Exposure Theory can be measured with sub variable frequency, duration and attention.

2. Dependent Variables

Dependent variable is the variable that is suspected as a result of or influenced by variables that preceded it (Rachmat, 2009: 12). The dependent variable in this study is the change of teenagers’ behavior. The changes in behavior can be measured with a bunch of sub variables of cognitive, affective and conative effects.

DISCUSSION

There are two types of respondents characteristics in this research:

1. By sex

There were 32 male students and 43 female students.

2. By age

There are three students aged over 16 years, 32 students aged 16 years, 36 students aged 15 years and 4 students under 15 years.

Classical Assumption Test

This study uses simple linear regression analysis model. A good regression model should be free from the problem of deviation from the classical assumption. Here is a classic assumption test regression model:

1. Normality Test

Normality test aims to determine whether or not a normal distribution of data. In this study, the normality test used is the *Kolmogorov-Smirnov* test (KS) and the *normal* graphical method *PP plot*. Based on the results of SPSS 20, there is a significance value of 0.559 which is greater than 0.05. It means that the meaning of research data are normally distributed.

2. Heteroscedasticity Test

Heteroscedasticity test indicates that the variable is not the same variance for all observations. Heteroscedasticity test in this research use *Scatterplot*. On the display of SPSS 20, the data does not contain heteroscedasticity problem because the point spread does not form a specific pattern.

3. Linearity Test

There are two ways to find out the results of the linearity test. It is by looking at the value of the significance and the value of F. Based on the table of 4.23, the significance value is 0.525 which is greater than the value of applied significance at 0.05 ($0.525 > 0.05$). With this result, there is a significantly linear relationship between the independent variables and the dependent variable. If it is based on the value of F, the F value is calculated from the table 4.24 calculation has been done through SPSS 20 is 0.934 which is smaller than F-table which 1.89 ($0.934 < 1.89$) score. F-table is obtained based on the value of F distribution table with a significance level of 0.05 and df number for the numerator by 13 and df for the denominator of 60. It can be concluded that there is a significant linear relationship between the independent variables (media exposure) with the dependent variable (behavior changing),

Simple Linear Regression Analysis

This study uses a simple linear regression method which will be explained as follows:

1. Test Coefficient of Determination

It is known that the exposure of “*Ini Talk Show NET TV*” program effect to the change of teenagers behavior in Bandung by 59.7% and the remaining 40.3% is influenced by other variables.

$$\begin{aligned} \text{KD} &= R_{xy}^2 \times 100\% \\ \text{KD} &= 0.597 \times 100\% = 59.7\% \end{aligned}$$

2. Simple Linear Regression Test

From classical assumption of testing can be ascertained that the simple linear regression model meets all the classic assumption test. This research technique used simple linear regression analysis. Based on SPSS calculations, the researcher obtained the result of simple linear regression analysis as follows:

According to the table, it can be seen that the table of coefficients obtained from an independent variable, value that is equal to 10:39, while t_{table} at a significance level ($\alpha = 0.05$), with degrees of freedom (df) $75-3 = 73$, so it obtained the t_{table} of 1.99.

$$Y = a + bX$$
$$Y = 1.30 + 0.492 X$$

“*Ini Talk Show NET TV*” program had positive effect on SMA BPI 1 Bandung student behavior changes with a regression coefficient of 0.492. It means that if there is an increase of duration at “*Ini Talk Show NET TV*” program whose been watched by SMA BPI 1 Bandung students by 1 unit, then the students behavior change will increase by 0.492. A positive sign (+) to the variable X (“*Ini Talk Show NET TV*” program) means that there is a unidirectional relationship, which if it is applied more frequent, longer and have fully attention to the “*Ini Talk Show NET TV*” program, so teenagers behavior changes will also increase.

CONCLUSION

Based on the results research conducted to SMA BPI 1 Bandung students about the effect of “*Ini Talk Show Net TV*” program toward teenagers changing behavior, it can be concluded that:

1. There is a significant effect between “*Ini Talk Show Net TV*” program toward teenagers changing behavior in SMA BPI 1 Bandung.
2. The effect of “*Ini Talk Show NET TV*” program to the behavior changing of teenager in SMA BPI 1 Bandung is 59.7% and the remaining is 40.3% effected by other variables that are not described in this study. The effect of “*Ini Talk Show NET TV*” program to the behavior changing of teenager in SMA BPI 1 Bandung is at the high level of relations, with 0.773 which is in the interval of 0.60 - 0.89. The effect of “*Ini Talk Show NET TV*” program to the behavior changing of teenager in SMA BPI 1 Bandung with a regression coefficient is 0.492. It means that if there is an increase of duration at “*Ini Talk Show NET TV*” program whose been watched by SMA BPI 1 Bandung students by 1 unit, then the students behavior change will increase by 0.492. The behavior changes effected by “*Ini Talk Show NET TV*” program consists of three components; cognitive component, affective component, and conative component.

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