



The Influence of Sinetron Shows From the Middle School Window on SMPN 1 Naringgul Student Behavior

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ABSTRACT

This study focuses on the views of SMPN 1 Naringgul students on the soap opera Dari Jendela SMP. The purpose of this study was to determine the perception, behavior, and influence of the soap opera Dari Jendela SMP. The method used in this research is a qualitative research method. Methods of data collection is done through interviews and direct observation. The source of the data taken is primary data which is data obtained directly from students through the interview and observation process. The data analysis techniques used are data reduction, data presentation and conclusion drawing. Participants are students of SMPN 1 Naringgul. The results showed that they liked the soap operas, even the soap operas could change their thinking patterns and tended to follow the behavior of the Dari Jendela SMP.

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1. INTRODUCTION

Mass media is one of the media that can convey information or messages. There are many types of mass media that are often used by the public, including newspapers, radio and television. Television is one of the most popular mass media and is almost used by the entire population in Indonesia. Because television can display images and audio, it is not surprising that many people use television more than newspapers and radio. According to Arif (2017) explained that television is a technology that is very influential in the development of information technology throughout the world. At the beginning of its development, television was a combination of optical, mechanical and electronic technology that was used to record, display and broadcast visual images. Television has become a part of human life. Many people spend their time watching television. There are various broadcasts that are broadcast on television such as talk shows, education, news, soap operas, etc.

Impressions on television are the determinants of the success of a television station. The soap opera program is one of the shows that are enjoyed by many people in various circles ranging from parents to even children. Sinetron is an abbreviation of electronic cinema which is basically the same as film. According to Sumadin and Sri (2018), the thing that distinguishes between films and soap operas is that in soap operas the story continues or continues. Sinetron is a show that displays a story with a variety of life themes ranging from struggle, education and love. This soap opera is a way to relax people after a long day of work. One of the television stations that broadcast a lot of soap opera programs is SCTV.

The soap opera from the windows of junior high school is one of the most popular soap operas nowadays, especially for teenagers. The soap opera, which aired on SCTV starting at 17.00, has the theme of the love story of junior high school children. The players in this film are also young artists such as Sandrina Michele, Reybong, Keisya etc. From *Jendela SMP* tells the story of Joko (Reybong) the son of a maid, a smart and accomplished student. Because of his achievements, he received a scholarship to attend SMP Nusa Bangsa. Joko, who was initially quiet and indifferent, changed when Joko met Wulan (Sandrinna Michelle). Wulan is Joko's classmate. He is the son of a wealthy family. One day, Joko and Wulan were riding a bicycle. Suddenly a heavy rain fell so they decided to take shelter in an old empty house. Actually they did nothing in the old house, only Wulan accidentally slipped and was caught by Joko. They accidentally hug. This caused Wulan to think that she was pregnant. Wulan's mother once advised Wulan not to date. She scares her child by telling her that going out or hugging the opposite sex can get pregnant. This misunderstanding continued when Joko bought a test pack for Wulan. The test pack that Joko bought turned out to be expired. So the test results are not accurate and show two lines, which means Wulan is positively pregnant. This soap opera tells about the innocence of teenagers who do not know about how someone can get pregnant. This story continues until Wulan finds out that if someone can get pregnant because of sexual intercourse.

This *Sinetron Dari Jendela Smp* depicts a teenager who has just entered puberty. As one of the soap operas that are very liked by teenagers, especially school children, of course it has a very big impact. Childhood and adolescence are the most important periods in the development of human life. In childhood, these children begin to try to understand and enjoy trying new things. Therefore, any information they get will greatly affect their development process. This sinetron from the windows of junior high school is one of the shows that can influence the mindset of children and adolescents. There are many messages that they get from this soap opera, so that the shows in this soap opera can also affect the character of teenagers. According to Diky et al (2017) children's penchant for watching television can affect the behavior of the child from the programs they watch on television. The messages conveyed in this soap opera show more about the lives of teenagers with their love and friendship stories. The impact of this soap opera is usually positive or negative depending on how the audience takes the value from this film. For this, the role of parents is very important in guiding their children to watch television. Parents must be able to explain and provide lessons from the shows they watch, so that children can be wiser in interpreting a show on television. The messages conveyed in this soap opera show more about the lives of teenagers with their love and friendship stories. The impact of this soap opera is usually positive or negative depending on how the audience takes the value from this film. For this, the role of parents is very important in guiding their children to watch television. Parents must be able to explain and provide

lessons from the shows they watch, so that children can be wiser in interpreting a show on television. The messages conveyed in this soap opera show more about the lives of teenagers with their love and friendship stories. The impact of this soap opera is usually positive or negative depending on how the audience takes the value from this film. For this, the role of parents is very important in guiding their children to watch television. Parents must be able to explain and provide lessons from the shows they watch, so that children can be wiser in interpreting a show on television.

2. RESEARCH METHOD

This study used qualitative research methods. According to Hilal and Alrabi (2013) Qualitative method is defined as a research method in describing phenomena based on the point of view of informants, finding various realities and developing a holistic understanding of a phenomenon in a particular context. This study uses a phenomenological approach according to Alase (2017) phenomenology is a qualitative methodology that allows researchers to apply and apply their subjectivity and interpersonal skills in the exploratory research process. This research was conducted at SMPN 1 Naringgul and the subjects of this study were the students at the school. Collecting data in this study using interviews and observation. Interviews were conducted to collect the main data in the study by conducting a question and answer session with students at SMPN 1 Naringgul. Observations are observations made directly in the field to find out conditions in the field. Through observation, researchers learn about behavior and the meaning of that behavior. The source of the data taken is primary data which is data obtained directly from students from the interview and observation process. The data analysis techniques used are data reduction, data presentation and conclusion drawing. The source of the data taken is primary data which is data obtained directly from students from the interview and observation process. The data analysis techniques used are data reduction, data presentation and conclusion drawing. The source of the data taken is primary data which is data obtained directly from students from the interview and observation process. The data analysis techniques used are data reduction, data presentation and conclusion drawing.

3. RESULTS AND DISCUSSIONS

3.1 Students' Perception of Sinetron Shows from the Middle School Window

The results showed that most of the students of SMPN 1 Naringgul often watched soap operas. The soap opera "Dari Jendela SMP" is one of the most popular soap operas, the reason they like this soap opera is because the players are interesting, the storyline is very exciting and according to their age. This soap opera tells about the lives of teenagers who are entering puberty. This interesting storyline begins with the innocence of children who are starting to reach their teens and tells stories where they start to fall in love with the opposite sex. In addition, the story of friendship in this soap opera is also very liked by students at SMPN 1 Naringgul. The cast of this soap opera is also one of the attractions for the audience. Most of the students who watched this film really idolized the main characters, namely Joko, played by Reybong and also Wulan, played by Sandrina. Some of the other students also idolize the other players. This soap opera is one of the interesting shows on television and is very popular with many people besides teenagers, parents and children even often watch this soap opera.

Watching television is no longer just for entertainment, now watching is like a daily necessity. Not even a single episode should be missed, the children try to take the time to watch their favorite soap operas. The youth's penchant for watching soap operas from the windows of this junior high school greatly affects their daily lives.

3.2 Student Behavior After Watching Sinetron From the Middle School Window

Based on the results of the interview, it was explained that the shows in the soap opera had an effect on daily life for students who really liked this soap opera. From the results of this study, it shows that there are two groups of students who watch the soap opera Dari Jendela SMP, the first group is students who only watch soap operas and the second group is a big fan of this soap opera. Students who really like soap operas have a very large influence and effect on their daily lives, while for some other children there are those who think that this film is just entertainment and does not affect their lives too much. Students who have a very high passion for soap operas often fantasize about being one of the characters in the film in real life. They really want to bring what they watch on television can become a reality and happen in their lives. Moreover, in the show there are several scenes that describe the love story, that's what makes children love this soap opera even more. Children try to imitate the habits of their idols on television, whatever their idols do is the right thing according to them and they follow all of it. The way they look also follows their idol artist, the students can wear more fashionable clothes and know the fashion style through watching television. The scenes that are broadcast in this soap opera also influence their behavior. Moreover, in the show there are several scenes that describe the love story, that's what makes children love this soap opera even more. Children try to imitate the habits of their idols on television, whatever their idols do is the right thing according to them and they follow all of it. The way they look also follows their idol artist, the students can wear more fashionable clothes and know the fashion style through watching television. The scenes that are broadcast in this soap opera also influence their behavior. Moreover, in the show there are several scenes that describe the love story, that's what makes children love this soap opera even more. Children try to imitate the habits of their idols on television, whatever their idols do is the right thing according to them and they follow all of it. The way they look also follows their idol artist, the students can wear more fashionable clothes and know the fashion style through watching television. The scenes that are broadcast in this soap opera also influence their behavior. whatever their idols do is a right thing according to them and they follow all that. The way they look also follows their idol artist, the students can wear more fashionable clothes and know the fashion style through watching television. The scenes that are broadcast in this soap opera also influence their behavior. whatever their idols do is a right thing according to them and they follow all that. The way they look also follows their idol artist, the students can wear more fashionable clothes and know the fashion style through watching television. The scenes that are broadcast in this soap opera also influence their behavior.

3.3 The Influence of Sinetron Shows From the Middle School Window on Student Behavior

From the results of research conducted through interviews and observations showed that This soap opera has an influence on the behavior of the students. There are so many things that change in student behavior after watching the soap opera Dari Jendela SMP. The shows in this soap opera instill a mindset for students who watch this program, this can be seen from their behavior which often fantasizes to make the shows they watch become a reality. This soap

opera Dari Junior High School has great power to influence the behavior of fans of this show. Students who are big fans of this soap opera have a great chance of being influenced by the scenes in the soap opera. The results of this study also show that students who have a change in behavior after watching this film are students who are heavy fans of soap operas from the junior high school window.

The soap opera Dari Jendela SMP has an influence on the behavior of students at SMPN 1 Naringgul. Generally, students who are affected are students who really like this soap opera, those who really like this soap opera tend to be easily influenced. The behavior shown is behavior that leads to negative things such as dating and also an extravagant lifestyle. The behavior of students who follow the soap operas they watch on television is an example of cultivation theory. It is true that television has a huge impact on one's life. Impressions on television can affect the mindset of the audience so that their behavior also changes according to their perception of television. They change the world as if what is on television can become a real thing. Children are very easily influenced by whatever they see and hear, in terms of watching television, parents need to be accompanied because it can help instill the values contained in television. Parents must be smart and smart in giving explanations to their children about the shows they watch, according to this study it also shows that many parents accompany them to watch but they do not provide any education to their children.

4. CONCLUSION

Based on our research, it can be concluded that the soap opera Dari Jendela SMP can affect the behavior of the students of SMPN 1 Naringgul depending on how much they like this soap opera. Students who are big fans of this soap opera have a change in behavior after watching this show. Meanwhile, students who don't really like soap operas are not too affected. The reason the students really like this soap opera is because the genre of this film is very suitable for their age, the story in this soap opera really attracts their attention and the artists who play this soap opera are also a contributing factor to the success of this soap opera stealing the attention of children. The behavior shown is behavior that leads to negative things such as dating and also an extravagant lifestyle.

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