The Impact Of Cultivation Theory On Adolescents In Indonesia

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Abstract

This study aims to determine the impact that occurs on cultivation theory for adolescents. The research method used is a qualitative description and literature study, with cultivation theory as the foundation. The results of this study state that the impact of cultivation theory is very diverse, both in positive terms which can make teenagers have a creative mindset, as well as in negative terms which can imitate violence from movies or soap operas that they see as if they make them not behave like themselves. themselves but to be like others. In this study, researchers can draw a common thread that requires supervision from parents to monitor the development of their children so that they grow well and avoid the various negative impacts of the cultivation theory.

Keywords: Impact, Cultivation Theory, Youth, Parents

1. Introduction

In this modern era, technological progress is very advanced and rapid. Over time, there are many technologies such as media that continue to grow and have various different types. Some of these media are such as print media, online media, and electronic media. The advancement of the media makes teenagers out there really need the information provided by the media. Information that is considered as daily needs by teenagers is another reason for teenagers to get entertainment from this information.

Media that can meet the needs of teenagers is television. Television is very popular among teenagers because its use is very easy to use and not boring. Why can it be said that it is not boring because television not only has pictures and writing but also has sound. Although currently the development of the internet has rivaled television, but the broadcasts presented by television still attract the interest of teenagers. It can be seen from the number of teenagers who still need information, entertainment, and even education from television. The progress of television based on mass influence was seen from 1948 to the 1990s when World War II ended in 1945. It is understood that television has become a new period in the emergence of mass media that will have a devastating impact on audiences exposed dramatically to their audiences. And the arrival of television media has had a commercial impact on its market share and audience in America, this effect has also attracted a lot of research that views television as able to shape patterns of thinking about the world. Meanwhile in Indonesia, the advancement of television technology

began simultaneously with a sports event, the Asian Games in 1962. Why television can still survive to be a medium needed by teenagers because television is the result of high-tech products that are able to display message content in the form of moving audio visuals. Television can show many programs presented, for example such as soap operas, news, movies, advertisements, and others. Television shows programs in the form of audio visuals, therefore television is able to influence the way individuals think and act. When they see an event it will definitely be stored in their brain. Television should be able to show programs that can make a person's way of thinking better and more open. While in reality there are still television programs such as soap operas that contain scenes of violence, crime, abusive language that can be imitated and watched by minors. It provides a view for everyone watching. One of the functions of television itself is to pamper themselves and also provide useful education and form a broad way of thinking for the audience. Teenagers today are very much fond of movies and even romantic soap operas and are affected in their lives and they hope their lives will be like in the movie or soap opera. Because this theory describes media that affects its audience, especially teenagers.

2. Research Methods

In this study, researchers use qualitative descriptive research methods, the selection of the use of this method aims to understand how a group or individuals accept certain cases or issues. Researchers also use qualitative descriptive methods because the data produced is the result of reading, not numbers. Data collection techniques used in this study are by means of interviews or interviews and literature studies. Interviews with teenagers who watch movies or soap operas, then literature studies by reading journals, and some information from social media. After all the data has been collected then analyzed to be able to understand and get conclusions from the study.

In this study, there are various goals to be achieved by researchers in this study, which are as follows :
  A. To find out the impact of cultivation theory on adolescents in Indonesia.
  B. To find out what behaviors occur in adolescents when watching movies or soap operas they watch.
  C. To determine the causes of behavior that occur in adolescents in Indonesia.

3. Results And Discussion

A. The Impact of Television Media

Many teenagers in Indonesia like to watch television, in television broadcasts in Indonesia there are many shows that feature various kinds of shows, for example such as news shows, soap operas, movies, and others. One of them is the 1990 Dilan Film itself which has been shown in theaters and on television by SCTV and is favored by teenagers in Indonesia. In the film, we can see Dilan, played by Iqbaal Ramadhan, and Milea, played by Vanesha Prescilla. These two figures are much loved by teenagers because they have beautiful and handsome faces, the film tells about the meeting of two high school teenagers, namely Dilan and Milea, they met at one of the high schools in Bandung in 1990. At that time, Milea met a man who liked fortune-telling, namely Dilan, but Milea ignored Dilan as if she didn't care about him, even Milea was annoyed by Dilan who often approached her. Since then, Dilan began to approach Milea in ways Uniquely, after Milea already knew Dilan's unique, smart, kind, and romantic figure, Milea began to be

comfortable with Dilan and they eventually became lovers. Since the 1990 Dilan film was aired, teenagers have become crazy and very enthusiastic about Dilan and Milea, even young women expect men like Dilan and teenage boys expect women like Milea. Because the 1990 Dilan film showed that Dilan was a motorcycle gang boy with the characteristics of the jacket he wore, teenagers began to follow this Dilan figure who wore Dilan's signature jacket, even today many sell the jacket. Not only that, Dilan's way of speaking has also been followed by teenagers today, there is one teenager on the Tiktok application who is currently viral Named Alif, he has followers of up to 1.8M on Tiktok, because with his speaking style like Dilan and wearing Dilan's characteristic jacket, he also became viral.

As Alif went viral on Tiktok with a style like Dilan, Alif also had time to get blasphemy from netizens on Tiktok. But Alif never gives up with the content he makes to entertain his followers, as for one of Alif's content that is currently crowded is when he makes reply content to his followers who ask about the hairstyle he wears. In the video, Alif says, "What model are you asking for hair? let me tell you, my model's hair is a cepmek model, yes Her name, just say bang shave cepmek huh" with the tone that Alif issued had made netizens very crowded on Tiktok. With the words "kamu nanya" and with the accent that Alif uses, many netizens imitate it. Even in their lives, every time someone asks them, they will answer "kamu nanya" with an accent like Alif. Actually, not only Alif imitates Dilan's way of speaking but there are several teenagers who imitate also on various social media applications. The impact of the 1990 Dilan film certainly has a positive and negative impact on teenagers who watch it. In the film, there are many positive impacts that can be taken, for example, such as the figure of Dilan who is kind and loves his family, and also the figure of Milea who is smart, diligent, kind, and obedient with her parents. And there are many more positive impacts that can be taken from the film. But it's not just the positive impact that exists in the film, There are also negative impacts, for example, such as teenagers who want to be like Dilan by following his clothing style, speaking style, and even his attitude. Making them not be themselves but rather become others.

B. The Impact of Online Media

Social media is a virtual communication tool that is currently something that cannot be separated from humans. Teenagers, one of the most social media users who upload their activities and content into social media. In social media a lot of creativity is made by teenagers to get followers and likes and so that they are known to many people. This unexpectedly has a negative impact, because for the sake of content they are willing to do anything as spread through the Tiktok application social media, on the Official News account page reported a number of students who brawl for content so that their social media followers increase, this is because teenagers today see a lot of brawls on social media and think that brawls will make them look great. Through the eye contact that these students see on social media makes an influence on their mindset and behavior.

Figure 2. Uploads on Tiktok

Of course, in this case, it makes a bad influence on the development of the adolescent mindset. And the need for parental supervision of the use of social media, so as not to have adverse consequences that can cause death.

According to a report by Tribun News (22/02/18), the West Kalimantan Provincial Child Protection and Empowerment Office found 23 cases of violence against children. It further quoted Ade A. Yan, head of the Department of Child Protection and Human Trafficking, as saying "These are negative effects of social media use that we can no longer avoid," he said. the next report from People's Mind (28.11.2017) with the title "Social Media-Fueled Student Fights." This news reports on the Indonesian Child Protection Commission's claim that the students' recent struggles are a result of the spread of violent content on social media. "Quantitatively, incidents of physical violence have decreased in Indonesia, but cyber-based incidents have actually increased," said KPAI Chairman Susanto. He stressed that his staff paid special attention to the main issues of violence cases arising from the use of mass media and shared his findings with the then Vice President, Mr. Jusuf Kalla. According to Susanto, the state should handle student disputes and focus on monitoring violent content on social media. "We cannot prevent and avoid this type of technological development. Therefore, protection of children must be guaranteed", he stressed. In addition, Susanto welcomed the government's decision to invite managers of social networks and communication applications such as Facebook and WhatsApp to protect children from negative content. Meanwhile, according to Berita Pikiran Rakyat, KPAI Commissioner for Education Retno Listyarti admitted that many minors use devices and social media in their daily lives. "In practice, this minimum age does not apply. Elementary school children already use Facebook and Twitter because their parents opened their accounts. It's vulnerable," he added. The above two news quotes are just examples. Many parties have been worried about this for a long time. Since the beginning of media studies, scholars have sought to study the impact of violent broadcasts on public behavior.

The positive impact on cultivation theory that researchers can summarize as follows.
1. Adding insight to creativity for teenagers.

2. Get learning to be better than what he sees.

3. Gain new knowledge from what is seen

The negative impact on cultivation theory that researchers can summarize as follows.

1. Mimicking violent scenes that occur in the media we see.

2. A mindset that tends to only see through the virtual world.

3. Not confident.

It can be seen that cultivation theory has a great impact on teenagers, because adolescents have a mindset that is still unstable and fixated by what they see, but also hone the ability to be creative, modify new things. As parents, they certainly have to monitor their children, so that they grow well, and don't do unwanted things happen.

4. Conclusions and Sugestions

This cultivation theory is a theory that explains the impact obtained through eye contact with what he sees in the mass media. Mass media is very diverse, there is television, as well as online media such as Instagram, TikTok, and others. Through online media, we can see and imitate or even cause perspective. Therefore, this can make changes in terms of mindset and behavior of the general public. Based on what is seen on social media, it can bring them to the real world, which causes positive and negative influences, such as creativity that becomes a negative influence, or imitating violent scenes that become a negative influence.

Based on the discussion above, a common thread can be drawn that television and online media is two example of a media to disseminate various shows and any information. Television and online media can also provide entertainment for the general public who watch it. When viewed from films and soap operas which then produce negative content, it can have an impact on the audience, especially today's teenagers who are not old enough. However, not a few television has aired various other positive content such as about natural knowledge, the environment and others. Then, if there is a change in the behavior and mindset of adolescents towards this environment can be seen from what they watch. The better and more useful the spectacle, the more positive the impact, on the other hand, if the worse and more useless the spectacle, the more negative impacts will occur. The mass media provides very impactful things for teenagers in their growth and development, through this media they can find out information and even communicate. Media things are very broad, in this case more supervision is needed from parents on their children, so as not to cause negative things to their children.

The suggestions that researchers can submit are related to this researcher's research material, which are as follows.

A. Reader

1. Based on the results of this researcher's research, readers can filter existing information by validating the data in this study so that there is no misunderstanding of information.

2. Readers are expected to be able to read from the beginning to the end of this article, so that complete and understandable information can be obtained more easily, then readers can channel the positive results of this research to the general public.

3. It is expected that readers do not do what is stated in this study related to negative things in social media, so that the negative impact will not be felt for readers.

B. Indonesian Broadcasting Commission
1. In terms of airing shows on television, KPIs must be more careful in filtering programs that are at least beneficial and have a negative impact on society.
2. The Indonesian Broadcasting Commission can conduct trial airing of shows that can at least cause media controversy in the community, this can be done with the simulation method of the show which is then given a license, only after the show is aired.
3. In the case of information that can be disseminated on Indonesian television media, KPI must provide an age limit in terms of receiving information, so that media information is not received by people who are not old enough to receive information.

Further researchers
1. In this study, of course, there are still many errors and errors, therefore researchers can then look for data information and conduct more and deeper research, so that the research is more valid and reliable.
2. Researchers in this study only take research data samples from a few sources, it is hoped that further researchers can conduct research with their research samples from a broad survey covering all Indonesian citizens.
3. Researchers can then use references from journals or articles outside Indonesia as reference material for research that is more relevant and more complete in terms of theory and relevance.

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