

THE IMPACT OF THE INDOSIAR KISAH NYATA SERIES ON HOUSEWIVES' PERSPECTIVE IN VIEWING DISHARMONY FAMILY

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Abstract

At the beginning development of Cultivation Theory a study of the impact of television on the audience, especially on violence impact. But in the development, cultivation theory has been successfully tested in other themes out of violence theme. One of the important findings from cultivation theory is heavy viewers' belief in the world, their perspective is reality appropriate to what they watch on television. The research is telling about the impact of watching the Kisah Nyata series on understanding disharmony in the family. With this quantity method, we argue with the hypothesis that watcher Kisah Nyata series will assume that reality of the disharmony family in the Kisah Nyata series is happening in real life, research results are showing that cultivation theory can be adapted to another theme from violence.

Keywords: *Perspective, Kisah Nyata, Disharmony Family*

Introduction

One theory that explains the impact of media especially television is the Cultivation Theory. According to initiator cultivation theory by George Gerbner: Television has a role in instilling value and active society. Television maintains and spread that action and value between societies and tightens it together so any television can impact the watcher for belief in the value and action shown by television. (Ido Prijana Hadi, 2007)

Cultivation theory predicted and explain the impact long term formation Television form a perspective, understanding, and belief in the world as a result of the consumption of mass media. (West & Turner, 2019) According to Julia T Wood: “Cultivation is the cumulative process by which television fosters beliefs about social reality” (Wood, 2000). Cultivation Theory considered the impact of the media that strongly stand out, this other is because television is one of the mass media getting an important place in social life, the television already dominated the “symbolic environment” of reality, so reality showing replaces reality sourced from own experience and another source. Perspective about reality from television strengthened when what people see on television is what they see in real life. (Saefudin & Venus, 2007)

Cultivation Theory has 3 assumptions that talks about the relationship between that media and reality formation: (1) Television is basically and fundamentally different from other mass media shape, and television is relatively free and presents a combination between picture and sound. (2) Television shape the thinking and relation of our society. (3) Impact of television is limited (West & Turner, 2019). The limited influence of television doesn't mean television has no impact on culture but watching television, in general, has a cumulative impact and pervasive, impact television could find in the heavy viewer category (heavy viewers).

One of the important findings in cultivation theory is the concept of the heavy viewers and light viewers category. This finding is based on many time that viewers spend watching television. Light viewers are a viewer that spends 2 hours a day just watching a variation TV show. Heavy viewers watch an average is 4 hours a day or are limited to a certain show. (West & Turner, 2019) (Saefudin & Venus, 2007)

Television viewers in the heavy viewer category have a belief about the world is a dangerous and scary place. So, when heavy viewers watch a violent show on Television. Violence shows that they watching is instill social paranoia and make heavy viewers perceive their environment, as not a safe place. (Ahmadi & Yohana, 2007) (Saefudin & Venus, 2007) so perspective about reality formed in minds of an audience very determined by television.

At the beginning of its development, Cultivation Theory is more focused on violence issues in television and how they impact viewers. Violence issues in television that be typical study cultivation, as follows; Media Violence, Violence, and Aggressive Behavior. (Ahmadi & Yohana, 2007)

However, along a development, Cultivation Theory is used for the study of violence issues. Other Cultivation Theory themes outside violence among others, Perceptions Of The Police (Choi & Lee, 2021) Romantic Themes and the Covid-19 (Pratama & Herieningsih, 2020), Teenage Veiled Perceptions (Rustandi & Muchtar, 2019), (Budiantoro, 2017) Dating (Hernandez, 2012), (Meade, 2009), Health Drama (Record, 2011), Family (Nugraheni & Purnama, 2014) Primetime dramas (Jamieson & Romer, 2014), cultural relations in the United States (Ortiz & Behm-Morowitz, 2016), adolescent's cooperation tactics with law enforcement (Dirikx & Van den Bulck, 2014), video gaming (Breuer, Kowert, Festl, & Thorsten, 2015), and perceptions of immigrants (Seate & Mastro, 2015).

Different themes in that cultivation's research, make us interested in using cultivation theory for analyzing family themes, which become viral and become a consumption society. This research was conducted on a theme of the disharmony family in a television show. Television functions as an entertainment media, painkiller, and friend in the loneliness (Risti, 2019). In prime time, television shows what became family consumes, especially housewives, series drama performance, which show regularly on television.

One of the viral themes at the beginning of 2022 is a disharmony family-like laying and putting our series on the streaming online service WeTv. (Jonata, 2022). Meanwhile in conventional television, Indosiar one of my favorite shows is the Kisah Nyata series. (Katulistiwa, 2020)

Indosiar shows Kisah Nyata series start from 11.30 pm until 4.00 pm every day, show hours that are very close to the activities of housewives. This series contains disharmony families, like cheating, husband and wife quarrel until the conflict with In-law. (Agustin, 2020).

Based on the explained development cultivation theory and the Kisah Nyata series above, this research will quantify the relation between exposure Kisah Nyata series and with Housewives Perspective in viewing a disharmony family. This research is trying to test cultivation theory in other themes besides violence, closer reality, and family reality.

Formulation of the problem in this research is: How relation between exposure Kisah Nyata series with the Housewives Perspective in Viewing Disharmony Family?

As for the identification of the problem in this research:

1. What is the level of exposure to the Indonesia Kisah Nyata series of Housewives?
2. How about perspective housewives in viewing Disharmony Family according to the concept of mainstreaming and resonance?

Research Method

This research is trying to reveal the reality of the relationship between the exposed Kisah Nyata series with the Housewives Perspective in Viewing Disharmony Family using the Positivism Paradigm. In the line with Positivist Paradigm used, then in methodologist, this research used approach quantitative method. Researchers keep their distance from the research subject to keep the data value-free, free from intervention researchers. Data were obtained by approach quantitative method, with a spread questionnaire to the research subject.

The population in this research are housewives in Perum Bumi Pasar kemis Indah housing, Kota Tangerang. With characteristics: (1). Housewives (2) Watching Kisah Nyata series. The total population of housewives who watch the Kisah Nyata series is not known yet, because of that for taking a sample, the researcher use Nonprobability Sampling with Quota Sampling Technique. Quota Sampling is a technique for deciding a sample from a population that has special characteristic features until the desired total. (Sugiyono, 2013)

With an estimated total of 250 thousand housewives around Perum Bumi Pasar kemis Indah housing, Kota Tangerang. Based on the count results Slovin's formula with a margin error of 10%, then decided quota sample of as much 70 housewives.

For knowing The Impact to perspective society about social reality, Cultivation Theory offer 4 stages of the process, as follows: 1) Message system analysis is analyzed program television contents; 2) Formulation of question about viewers' social realities is question-related to social realities television viewers; 3) Survey the audience is to ask them about what they consume from media; and 4) Compared social realities between heavy viewers and light viewers. (Saefudin & Venus, 2007)

To through the four processes, the researcher implemented with tested two variables, the first variable is exposure media (X), and the variable is perspective to disharmony family (Y). Then the results were analyzed with distribution frequency and cross-tabulation analysis to results between heavy viewers and light viewers by how their view social realities.

Exposure media variable. Exposure media is not only about did someone in physic is closer enough to media presence, or whether someone is indeed open to the message that the media convey, more than that exposure media is a condition when viewers receive a lot of information from media, like attention, duration or frequency. (Ihsan, 2016), (Nugraheni & Purnama, 2014).

In this research, the exposure media variable is quantified intensity Housewives in watching Indosiar Kisah Nyata series that quantified with questions, as follows: (P1) Watching Kisah Nyata series is a daily routine; (P2) I always follow every episode of the Kisah Nyata series; (P3) In one day how much you watch a Kisah Nyata series. Perspective Variable to disharmony family. Disharmony is the opposite word of harmony. The Disharmony family is anonym from the harmony family. A harmonious family is a situation that in family with strong religiosity condition, warm situation, respect each other, understanding each other, open to each other, take care of each other and colored with love and believe in each other, have a healthy relationship and good relation between family members (Ruswandi, 2020), (Jamiah, 2019) Harmony family is marked by when condition family members feel peace and

happy, less tension, worried, disappointed, and feeling satisfied to a whole condition and existence family member. (Aziz & Mangestuti, 2021) Based on the definition that harmony family above, then disharmony is the opposite condition, mostly there are some problems in a family that end with a divorce.

Perspective variable to disharmony family (Y) used for quantifying mainstreaming concept and resonance which is an important concept in cultivation theory. Quantify by question or statement as follows: (P4) I am worrying if violence in the household is happening in my environment (P5) I am worrying if violence in the household to wives is happening in my environment. (P6) I trust there are many usurpers of other people's husbands in real life. (P7) I am worrying that my husband cheating while outside the home. (P8) I trust that the economic problem can affect the harmony of families. (P9) I trust many husbands don't want to give sustenance economy to his family in real life. (P10) I am worrying that my husband is don't want to give a sustenance economy to my family.

Based on that, then can rebuild some hypothesis research and hypothesis static: (Ho1: $pYX1 \neq 0$) Respondents perceive the reality of a disharmony family as not the same as the reality shown in the Kisah Nyata series. (Ha1: $P_{yx1} \neq 0$) Respondent perceive reality is about disharmony family same as the reality show in the Kisah Nyata series; (Ho2: $p_{x2x1} = 0$) There is no effect between exposed Kisah Nyata series with housewives' perspective in viewing disharmony family; (Ha2: $p_{X2X1} \neq 0$) There effect between exposed Kisah Nyata series with housewives' perspective in viewing disharmony family.

In this research, the researcher used a spreading questionnaire method that spread to 71 housewives between 6 – 22 January 2022. Before spreads questioner, the researcher tested the validity of the testing consistency instrument and the truth of the concept and construct will quantify. The validity tested in this research is helped by SPSS version 25. Validity testing is one quantifying way that is for knowing how appropriate and accurate a quantified instrument is. Validity testing is used to for knowing should a question is removed or replaced because not relevant. The validity tested can see by comparing the value of the r count with the value of r in the table. If the value of the r count is bigger than

the value of r in the table so the result is valid. But if the value of the r count is smaller than the value of r in the table so the results are not valid. This research will be declared valid if more than 0,306 while will be declared not valid if under 0,306.

Tabel.1. Validity

Variable	Question item	R count	R Table	Description
Variable X (Intensity Media Exposure)	P1	0,558	0,306	VALID
	P2	0,475	0,306	VALID
	P3	0,492	0,306	VALID
Variable Y (Housewives Perspective about Disharmony Family)	P4	0,402	0,306	VALID
	P5	0,351	0,306	VALID
	P6	0,455	0,306	VALID
	P7	0,420	0,306	VALID
	P8	0,609	0,306	VALID
	P9	0,570	0,306	VALID
	P10	0,561	0,306	VALID

The results of validity tested above show that the question item has an r count bigger than the r table (0.306), so all question items in variables X1 (Viewers Intensity) and X2 (Attractiveness) are considered valid. So can use as a measuring instrument in some research.

Table 2. Reliability T

Reliability Statistics

Cronbach's Alpha	N of Items
,750	10

Based on the output Reliability tested above is a known value Cronbach's Alpha 0.461 > 0,6 therefore can conclude that the whole indicator in this research is reliable. The methodology is a means used by researchers in collecting research data to address issues that pose the focus of research (Arikunto, 2006). Therefore, the methodology must be accountable to explain in detail the matters related to the study design, context, interventional procedures, and data analysis. Methodology potential to be promoted to this journal includes articles on qualitative

research methodology, quantitative, and action research (Newton & Burgess, 2008).

Results and Discussion

This research is intended to know the impact of watching the Kisah Nyata series on housewives' perspective in viewing disharmony families. Analysis and Discussion consist of revealing respondent identity, explaining the intensity of media exposure, and discussing mainstreaming concept and resonance of disharmony family.

Respondent Identity

The characteristic respondent in this research are as follows: (1) Age: 20-24 (31,4%), 25-29 (17,1%), 30-34 (20,0%), 35-39 (11,4%), 40-44 (8,6%), 45-49 (7,1%), 50-59 (2,9%), 60-64 (1,4%); (2) Monthly household expenses: Less than Rp. 750.000 (8,6%), Rp. 750.000 - Rp. 1.500.000 (5,7%), Rp. 1.500.000 – Rp. 3.750.000 (35,7%), Rp. 3.750.000 - Rp. 7.000.000 (31,4%), More than Rp. 7.000.000 (18,6%).

From the characteristics of respondents above, can see that housewife respondents in this research are dominated by young respondents with upper-middle economy characteristics.

Intensity Media Exposure: Heavy viewers and Light Viewers

In this analysis of media exposure, the researcher used 2 categories, heavy viewers and light viewers. Light viewers are a viewer that spends 2 hours a day just watching a variation TV show. Heavy viewers watch an average is 4 hours a day or are limited to certain shows. (West & Turner, 2019) (Saefudin & Venus, 2007). In this research, the media exposure variable is quantified by 3 indicators, watching pattern, watching routine, and average watching in one day.

Table.3. Media Exposure: Watching routine

	Frequency	Percent
Strongly agree	2	2,9
Agree	20	28,6

	Frequency	Percent
Disagree	35	50,0
Strongly disagree	13	18,6
Total	70	100,0

Table 3 shows the watching routine. Seen 2,9% of respondents strongly agree with the statement that watching the Kisah Nyata series is a daily routine. 28, 6% declared agree, 50,0% declared disagree, and 18, 6% declared strongly disagree. Therefore, there is a total of 31,4% (Strongly agree + Agree) included in the heavy viewer's category and a total of 68,6% (Disagree + Strongly Disagree) include in the light viewer's category.

Table.4. Media Exposure: Watching Loyalty

	Frequency	Percent
Strongly Agree	2	2,9
Agree	21	30,0
Disagree	32	45,7
Strongly Disagree	15	21,4
Total	70	100,0

Table 4 shows the loyalty-watching series. Seen 2,9 % of respondents declared strongly agree with the statement that they follow every episode from the Kisah Nyata series. 30,0% declared agree, 45,7% declared disagree, and 21,4% declared strongly disagree. Therefore, there is 32,9% (Strongly Agree + Agree) that include in the heavy viewer category, and a total of 67,1% (Disagree + Strongly Disagree) that include in light viewers.

Table.5. Media Exposure: Average watching series in one day.

	Frequency	Percent
Less than 4 hours	56	80,0
More than 4 hours	14	20,0

Total	70	100,0
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Table 5 shows the average watching a series in one day. Seen 80,0 % of respondents entered the light category with an average watching a series is less than 4 hours in one day. And there's 20,0% of respondents entered the heavy category with an average of watching the Kisah Nyata series for more than 4 hours in one day. Based on the 3 tables above (tables 3,4, and 5), see that respondents in this research are dominated by a light viewers category. 68,6% in watching the routine indicator, 67,1% in watching the loyalty indicator, and 80,0% in watching the average indicator, and if all is accumulated then the average is 71,9 %.

Mainstreaming and Resonance: Perspective to Disharmony Family.

In Cultivation Theory, Television shapes Mainstreaming and Resonance. Mainstreaming is an ability to stabilize, and standardize every perspective in society about reality. According to Shrum & Bischak (in Choi & Lee, 2021) In mainstreaming process the media will encourage the event of a typical worldview among totally different audience members.

Mainstreaming process through 3 steps; (1). Blurred, blended, and stretched. Their resonance explains a society's perspective on reality in television media is stronger when finding a similarity between seeing on television with real life (Saefudin & Venus, 2007). According to George Gerbner Mainstreaming refers to the disappearance of a different group because same cultivation by media massage while resonance happens when an individual gets a double dose get exposure to massage media, and sees the same reality in real life. (Littlejohn & Karen A. Foss, 2009)

For viewers Kisah Nyata series, Mainstreaming process happened when the opinion about the realities of a disharmony family is based on the reality that shows on television. And belief in the true reality that shows on television is getting stronger in resonance process when they found that disharmony family in real life too. Mainstreaming and resonance process is seen by respondent answers in perspective variable to disharmony family as follows: (1) Indicator of concern about violence will happen in the household to children. 41, 4% strongly agree, 44,3%

agree, 2,9% disagree, and 11,4% strongly disagree; (2) Indicator of concern about violence will happen in the household to wives. 34,3% strongly agree, 52, 9% agree, 11, 4% disagree, 1, and 4% strongly disagree; (3) Indicator of concern there are many usurpers of other people's husbands in real life. 31,4% strongly agree, 54, 3% agree, 12, 9% disagree, 1, 4% strongly disagree; (4) Indicator of concern that is husband will be cheating if outside home, 25, 7% strongly agree, 32, 9 agree, 35,7% disagree, 5,7% strongly disagree; (5) Indicator of concern there are problem economy will affect to disharmony family. 31,4% strongly agree, 50,0% agree, 18, 6% disagree, (6) Indicator of concern many husbands don't want to give a sustenance economy to their family in real life 25,7% strongly agree, 48,6% agree, 22,9% disagree, 2,9% strongly disagree; (7) Indicator of concern that is husband doesn't want to give sustenance economy to family. 41,4% strongly agree, 44,3 % agree, 2,9% disagree, and 11,4 strongly disagree.

Based on the data above, mainstreaming and resonance process is marked by a high approval rate for the respondent by indicators that tested, with average total approval of 67,5%. It proves that the Respondent's perceived reality of a disharmony family is are same as the reality that is shown in the Kisah Nyata series. Therefore, is Ha1 accepted and Ho1 rejected? And these findings are making a strong assumption of cultivation theory in mainstreaming and resonance concepts.

As for testing the impact between media exposure variable (X) to perspective variable disharmony family (Y) analysis with used analyze cross-tabulation. Analyze with used cross-tabulation for testing cultivation theory used too by Yuli Nugraheni & Finsensius Yuli Purnama doing Cultivation Analysis Impact Exposure Program TBNH series and the attitude of mothers in Jawa Timur about Happy Family. (Nugraheni & Purnama, 2014).

The results from analyzing cross-tabulation between media exposure variable (X) to the perspective of variable disharmony family (Y) are as follows:

Table.6.

Cross Tabulation: Watching Routine – Perspective Variable of Disharmony Family

	Watching Routine	Strongly Agree				Agree				Disagree				Strongly Disagree			
		Strongly Agree	Agree	Disagree	Strongly Disagree												
Indicator of concern that happen violence in household to children	Heavy Viewer	45,5%	31,8%	22,7%													
	Light Viewer	39,6%	50,0%	6,3%	4,2%												
Indicator of concern that happen violence in household to wives	Heavy Viewer	31,8%	50,0%	18,2%													
	Light Viewer	35,4%	54,2%	8,3%	2,1%												
Indicator of concern to trust there many usurpers other people husband in real life	Heavy Viewer	27,3%	68,2%	4,5%													
	Light Viewer	33,3%	47,9%	16,7%	2,1%												
Indicator of concern that husband will cheating when go outside.	Heavy Viewer	27,3%	45,5%	22,7%	4,5%												
	Light Viewer	25,0%	27,1%	41,7%	6,3%												
Indicator of concern that believe is economy problem will affect to disharmony family.	Heavy Viewer	36,4%	18,2%		45,5%												
	Light Viewer	29,2%	18,8%		52,1%												
Indicator of concern that believes many husbands who doesn't want to give sustenance economy to his family in real life.	Heavy Viewer	27,3%	54,5%	18,2%													
	Light Viewer	25,0%	45,8%	25,0%	4,2%												
Indicator of concern if husband doesn't want to give sustenance economy to family	Heavy Viewer	22,7%	40,9%	36,4%													
	Light Viewer	16,7%	35,4%	37,5%	10,4%												

Table 7.
Cross Tabulation: Watching routine – Perspective Variable Disharmony Family.

	Follow episode every	Strongly Agree				Agree				Disagree				Strongly Disagree			
		Strongly Agree	Agree	Disagree	Strongly Disagree												
Indicator of concern that happen violence in household to children	Heavy Viewer	56,5%	26,1%	17,4%													
	Light Viewer	34,0%	53,2%	8,5%	4,3%												
Indicator of concern that happen violence in household to wives	Heavy Viewer	34,8%	47,8%	17,4%													
	Light Viewer	34,0%	55,3%	8,5%	2,1%												
Indicator of concern to trust there many usurpers other people husband in real life	Heavy Viewer	30,4%	60,9%	8,7%													
	Light Viewer	31,9%	51,1%	14,9%	2,1%												
Indicator of concern that husband will cheating when go outside.	Heavy Viewer	30,4%	34,8%	30,4%	4,3%												
	Light Viewer	23,4%	31,9%	38,3%	6,4%												
Indicator of concern that believe is economy problem will affect to disharmony family.	Heavy Viewer	34,8%	17,4%		47,8%												
	Light Viewer	29,8%	19,1%		51,1%												
Indicator of concern that believes many husbands who doesn't want to give sustenance economy to his family in real life.	Heavy Viewer	26,1%	52,2%	21,7%													
	Light Viewer	25,5%	46,8%	23,4%	4,3%												

Indicator of concern if husband doesn't want to give sustenance economy to family	Heavy Viewer	21,7%	43,5%	34,8%	
	Light Viewer	17,0%	34,0%	38,3%	10,6%

Tables 6 and 7 show that respondents have a watching routine and follow every episode Kisah Nyata series with the heavy viewers category having liability approval at a high level if compare with respondents Light viewers category. From the whole indicator from the perspective variable of the disharmony, the family can see that 5 from 7 indicators show the total level and approach relatively bigger than the heavy viewer category. While 2 other indicators (an indicator of concern that happens to violence in the household to children and an indicator of concern that happen to violence in the household to wives) show that the total level and approach are relatively bigger than the light viewer category.

Table 8.
Cross Tabulation: Watching Average – Perspective Variable Disharmony Family

	Watching Average	Strongly Agree	Agree	Disagree	Strongly Disagree
	Indicator of concern that happen violence in household to children	Less than 4 hours	39,3%	46,4%	10,7%
More than 4 hours		50,0%	35,7%	14,3%	
Indicator of concern that happen violence in household to wives	Less than 4 hours	35,7%	50,0%	12,5%	1,8%
	More than 4 hours	28,6%	64,3%	7,1%	
Indicator of concern to trust there many usurpers other people husband in real life	Less than 4 hours	33,9%	50,0%	14,3%	1,8%
	More than 4 hours	21,4%	71,4%	7,1%	
Indicator of concern that husband will cheating when go outside.	Less than 4 hours	25,0%	26,8%	41,1%	7,1%
	More than 4 hours	28,6%	57,1%	14,3%	
Indicator of concern that believe is economy problem will affect to disharmony family.	Less than 4 hours	30,4%	19,6%		50,0%
	More than 4 hours	35,7%	14,3%		50,0%
Indicator of concern that believes many husbands who doesn't want to give sustenance economy to his family in real life.	Less than 4 hours	25,0%	44,6%	26,8%	3,6%
	More than 4 hours	28,6%	64,3%	7,1%	
Indicator of concern if husband doesn't want to give sustenance economy to family	Less than 4 hours	16,1%	33,9%	41,1%	8,9%
	More than 4 hours	28,6%	50,0%	21,4%	

Table 8 show that respondent with a high average watching (more than 4 hours) have a liability and approach a high level if compare with the respondent with a light duration of watching (less than 4 hours).

From the whole indicator from a variable perspective of the disharmony, the family can see that the total approach is relatively bigger than a heavy viewer category. While 2 other indicators (Indicators of concern that happen violence in household children) show that a total level of an approach is relatively bigger than a light viewer category, for belief indicator that economic problem can impact disharmony family show the same level in the two categories.

Finding on tables 6,7 and 8. Generally, this proves there is an impact between the exposed Indosiar Kisah Nyata series on housewives' perspective in viewing disharmony families. Where find the majority of data that shows high exposure is impaction to high an approaches perspective to the reality of disharmony family. Therefore, Ha2 accepted and Ho2 rejected.

Conclusion

Based on the research and analysis data results that have been to do, found that the level of exposure Kisah Nyata series to housewives in Perum Bumi Pasar Kemis Indah housing, Kota Tangerang majority in the level of category light watcher. Respondents have a perspective about disharmony family same as the reality that they watch on TV (mainstreaming), this perspective is getting stronger because of high approval that respondents see the same reality in real life (resonance). These research findings in academics substantiate the fact that cultivation theory can test other realities outside of violence, especially closer reality (family).

As part of the evaluation, this research recommends a few, based on academic's aspect and practical; (1) For the next research can test a cultivation theory on a bigger population, or test cultivation theory their type of other media like service online streaming that is viral and being love during a pandemic. (2) Practically, housewives have selective to choose TV shows as entertainment, so not easy to get negative impact from television.

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