

An Analysis of the Influence of Soap Operas on the Character of Elementary School Children Character in Bangkinang City

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Abstract

Many elementary school students like to talk and behave like one of the actors in "Anak Jalanan". This article shows the effect of the soap opera on the character of upper graders such as imitating the dress fashion, the way of speaking to friends, or the hairstyle. If they only imitated the dress fashion, certainly there would be no problem. However, if they imitate the way of behaving negatively or the lifestyle that is not in accordance with cultural norms, this will certainly cause problems. The objectives of this research were: (1) To analyze the negative effect of the soap opera on the character of the upper graders in Bangkinang City, (2) To analyze factors that cause changes of the character of the upper graders into negative character in Bangkinang City, and 3) To contribute to the parents of the students about the effect of soap operas to enable them to accompany their sons and daughters in television watching activities, especially on soap opera shows. The research subjects were elementary school students in Bangkinang City in the school year 2016/2017. The data were collected by documentation, questionnaire, and interview. The result of the research shows that *Sinetron Anak Jalanan* has a significant effect on the character changes of the children. Therefore, there is a need for the handling and assistance by the parents when their children are watching soap operas on television.

Keywords: *sinetron anak jalanan, character, elementary school children*

1. Introduction

Today, television is owned by almost all families in Indonesia, it does not only provide an entertainment but also education and moral enforcement. At this time television industries are competing with each other to show entertainment programs as interestingly as possible for the audience but they forget about the positive or negative impacts for the audience. Take, for example, *Sinetron Anak Jalanan* in RCTI. This Soap Opera is produced by Sinemart. This television program seems to forget about the negative impacts that are given by their program to the young generation, especially children.

The effect of television programs is not only felt at the time of watching the program, but it will continue for quite a long time, such as the imitation of the dress fashion, the way of speaking to friends, the way of making friends and hairstyle.

But not all of soap operas give negative impacts on the audience. *Sinetron Para Pencari Tuhan* that is produced by Demi Gisela Citra Sinema, for example, has an interesting story and a lot of positive impacts. But this program is only shown in the month of Ramadhan. *Sinetron Para Pencari Tuhan* has a unique storyline without having any scenes that are not proper to be shown.

The focus of this research object is the students of SD Negeri Bangkinang, especially in the upper graders, that is the 4th, 5th and 6th graders of elementary school which as seen from the observation, most of whom were founded to like to watch this program. They wanted to become the actors of *Sinetron Anak Jalanan*.

A research conducted by Syafril Tahar and Sadakita Br. Karo (2011) explains that teenager program in television can affect the behavior and style in speaking. What is very worrying is that teenagers in Indonesia as the target audience of this program still do not have a critical attitude in watching a television program.

In relation to the character problem, the authors were interested to conduct research about the influence of television programs.

2. Methods

This research used a descriptive analysis method, which explains clearly about the object under the study, and describes the data in a comprehensive, systematical and accurate way. . Therefore, the data that generated or recorded is data as it is. This is in accordance with the opinion of Ratna (2006: 53) which states that an analytic descriptive method is done by describing the facts which is followed by the analysis. The analysis is done by using the theoretical basis, then the data are analyzed and interpreted based on the study of the theory, so that the results of the research will be able to describe the problems of the study in an objective and systematically way based on theory that the author uses.

The technique of selecting subjects for this study followed Suharsimi Arikunto's technique (1998: 121) in which if the number of subjects is less than 100, it is better to take all of them, so the study will be a population study and if it is more than 100, i take between 10-15%, 20-25% or more. Based on this consideration, the authors set the size of the subject in this study as 25% of 440 students. Thus the number of the research subjects is:

$$\frac{25}{100} \times 440 = 110 \text{ siswa}$$

The subjects of this study were 110 students from 440 students of upper graders in elementary schools in 2016/2017

This research was conducted in two stages, namely research preparation and data interpretation. Hence, in general, data collection methods in this study were questionnaires, documentation and interviews.

In analyzing the results of the research, the data in the form of numbers were subjected to a qualitative analysis, followed by recapitulation, classification, tabulation, and calculation by using statistics.

3. Result s and Discussion

The results of the questionnaires showed that after watched *Sinetron Anak Jalanan* the students got the greatest influence from watching the show. They often postponed other works because of watching *Sinetron Anak Jalanan*, the percentage of this result was 74.5%. The second effect of watching *Sinetron Anak Jalanan* was the children watched it until late at night. They woke up with difficulty in the morning, 50.95%. The third influence of watching *Sinetron Anak jalanan*, was the children acted (locking themselves in the room), demanding to be obeyed, like in the scenes that are shown in *Sinetron Anak Jalanan*, they always followed the story and they were proud if they were said to resemble one of the idols, the percentage was 41.8%.

On the other hand, the effect of the show on the students' character can be seen from the result of the testing of the second hypothesis using t-test using SPSS Version 17. The result can be seen from the table below.

Table 1. Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	before	17.0273	110	2.05189	.19564
	after	15.1182	110	1.54285	.14711

Table 2. Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Before & after	110	-.036	.710

The value of $t_{c.v.}$ at $\alpha = 5\%$ was 1.98 ($t_{c.v.} = 1.98$) and $t_{obs.}$ was 7.669 ($t_{obs.} = 7.669$). Thus $t_{obs.}(7.669) > t_{c.v.}(1.98)$. It can be concluded that there was a negative influence for children who watched *Sinetron Anak Jalanan*.

The factors that influence the change of students' behavior because of watching *Sinetron Anak Jalanan* are following the style of one of the actors in *Sinetron Anak Jalanan*, the percentage was 52.7%. The second influence was that they often gathered with their friends like in *Sinetron Anak Jalanan*, the percentage was 30%. The third influence was they were choosy in selecting their friends and they often made a group like in *Sinetron Anak Jalanan* story line, watching *Sinetron Anak Jalanan* on television can change the time of sleeping, the need to be obeyed, and the habit of always screaming like in *Sinetron Anak Jalanan*, the percentage was 25.4%.

The data obtained from parents' behavior when *Sinetron Anak Jalanan* was shown at the time to study was that their parents allowed their children to watch television, even late into the night, the percentage was 42.7%. The parents' behavior when *Sinetron Anak Jalanan* was shown on television was that both parents gave explanations about the positive effects of watching good television programs, the percentage was about 36.4%. The third behavior was parents's invitation of their children to discuss about the benefits from watching various television program shows, both positive or negative, the percentage was 31.8%.

4. Conclusions

The value of $t_{c.v.}$ at $\alpha = 5\%$ was 1.98 ($t_{c.v.} = 1.98$) and $t_{obs.}$ was 7.669 ($t_{obs.} = 7.669$). Thus $t_{obs.}(7.669) > t_{c.v.}(1.98)$. It can be concluded that there was a negative influence for children who watched *Sinetron Anak Jalanan*.

The greatest effect for students from watching *Sinetron Anak Jalanan* is the habit of often postponing other works because of watching *Sinetron Anak Jalanan*, 74.5%. The second effect of watching *Sinetron Anak Jalanan* was children watched it until night. They had difficulty to wake up in the morning, 50.9%. The third influence of watching *Sinetron Anak Jalanan* was the children acted (locking themselves in the room) demanding to be obeyed, like in the scenes that shown in *Sinetron Anak Jalanan*, they always followed the story and they were proud if they were said to resemble one of the idols, the percentage was 41.8%.

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