



Analysis of 3 Idiots Film in Motivating Uninus Students in View from Hypodermic Theory

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ABSTRACT

This research is a mini research study, which aims to find out the motivation of Uninus students in the second semester of 2020 after watching the movie 3 idiots. This study uses hypodermic needle theory with the definition that the media in this case the film is able to convey ideas and ideas to the audience. The approach used in this study is a qualitative approach, the determination of informants in this study using purposive sampling, namely determining the source as the person who knows best, the sources of data in this study are 30 Uninus students from 7 Universitas Islam Nusantara Study Programs batch 2020. Data collection techniques using online interviews. Based on the results, it can be seen that 30 informants were highly motivated after watching the movie 3 idiots.

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1. INTRODUCTION

Currently the development of film, is very universal. Why is that, because film reaches all social segments, film is a creative work of art and culture which is a mass communication medium which is made based on cinematography principles by being recorded on celluloid tape, video, which is shown with a mechanical projection system, as well as electronically (Nasional, 1994). Film is part of mass communication media, film is also often used as a medium to convey intent and message to the audience.

Film is present as a part of culture that appears along with the development of society, film is a work of art that is often packaged and used as a trading commodity, films are made by displaying portraits that are in accordance with the conditions of society (Alfathoni & Manesah, 2020). To develop an intellectual culture, of course, requires a process, the process involves human resources, financial resources, and also mastery of technology. This can be realized in a theme raised by film people and also how to realize that theme into a quality film, so that film lovers can get the cultural and social values implied in it.

Film being a work of technology, film can be viewed in two ways, namely in terms of physical and non-physical. From a physical point of view, films are much influenced by the

inventions and advancements of the combination of optical, mechanical, chemical, and digital technologies. While in terms of non-physical films are more influenced by cultural development factors, both from elements of pattern, knowledge, skills, and also the combination of various art forms in it. Film also has many advantages, one of which is that it has the ability to display objects that cannot be seen with the naked eye. And along with the development of media and information technology, on the one hand, films can function as negative media such as your capitalist propaganda media, the media can also gain sympathy and influence the public. On the other hand, film can also function as a positive medium, namely as a propaganda medium (Arifin, 2011: 112 in Ropingi El Ishaq & Moh. Fuad Sulton Al Ashar, 2016). Film can also be used in the world of education, as a medium in learning, one of the films that has learning and contains education is the 3 Idiots film. The film 3 Idiots was released in 2009 directed by Rajkumar Hirani, this film has also been named as one of the highest-grossing films in Bollywood history, this film presents an interesting story about the reality of the world of education. to be a medium in learning, one of the films that has learning and contains education is the film 3 Idiots. The film 3 Idiots was released in 2009 directed by Rajkumar Hirani, this film has also been named as one of the highest-grossing films in Bollywood history, this film presents an interesting story about the reality of the world of education. to be a medium in learning, one of the films that has learning and contains education is the film 3 Idiots. The film 3 Idiots was released in 2009 directed by Rajkumar Hirani, this film has also been named as one of the highest-grossing films in Bollywood history, this film presents an interesting story about the reality of the world of education.

With an unpredictable storyline, filled with funny scenes, friendship, love, hopes, ideals and containing opposite educational realities, this film has its own uniqueness. Thus indirectly the audience will be entertained by seeing the scenes in the film, as well as getting a lot of learning. Film 3 Idiots is one of the wide screen films that tells about the reality that occurs in the world of education. So, this film really tells the reality of what happens in the world of education, love, and one's dreams. The value of education itself is not only a place to learn, but as the formation of one's character, in this film tells how strict university rules and also the role of parents.

Not only that, this film also contains a story about a lecturer who behaves indifferently to his students until in the end the student chooses to hang himself because he feels he has failed. And there are many more stories that can be used as lessons from this film and can be used as motivation for many people, especially for students who have watched it, this film is not only for entertainment but can be used as a lesson for all of us. Therefore, researchers are very interested in conducting research with the title "Analysis of the 3 Idiots Film in Motivating Uninus Students from the Hypodermic Theory" to find out how much motivation the 3 Idiots film has in the world of education for students.

2. RESEARCH METHOD

The approach used in this research is a qualitative approach, qualitative research is a research method used to reveal problems (Gunawan, 2013: 80-81). Meanwhile, according to Flick (Gunawan, 2013: 81-82), qualitative research is related to the study of social relations related to the facts of the pluralization of life. This study uses a qualitative approach because it is intended to understand human behavior. Because this research uses a qualitative approach and includes case study research, the results of this study are descriptive-analytic in the form

of written or spoken words from the observed behavior. This study uses qualitative methods so that in this study it does not use a population (Sholikhah, 2016) (Sugiyono, 2013: 215) (Zellatifanny & Mudjiyanto, 2018). Determination of informants in this sampling using purposive sampling, namely determining the source as the person who knows best (Sugiyono, 2013: 218-219). This research is located on the Nusantara Islamic University campus, in this study the informants became the main data source. Sources of data in this study are words and behaviors obtained from informants related to the research, then documents or other written sources are additional data. The sources of data in this research are: 28 Uninus students from 8 Nusantara Islamic University Study Programs batch of 2020, with the following details: 13 Communication Studies Study Programs, 1 Indonesian Language Study Program, 6 Early Childhood Education Study Programs, 1 Early Childhood Education Study Program Arabic, 1 person in Islamic Education Study Program, 3 people in English Language Study Program, 1 Electrical Engineering Study Program, 1 Mathematics Study Program, and 1 PPKN Study Program, to obtain information, in this research the object of research is "Analysis of 3 Idiots Films in Motivating Uninus Students in View from Hypodermic Theory". The data collection method in this study used the online interview method.

3. RESULTS AND DISCUSSIONS

Film 3 Idiots is one of several films that convey criticism of the education system that has been established and applied in educational institutions in general. The story line that goes back and forth in this film has a message as a criticism and an example of the success of education itself.

Hypodermic Needle Theory (Hypodermic Needle Theory) is one of the theories of mass communication. As we know that mass communication is one way. There are also those who say this theory is a bullet theory, where this theory assumes that the media has a great influence and the audience is a passive communicant. The communicant is considered to be passively receiving a barrage of communication messages. So, whatever is done or displayed by the media audience as a communicant will receive. Then, if we use the right communicator, the right message, or the right media, the communicant can be directed at will. Communication in this theory is also considered very strong, one-way, direct, and immediate. Just like a syringe, the media inject ideas, ideas, impressions,

3.1 System Implementation

Uninus students both like movies but with different genres they like. Among them there are those who like films with the genre of action, romance, and even comedy.

Table 1. Informant's preferred film genre

No	Answer Category	Informant
1	Action	6
2	Comedy	11
3	romance	9
4	Drama	2
	Total	28

From the table above, it can be concluded that Uninus students each have their favorite film genre. The connection with the film 3 Idiots, is that this film is a drama, comedy, romantic genre film with an education theme that is flavored with stories of friendship and love. So that the storyline can make the audience not feel bored because the ideas and messages are also conveyed with satire jokes.

3.2 Informant's Purpose for Watching 3 Idiots Film

Everyone must have different goals in doing the same activity. One of the purposes of watching movies is to fill spare time, to seek entertainment, to eliminate curiosity, and so on.

Table 2. Informant's Purpose for Watching 3 Idiots Film

No	Answer Category	Informant
1	Fill the free time	7
2	Eliminate Curiosity	6
3	Looking for entertainment	8
4	Adding insight	2
5	Looking for Motivation	5
Total		28

From the table above, it can be concluded that Uninus students as informants have different goals in watching the movie 3 Idiots. A total of 7 informants have a goal to fill their spare time, that is, when they feel they have free time, students often think of watching a film. A total of 6 informants had the aim of watching to eliminate curiosity. They were driven by that curiosity. That curiosity arises from within them based on recommendations from other people, be it relatives, friends, and so on. 8 Informants have a purpose only to seek entertainment. Then 2 Informants with the aim of adding insight, with various messages presented by the film so that they can add to their knowledge and 5 Informants with the aim of seeking motivation, motivation to learn,

3.3 Favorite Characters in the Movie 3 Idiots

Table 3. Favorite Characters in the Movie 3 Idiots

No	Answer Category	Informant
1	Aamir Khan as Ranchod	22
2	Other characters	6
Total		28

It can be concluded that the character most favored by Uninus students in the film is the main character (Ranchod) for various reasons. The main character in the film is played or played by Aamir Khan, a very famous boolywood actor in his time and even today. The figure of Aamiir Khan as Ranchod in the film is considered to have excellent acting. In this case, it can be concluded that the talent and mastery of the characters played are very influential in the success of the message that the film wants to convey to the audience. With the right cast, the audience can comfortably follow the storyline and feel all the emotions in the film. So that the delivery of ideas and messages can easily influence the audience.

Then, Ranchod's character in this film is also characterized as a student who is brave in telling the truth. He dared to criticize the education system that was running on his campus that according to him the system that was running was wrong. Then because in the film Rancho is also described as a person who is passionate about learning and seeking knowledge and he is also described as having a broad perspective and having good principles as a student. So from the character obtained, Uninus students want to have a broad view also in all things, especially in the world of lectures. They become motivated and become more active in learning so that they can at least be like the Ranchod character in the film. Student opinion on the ideas and messages presented in the 3 Idiots film.

3.4 Student Opinion Against Ideas and Messages Conveyed in 3 Idiots Film Film

In a film of course there are many ideas and messages to be conveyed to the audience. The film 3 Idiots itself contains many ideas and many messages are conveyed. One example is the idea

that in learning the most important thing is understanding, not memorizing, and the message that the future is full of mysteries, but we don't need to be afraid to face it, stay optimistic and think positive.

Table 4. Student Opinion on the ideas and messages conveyed in the film 3 Idiots

No	Answer Category	Informant
1	Strongly agree	18
2	Agree	6
3	Do not agree	4
4	Strongly Disagree	0
Total		28

From the table above, it can be concluded that the informants are said to strongly agree or strongly agree with the ideas and messages conveyed or presented in the film. 4 informants who do not agree with the ideas and messages presented in the film 3 Idiots maybe because they think there are some ideas that should not be approved but not found by other audiences such as the teacher who is described as a superior and authoritarian figure, and the system education that relies on the memorization method in learning, and freezes the innovation and creative ideas of students.

As for the ideas and messages received and remembered by Uninus students as informants, one of them is that we should not look at people another eye, because the ability of each person is different. Maybe someone failed today, but tomorrow the day after tomorrow that someone could be much more successful than us. Then, we don't need to be afraid to be ourselves, do whatever we like, do it because we are only given the opportunity to live once, take advantage of the opportunities in life that we have by doing everything that comes from our heart. The point is to be yourself! We don't just want the best results, but what is more focused on this is whatever we do, do it seriously, put all the capabilities we have in doing everything, do the best we can, then the result will be the best of all. what are we doing. Then, we must be calm in facing all problems, believe in ourselves, be a strong and independent person, be a student who has an open mind, be unique with whatever we have. Love what we do, not because of demands, judgments or wanting to pursue material things. In studying, there must be love and sincerity in it. Just like the main character (Rancho) who loves what he does, so he can produce a perfect score. When it is perfect, then future success will catch up by itself. What it means to be number 1 but not bring about new changes, ideas and discoveries. be unique with whatever we have. Love what we do, not because of demands, judgments or wanting to pursue material things. In studying, there must be love and sincerity in it. Just like the main character (Rancho) who loves what he does, so he can produce a perfect score. When it is perfect, then future success will catch up by itself. What it means to be number 1 but not bring about new changes, ideas and discoveries. be unique with whatever we have. Love what we do, not because of demands, judgments or wanting to pursue material things. In studying, there must be love and sincerity in it. Just like the main character (Rancho) who loves what he does, so he can produce a perfect score. When it is perfect, then future success will catch up by itself. What it means to be number 1 but not bring about new changes, ideas and discoveries. When it is perfect, then future success will catch up by itself. What it means to be number 1 but not bring about new changes, ideas and discoveries. When it is perfect, then future success will catch up by itself. What it means to be number 1 but not bring about new changes, ideas and discoveries. When it is perfect, then future success will catch up by itself. What it means to be number 1 but not bring about new changes, ideas and discoveries.

One of the motivational sentences obtained by Uninus students in the film 3 Idiots is the sentence "All is well, all is well" which is said when they are in trouble, the sentence is said confidently to yourself while patting your chest, as if it becomes a mantra. comfort for yourself. No

matter how critical the conditions and problems are, rest assured that everything will be fine. That sentence may not be able to solve the problem, but at least the heart gets an injection of courage to get back up and face the world.

The future is full of mysteries, but we need not be afraid to face it. Stay optimistic and positive thinking. This means that you need an optimistic attitude and a positive mind in dealing with every problem. Enjoy your struggle and don't have to worry about what may not happen. The film also reminds us that the struggle to gain knowledge is not about getting points or grades, but chasing dreams.

After watching the movie 3 Idiots, Uninus students felt motivated. Because the film has many lessons to be learned. The motivation arises when they witness the courage of someone who dares to defy the strict rules in his campus, and because they witness for themselves how someone is willing to try and keep trying until he succeeds in all his hard work. In this case, Uninus students become increasingly confident that the results will not betray their efforts. The effort will pay off from how serious you are in doing the business. Where in that effort, of course, you have to sacrifice many things, both energy, time and so on for the sake of one's ambition.

Then when they finished watching 3 Idiots, they became aware of things they didn't know because when they first heard the title, the students thought that this film would tell a story about the hilarious "stupidity" behavior of 3 friends. Moreover, the film poster depicts a person who looks "give up" with calculus formulas in front of him on a blackboard. Turns out they were wrong. This film tells the opposite story, namely the story of the friendship of 3 extraordinary people with funny, creative, genius and drama-filled events, also contains many educational messages in it.

The views of Uninus students regarding the world of lectures today after watching the movie 3 Idiots are that the world of lectures is hard. All the pressure received by students in the form of assignments and so on, and realizing that the world of lectures is just like giving the students a key instead of opening the door, then the students themselves have to open it.

This film also opens the minds of Uninus students that college is not just looking for a GPA. Lecture is an understanding of science according to interests and potential. Campus is not a means to produce robotic workers needed by companies. But the campus is a noble place to give people an understanding of the vast sea of knowledge that can be applied to make human life better.

According to the informants, the film 3 idiots is very influential in motivating students' lives. Uninus students became influenced and motivated to at least do good things in the film. The film is also a reference for changing students' thoughts or ways of thinking in lectures. Like having to follow your heart and not do something because of coercion and pressure from others. Constantly developing the knowledge gained, developing the passion you have. Then that the success of a student is not only measured by his intelligence and how much GPA he gets but from his intelligence, wisdom and how he develops things, also seen from who knows best what talents and interests each student has and can prove/show it to the world. So, in essence, the film is able to open a new perspective on the world of lectures for Uninus students.

Uninus students' response to the 3 Idiots film is that the film has a theme that contains criticism of the world of education. Very motivating and excellent film. The touch of education in the film is very much felt when it is associated with current education. Then there are also many moral messages conveyed in the film. Showing the independent and open-minded side of students' thinking.

From the movie 3 idiots, it can also be learned that the education system sometimes only favors people who are smart and competitive, but this film gives awareness that it is not always the strong who will succeed, if basically someone does not have a winning spirit then he will still lose. .

The film 3 Idiots is also rated as a cool, inspiring, and very motivating film. Films that teach us how important education is and the meaning of education itself. And teaches that education is essentially a person's freedom to think, free to determine the future, and free to gain knowledge.

Judging from the hypodermic needle theory, film as a medium of mass communication directly and in one direction sends messages to the audience and influences them. From the results of the study, it is proven that Film 3 Idiots can greatly influence Uninus students in various aspects, including influencing their awareness of the importance of education, changing thoughts, views on the reality of the world of lectures, understanding the current education system, and being able to motivate Uninus students to become more enthusiastic in studying.

Various behaviors shown in movie scenes provide stimulation for the audience to imitate them. The things that the players do and the messages conveyed in the 3 Idiots film are able to at least influence the audience, as if the audience has no power to escape from that influence. The hypodermic theory also states that if the messages to be conveyed are right on target, they will get the desired effect. However, sometimes the bullet that is fired does not penetrate, meaning that sometimes the effect that arises is different from the shooter's goal. So, it is natural that there are audiences who feel unaffected by the messages in the 3 Idiots film. Because even though they are passive, they are still actively looking for what they want according to their needs.

4. CONCLUSION

The conclusion from the research results, the 3 Idiots film is able to influence students in various forms, both in motivating, awakening, giving understanding, views, and even thoughts. These things are evidenced by the results of interviews with Uninus students as audiences who witnessed the film firsthand. They revealed that the ideas and messages received from the film 3 Idiots were able to influence their enthusiasm for learning, were able to motivate them to be more active in studying, open their minds to the realities of the world of lectures, provide an understanding of the current education system. , etc. Thus, the assumption of the hypodermic needle theory that the audience as a communicant directly receives various messages conveyed by mass communication media.

Suggestions that can be conveyed from this research, including students should be able to choose what films are good for them to watch, choose films that contain a lot of moral messages that can arouse students' enthusiasm in studying, in each film there are many messages to be conveyed, both messages directly through dialogue between characters and indirect messages, namely the message behind every behavior and scene presented in the film. Thus, students as audiences must be able to understand and find these messages, so that learning can be taken. Students should also be careful in choosing a spectacle so that the influence given by film as a medium of mass communication is an influence that can lead to a better direction,

In this study, both in the research process and in the presentation of research results, of course there are still many shortcomings, for that the researcher suggests that this discussion can be investigated further to perfect the proven hypothesis. Prepare carefully the research strategy, mobilize all abilities in the research process, and perfect the presentation of the research results.

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