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DOI : 10.32734/lwsa.v1i1.151
Electronic ISSN : 2654-7058
Print ISSN : 2654-7066

Volume 1 Issue 1 – 2018 TALENTA Conference Series: Local Wisdom, Social and Arts



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The Relationship of Watching Television with the Needs of High School Students in Medan (a Study with the Paradigm of Critical Realism)

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Abstrak

This study aimed to get a more specific description of the relationship to watch television with the needs of the school. This study uses the paradigm of "critical realism" which tries to reveal the fact that on the surface with the (quantitative approach) the reality of the meaning expressed (qualitative) or also called mix research. The respondents / informants studied are middle and high school students in the city of Medan. The amount obtained for 49 people set out in purposively. The theory is the theory of cognitive dissonance consistency realm of Leon Festinger and refined the theory of "low and high dissonance" Cotton and Hieser. Quantitative data were analyzed by correlational perform asymmetrical correlation models. qualitative data using analytical models categorization Neuman. The results include (1) watching television set or selected to enhance the learning needs, increase knowledge, hang and support future; (2) the respondent / informant categories including "high dissonance" which rejected a television show is not suitable for the purpose of learning and increase knowledge; (3) the respondent / informant is in continuum "consistent" and "inconsistent" is connected with the spectacle on television. This may be because they are still subject to change from time to time.

Keywords: Television; Student High School; Medan. Critical-Realism

1. Introduction

Based on the study of KPI in January 2016 there are at least 3 characters watching television in Indonesia (1) each year the television rating agency AGB Nielsen released a level media consumption in Indonesia. Three currents it is (2) each year the television (tv) is the first activity of people everyday. The average yearly rate of tv media consumption in Indonesia has always been above 90 percent. (3) what broadcast tv like the doctrine for the kids, so the kids will tend to mimic what he possibly saw on tv. Moreover, during this time there is a presumption that what is broadcast by tv is a truth. In the midst of various alternative entertainment, according to Compass television remains the main option that fill the family entertainment room. The majority of the public still make television as the main source of information and entertainment. Unfortunately, the control over the viewing television programs for family members tend to still low (Litbang Kompas, 2015).

The survey of the Central Bureau of Statistics (BPS) in Indonesia showed Indonesia society prefer watching tv of 90.27 percent, while only 18.94 percent who liked to read. These conditions make Indonesia is ranked the lowest of

17 countries that his score in the bottom of the educational standards of the world Organization for Economic Cooperation and Development (OECD)

A survey done Milward Brown shows that Indonesia is the most populated country that spent much time in front of electronic screens, good screen gadgets as well as television. The results of this survey were presented to Mary Meeker in a meeting that discussed about Internet trends. The respondents of the research was the community ages 16 to 44 years old.

2. Paradigm and theory

2.1. Paradigm

The paradigm is the cornerstone of a beachhead of thought and reality (ontology), there is also a mention of the model, the flow of thought or sect and so on. Paradigma "critical realism".

The cornerstone of thought and research using the beachhead paradigm "critical realism" that ontologically looked at that reality does exist in reality in accordance with the laws of nature, but it is impossible that man can see reality for what it is as confidence positivism. That's why the name of this paradigm is the other "post-positivism". Or in other words "critical realism" or perspective post-positivism is a stream that wanted to fix the weaknesses the positivism simply rely on direct observation ability against objects that are examined.

Some of the characteristics inherent in the paradigm of critical realism/post-positivism is a fact-free value, but rather a theory-Laden. (1) none of the theories that can be fully explained by empirical evidence, empirical evidence has the possibility to show anomalous facts; (2) a fact is not free, but the full value; (3) the interaction between the subject and object of research where research results are not objective reportage, but rather the results of the interaction of humans and the universe that is both subjective (Cresswell, 2010; Ardianto; 2007).

2.2. Theory

In general the communication theory of mapping used in this study is a theory of communication in the sphere of the paradigm of positivism. Grand theory refers to the opinion of David k. Berlo. Berlo (1960: p. 50-51) recalled that the process of communication, including the interaction of the audience and television determined by 4 factors i.e. (1) communication skills; (2) the attitudes; (3) the knowledge level; and (4) social cultural system.

1) Cognitive dissonance theory

As a secondary theory, here used the theory of cognitive dissonance works Leon Festinger (Severin & Tankard: 1992). This theory is widely used in the study of mass communication in particular topics for study, interpretation, criticism and extrapolation (p. 64).

Festinger (Littlejohn, 1996: p. 141) teaches that any two cognitive elements, including attitudes, perceptions. Knowledge, and behaviors, will have one of three kinds of relationships. The first is null or "irrelevant", the second is consistent, or "consonant"; and the third is inconsistent, or "dissonant". Dissonance occurs when one element would not be expected to follow from the other. If you think that smoking is harmful to your health, we would not expect you to smoke. What is consonant or dissonant for one person may not be so for another, so we must always ask what is consistent or inconsistent with a person's own psychological system.

This theory says that the perpetrator has diverse cognitive elements of communication, such as attitudes, perceptions, knowledge, and behaviors. All elements that are related: not connected, suitable or appropriate, and is not suitable or dissonant. For example someone believe that saturated fats are harmful to health is not appropriate (dissonant) by eating red meat. Thus the dissonance will generate tension or pressure on one's self (p. 65).

2) "Low-High Dissonance" theory

Festinger's theory of cognitive dissonance is outlined by Cotton & Hieser, selective exposure in the form of dissonance that viewers have two psychological conditions "with low and high" (Severin & Tankard: 1992: p. 66-67).

Cotton and Hieser required subjects opposed nuclear power plants to write essays favoring locating such plants near populated areas. They manipulated the amount of dissonance by putting some people in a low-choice (low-dissonance) condition and others in a high-choice (high-dissonance) condition. After writing the essays, subjects were given the opportunity to indicate on rating scales how much they would like informational pamphlets dealing with issues, one of which was nuclear power. The high-choice (high-dissonance) subjects expressed a greater desire for consistent information than did the low-choice (high-dissonance) condition. "They manipulated the amount of dissonance by putting some people in a low-choice (low dissonance) condition and others in a high-choice (high-dissonance) condition". Cotton and Hieser reviewed concludes that "the later research on selective exposure, generally more carefully controlled, has produced more positive results. Almost every study found significant selective-exposure effects" (p. 65).

3. Materials and methodology

3.1. Materials

This research is an activity officially begins with the filing of a letter from the Dean of Extension Usu to KPID Secretary of North Sumatra. Research advance of research materials to discuss with Secretary KPID of Sumatera Utara. The next step, researchers chose the program activities of the existing North Sumatra KPID relevance to research topics. KPID of Sumatera Utara run programs broadcast content field, the field of licensing and institutional fields.

Researchers focus on materials research field supervision of the content of the broadcast. The program content of the broadcast, among others, include a healthy broadcast contents lectures for school children, socializing the broadcasting laws, and media literacy. Those programs implemented in schools, in the community and practitioners media television and radio broadcasting in the cities and counties in Northern Sumatera.

3.2. Methodology

1) Methods

This research uses research methods mix (mixed methods). There is also a combination of research methods to call it (Sugiyono, 2012). Next divide the mixture becomes research Sugiyono model combination sequence (sequential model) and model combination mix (concurrent model). Positivism paradigm based on quantitative methods and qualitative methods emphasize the post-modern paradigm of positivism (Sugiyono: p. 10-12).

In this study the model used is a mixture of (concurrent model) in which researchers bring together quantitative data and qualitative data to obtain a comprehensive analysis, as intended by the paradigm of "critical realism" in this strategy researcher collects two types of data at a time, then combines them into a single interpretation of the results information in whole (Cresswell: pp 21-23).

2) Respondents/informants

Respondents to this study are taken jointly by the school and the Secretariat of the KPID Sumatera Utara. The criteria were among others: they are taken from the class 2-3 Junior and grade 1-2 from each high school with the consideration of the existence of the leeway of time when doing research. Location of research taking place in the SMAN 5 Medan as host. Sample totaling 49 people high school student. Filling the questionnaires conducted on August 2, 2016 at SMAN 5 Medan.

Informant this research totalled 5 persons according to the characteristics required. The informant is a part of the total sampling of 49 respondents. Informants were selected based on the rule of "critical realism" among other informants selected is no longer as "objects" but as "research subjects".

3) Instruments

As in the study with two level analysis (multi level analysis) such as "critical realism", then the research uses two types of instruments. On the first level to get quantitative data, research instrument using a questionnaire to

respondents. Data obtained through this research is empirical data (observed) that have a certain criteria i.e. valid, objective and reliability (Sugiyono, 2012: p 3).

On the second level to obtain qualitative data, research instrument used is a structured interview

In addition to reinforcing the yield of both types of data, then this study uses secondary data such as the Broadcasting Act, text books and journal of mass communication, the results of the survey in the field of television, and the publication of the KPI (Pohan, 2016: p. 253).

4) Data analysis

This research study using korelasional which is asymmetric, meaning one variable affects the other variable. Data analysis using quantitative analysis of single table cross table analysis and hypothesis testing to find out the hypothesis proposed is accepted or rejected.

While the qualitative data analysis using the techniques of coding data via (a) open coding, researchers give the code the data in categories; (b) axial coding this process strengthens the relationship between the evidence and the concept; (c) the selective coding. The identification of the main theme of the study, in which researchers reviewed records of interviews with informants (Neuman, 1997).

5) Research hypothesis

On the first level of research that uses the positivist paradigm is of course also the researchers have to make guesses (hypotheses)

H0: there is no relationship of the TV show the behavior middle school students in the city of Medan.

H1: there is a relationship TV show with student behavior secondary school in the city of Medan.

Quantitative and qualitative data

The presentation of the data in this study correspond to the paradigm of "Critical realism"-consists of quantitative data to see the symptoms that appear on the surface (the phenomenon surfaced) and qualitative data to "unload" a more substantial meaning. Quantitative data obtained through questionnaires by charging the respondents and the qualitative data obtained through interviews to the respondents/informant.

1. Quantitative data

Quantitative data are presented in the form of the figure and the table here is limited the amount shown considering the allocation of a given page is very limited.

1) Gender of respondent

An overview of gender data show women more into the research respondents i.e. 59% of men and 41%. This data is only to identify gender and not showing the significance of the measurements, the validity and reliability of data research.

Figure 1: Gender Of Respondent

2) Education of respondents

The respondents were selected by the school is determined differently. For the junior level may be included is for grade 3 pupils only. This meant that their age between 14-15 years old teenager the prolific thought watching television, especially the formation of attitudes and cognitive behavior. Similarly, the high school student selected was already classified as identity formation and early maturity in the television media exposure.

Data from questionnaire that piled up as much as 49 respondents, none who could not answer the question asked. That means they have options, preferences or personality of her own attitude in assessing the content of television broadcasts

Table 1: Education Respondents.

Education	Frequency	%
Junior high school	10	20.41
Senior high school-class X	15	30.61
Senior high school- class XI	20	40.82
Senior high school-class XII	4	8.16
Amount	49	100

3) Preferred tv shows

The data of figure 2 shows that the favoritism of the event is always followed by the formation of identity or their ideals in the future. That means the respondent watch tv shows that can strengthen the desire or the expectation to the next like being lawyers, accountants, police officers, and others. Also found a favorite event due to the assignment of teachers in schools (for task group).

Figure 2 : TV Favorite program

4) The sanctions violate the rules of tv broadcast

Data Figure 3 confirms that all respondents agreed to let a tv show in violation of the rule of law must be given a sanction by the KPI or the Government. Generally the respondents did not know who the authorities provide sanctions if a KPI or the Government.

But their establishments are clearly important, sanctions can be meted out against events that are not good or negative. Even many of which mention the event which should be penalized termination impressions.

In the Broadcasting Act reserves the right to give a sanction is a KPI. The sanctions provided in the form of administrative and criminal sanctions as well. Administrative sanctions include a written reprimand, reduction in duration and termination of the while until there is a court ruling that a law anyway. Criminal penalties include imprisonment and fines for those who violate the rules.

Figure 3 : Sanctions TV broadcast

5) Duration of watching tv

Figure 4 shows the data there are even 45% who watched tv less than two hours a day. This Paradox data with survey and publication of the mention of the KPI on average watching tv in Indonesia by 4 hours a day. Even the data of respondents who watch 3-4 hours a day is always correlated with school assignments or fulfillment purposes of information for their future. So the function of the television for the respondent is getting rid of irrelevant impressions with his hand or "high dissonance".

Figure 4 : The Duration Of Watching TV

6) Influential Television in the Association

Data Figure 5 shows only a small portion of respondents or just 6% who says watching tv is not influential in the Association daily. Almost all (94%) stated the influential in developing his social personality at home, among neighbours and in schools. In the study of mass communication known that television had the power of "powerful". But will bring positive influence, such as tell a friend or remind an act that includes "against the law" or "sinful".

Figure 5 : the influence of TV in the association

7) Test cross data: gender * influential TV shows daily in the Association

After the presentation of a single data table, then the table cross correlation study results are obtained as follows:

Table 2. Test cross data: gender * Event.

	TV influence	Student behavior
1.	on the significance level of 95% ($\alpha = 0.05$), Sig (p) value of 0.05 showed that $0.039 < H_0$ is rejected and accepted, meaning there are H1 connection between TV shows with the behavior of middle school students in the city of Medan.	
2.	The value of the correlation coefficient (rho) of 0.296 shows the strength of the relationship between the TV show with the behavior of middle school students in the city of Medan is on the level of ' weak ' (Siregar, 2012).	
3.	The value of rho 0.296 (+) indicates a positive relationship direction (in line) between the variable X i.e. TV shows with variable Y that is the behavior of middle school students. This means that if there is an addition or a reduction in the activity of watching TV shows then it will be followed in line with the behavior of middle school students in the city of Medan.	
Correlations		

TTSpearman's rho Correlation TV's Influence 1,000.296

SIG (2-tailed). 039. N 49 49

Student behavior Correlation's 296 1,000.

SIG (2-tailed). 039. N 49 49

Influential in the Association's daily TV

2. Qualitative data

Qualitative data categorization using tables here are made in accordance with the methods developed Neuman (1997) as presented here. Informants are taken as many as five people taken in purposif and selected to the criteria the origin of the school, class, and gender. The informant is part of the 49 people respondents. As the qualitative rules that "total" is not an absolute factor in determining the informant, but rather to search for is "meaning" for the subject researched.

- The identity of the informant

Informant 1

Name: Putri Wahidah Nur

School: JUNIOR HIGH SCHOOL (SMP Taman Pendidikan Islam) class IX

Informant 2

Name: Wira Agustina Simarmata

School: SMAN 5 Medan class XI IPA 2

Informant 3

Name: Liza Irwani

School: SMAN 5 X-grade IPS Informant 4:

Name: Louis Manogi Simbolon

School: SMAN 5 X-grade IPS Informant 5

Name: Jordan Pardede

School: SMAN 5 X-grade IPS

Table 3. Qualitative data categorization.

No.	Open Coding (Thema)	Informan 1	Informan 2	Informan 3	Informan 4	Informan 5	Axial coding (category)	Selective Coding Concept)
1	Attitudes	Watching tv is not every day and morbidly lbh 2 hours/day	Watch TV every day, but less than 2 hours /day.	Watching tv every day 3-4 hours / day with family,	Watching tv 2 hours each day.	Watching tv 2-3 hours / day usually after return les tutoring.	"consistent"	"high-dissonance"
2	Perceptions	Watch tv because to do the work of teachers.	Watching tv show and not specialized in certain important tv helpful	Watching tv in my opinion need parental consent. But if for a school assignment I was released watching TV alone.	Watching tv is determined or agreed by tante in accordance with the needs of the informati on.	Watching tv tailored to the needs or my ideals. But other events such as sports	"inconsistent"	"high dissonance"
3	Knowledge	I watch "Mama Dedeh" and the program "News" from the tv anywhere. These events other than for school projects also increase my knowledge about Islam.	I often watch "Mario Teguh Golden Way" on Metro TV, or TV that can increase knowledge especially to support the ideals I want to study in STAN.	I am a huge fan of the show "On the Spot". But I also loved the 'Infotainment' for news ingintahu circumstances or illness, marriage or artist to disaster.	I never miss an event in Net TV "86". Also impressions and criminal law for the ideals I want to be a cop or a lawyer. Acara olahraga juga favorit saya, especially martial arts. I also learned martial arts since the first.	Impressions "ILC" and "Mata Najwa" was my favorite. Insights I formed many of the events and in accordance with the ideals I want to become a law degree.	"consistent"	"high dissonance"
4	Behaviors	If there are friends who are less polite or do no good, I	Themes serious event such as financial management	Tv shows good effect in the association, for example,	I was discussing and exchanging opinions with	Although the duration of the event "ILK" quite a length of	"inconsistent"	"lowdissonance"

would	company	stay away	friends, for	about three
remind	must I	from drugs	example on	hours, I
it of tune	watch	act on the	the Traffic	allowed
with	because it	soap opera	Act or	parents to
religious	relates to	story etc.	impressio	watch until
teaching s.	my ideals		ns only.	the end.
Or do I shy				
away /				
away from				
him				

4. Result and discussion

1. Results

As already mentioned that there are two types of data in this research is quantitative data and qualitative data. In accordance with the study of "critical realism" and in general this type of research mix the results will be presented in a comprehensive and not partial. This is in accordance with the analysis of two-level model that incorporates data where quantitative data would strengthen the qualitative data, or vice versa. Here are the results of a comprehensive data:

1) "High dissonance" vs. "Low dissonance"

High school students examined, both as respondents (the object) or as informants (the subject) is the television audience categories include "high dissonance". That means they're only watching television shows that his show has a relevance to the task with his school obligations and in accordance with the expectation or their ideals in the future.

Ideals want to be accountants, police officers, legal scholars and actualized by watching television shows that have a relationship with it. The indicator looks (surfaced phenomena) through quantitative data and meaning expressed (.manifest) through qualitative data not contained anomalous behavior or paradox.

Elements of "high dissonance" when it is on (1) the attitudes; (2) perceptions, and; (3) knowledge. While "low dissonance" contained on the "behavior". This is because the dimakumi however they haven't quite grown up and still might be the case change in him in the future.

2) "Consistent" vs "Inconsistent"

Students examined shows that television as a companion or reference for the purposes of the tasks of the school and to meet the goals of the future. Quantitative data and qualitative data equally strengthen or support each other that they identified as "consistent" in his element "attitudes" and "knowledge". But on the contrary, it may also be a predisposition because they haven't fully can be classified an adult. This is apparent in the elements of the "perceptions" and "behavior".

2. Discussion

This study confirmed the hypothesis that middle school students are always trying to understand the world in which they live and attend school. Students develop the subjective meanings over their experiences i.e. the meanings of watching television which broadcasts on a directional programs most favored and related to school or to pursue dreams (goals). Digging deep interviews based on cognitive dissonance theory of Leon Festinger with main elements of perception; knowledge and; behavior. Festinger's theory is sharpened again with Cotton theory and Hieser about "low and high dissonant", making this study becomes more specific.

Researchers sought to rely as much as possible the views of participants about the situation is examined. Questions on the questionnaire as well as on structured interviews had actually been deductive and inductive logic meet.

The findings of the research data sakan overturning results of the study and survey agency media KPI or rubric-rubrics in newspapers that publish that television brings the plagues or become carriers of the trait does well among teenagers in Indonesia. It seems that studies like these need to be expanded or be copied in either partial or positivism research research non-positivism for the development of science in the next

5. Conclutions

Some conclusions and implications of this study include the following:

1. High school students are categorized as television viewers "high dissonance". That means they only watched television show relevance to obligations with their schoolwork and that only meet their goals in the future.
2. They are identified as "consistent" in the "attitudes" and "knowledge". Instead, they are "inconsistent" in the "perceptions" and "behavior", probably because they are not fully mature or not yet classified stable personality.

The implications that should be recommended for development purposes theoretical and practical development, among others:

1. Theoretical implications

Research studies such as these need to be expanded or copied in the form of partial research paradigm positivism (quantitative), non-positivist research (qualitative) and research mix.

2. Practical implications

Recommend to the Indonesian Broadcasting Commission (KPI) so that this research can be used as a practical guide for the television audience of children and adolescents in Indonesia. This research may also be developed by the broadcasting industry to make a television program planning healthy and friendly for the children of Indonesia.

6. Acknowledgements

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