The Influence Of Indian Drama In TV On Behaviour Of Fashion Imitation Of Housewives

Lestari Deviana, Muslikhin

Abstract: Research Objectives, to find out whether or not the influence of Indian Drama Impressions in the Antv on Fashion Imitation Behaviour of Housewives in Cipadu Tangerang Village and to find out how big the influence is. The research method used in this research is quantitative method by giving questionnaires to respondents to get research results. The results of the research are presented with tables and numbers that represent the answers of each respondent. The Results Achieved, which Indian Drama Impressions have an influence on the Imitation Fashion Behaviour of 43.2%. The conclusions of Indian Drama show 43.2% of Imitation Fashion Behaviour, the remaining 56.8% are influenced by other factors which are not discussed further in this research.

Index Terms: Behaviour, Imitation Fashion, Indian Drama

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1 INTRODUCTION

UNTIL now, the three biggest film industries in the world such as Hollywood from America with its Box office, Bollywood (India), and Hallyu from South Korea are distinctive with the nuances of Pop Culture, and now competing with each other to create the best films. Even Bollywood, which initially only wore on drama films, now began to produce action films with a choice of western setting with the support of several top Bollywood artists such as Shah Rukh Khan, Salman Khan, Hritik Roshan, and so on. The new nuances brought by Bollywood through its latest films, made its fans increasingly spoiled, especially Bollywood film production is better and more interesting if observed from the concept of films that use many European, American, African and some Asian states, one of them Egypt. One of the most popular Indian dramas in Antv is the Mahabharata, the Mahabharata tells the story of the throne of Hastinapura, a kingdom ruled by the Kuru family. The Kauravas and Pandavas compete with each other to occupy the throne. Although the father of the Kuravas was older than the father of the Pandavas, Duryudana as the oldest Kurawa was younger than Yudhistira as the oldest Pandawa. Both Duryudana and Yudistira claimed to be the foremost heirs of the throne of Hastinapura. The success of the Mahabharata series on the television gave birth many fans from the audience in Indonesia. On October 1-4, 2014, several figures in the series, such as Shaheer Sheikh (cast of Arjuna), Saurav Gurjar (cast of Bima), Arpit Ranka (cast of Duryodana), Praneet Bhatt (cast of Sangkuni), and Rohit Bhardwaj (cast of Yudhistira) were invited to Indonesia in various events off air and on air with their fans. on October 3, 2014, also held a musical drama titled Mahabharata Show on air by ANTV with Shaheer Sheikh (Arjuna), Rohit Bhardwaj (Yudhistira), Saurav Gurjar (Bima), Vin Rana (Nakula), Lavanya Bhardwaj (Sadewa), Arpit Ranka (Duryodana) and Aham Sharma (Karna) for audience in Indonesia.

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The ANTV Mahabharata Show was able to bring ANTV into the first rank in the Indonesian television ranks (Beda, 2014). In fact, Shaheer Sheikh (cast of Arjuna) also starred in the reality show "*Panah Asmara* Arjuna" on ANTV for three months. The premiere reality show on October 11, 2014 aired every Saturday at 20.00 - 24.00 WIB and was equipped with the screening of an advanced program which contained the quarantine of the reality show participants, namely "*Graha Cinta Panah Asmara* Arjuna". The event was aired every Sunday-Friday at 10:30 a.m. to 11:30 p.m. WIB. Not only that, some of the Mahabharata players were also often presented on the side-lines of ANTV programs, such as in Pesbukers or Super Deal. More interestingly, Vin Rana (Nakula) and Lavanya Bhardwaj (Sadewa) and other Mahabharata serial actors also hosted the New Eat Bulaga Indonesia on ANTV which became one of their Very Important Programs. The booming of film and Bollywood cinema in the homeland made more viewers motivated to take part in enjoying Bollywood offerings on television. This made researcher wanted to research Bollywood movie lovers who then focused on watching Bollywood films. In this research of changing attitudes, researcher will use Cultivation Theory. The objects in this research are housewives in Cipadu Tangerang District who like or have watched Bollywood cinema.

Reference Study

Communication: In everyday life, people use communication as a tool to exchange information, from one person to another, or group. The word communication also comes from Latin, communes which means making together or building together between two or more people. In its own communication, according to some experts, communication refers to activities related to humans that often occur directly or indirectly in everyday life. Mass Communication: is communication to a wide audience using communication channels. The simplest definition of mass communication is stated by Bittner (Rachmat, 2003 Ardianto, Karlina, & Komala, 2012)namely: Mass Communication is a message communicated through mass media to a large number of people (mass communication is communicated through a mass medium to a large number of people). Impact of Mass Media: Mass media inevitably influences audiences' thoughts and actions. Simple evidence occurs in a teenage boy who wears a hat like that used by actors in soap operas on television. Other children immediately imitated it. Culture, social and politics are influenced by the media. Instantly the mass media can form the capitalization of public opinion to take certain actions.

Sometimes the power of the mass media only reaches the domain of attitude (Agee, quoted in Adianto Et. Al 2012) Television: Of all existing communication media, television is the most influential in human life. Television is one of the mass media that can be heard and seen in the form of moving images (audio-visual). The role of television is as a mass media that provides information, entertainment, educational motivation, as well as a means of social control to the public. Besides that television broadcasts can be consumed by people, not knowing gender, social status or age, all can enjoy television broadcasts. Drama: A drama program containing fiction. This term is also called soap opera story. To distinguish it from non-story soap operas are: the soap opera format which consists of several types, namely: drama adaptation soap operas, and soap oeras developed from stories or novel books, short stories and history [2]. Cultivation Theory: According to Signorielli and Morgan [3] cultivation analysis is an advanced stage of the research paradigm of media effects, which was previously carried out by George Gerbern namely the Cultural Indicator that investigates institutional processes in the production of media content, image content, and the relationship between exposure to television messages with the beliefs and behaviour of audiences. Imitation Behaviour: According to Gabriel Tarde [4]imitation behaviour is the whole social life that is actually based on imitation itself. The role of imitation in social interaction is not small. Gabriel Tarde (1903) also argues that all people have a strong tendency to emulate (equal or even exceed) the actions of those around them. He argues that it is impossible for two individuals to interact in a long enough time not to show an increase in imitation of reciprocal behaviour.

2 RESEARCH METHOD

1. Type / type of research: Quantitative
2. Research method: using a questionnaire as data collection
3. Independent variable: Indian drama program in Antv
4. Bound Variables: imitation behaviour of housewives in Cipadu village
5. Population: the entire research subject
6. Samples: representing the entire population (from 7,201 populations obtained 95 samples using Slovin formula with random sampling technique)
7. Random sampling technique for taking 95 samples from 1,972 populations, namely by asking for each house whether or not often watching Indian dramas in Antv
8. Data collection techniques: using a questionnaire

3 RESULT AND DISCUSSION

Validity Test:
1. The number of samples is 30 people in the Cipadu Jaya Village
2. Result of statement Validity of X and Y Variables is valid
3. R table with a significant level of 10%, which is 0.306
4. Of all statements r count is greater than r table and can be used for the next stage

Reliability Test:
From the results of reliability testing, it was found that the cronbach's alpha value was greater than the reliability requirement of 0.768 greater than 0.600. Which means data on Indian drama shows in Antv have met reliability requirements
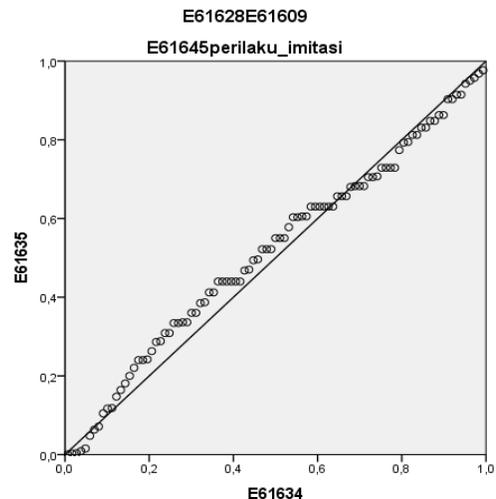
Normality Test:
From this graph, it can be seen that the majority of the data is spread not far from the diagonal line with a positive slope. Data spreads following the diagonal line from the lower left to the top right. The graph supports the statement that the Indian drama show at Antv full fills normality requirements.

T Test:
From the table beside the results of the calculated value are 8.408 using significant data of 0.1. Obtained t table is 1,661 which means Ho is rejected and Ha is accepted.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,536	2,494		2,620	,010
Indian_drama	,573	,068	,657	8,408	,000
a. Dependent Variable: imitation_behaviour					

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Simple Regression Coefficient:
From the table shows the results of a constant coefficient that is equal to 9.523 variable coefficients, the influence of the Indian Drama program is 0.589, then the value Y = 6.536 + 0.573X which states that each change in value on X will affect the Y value of 0.573. Thus proving that there is a significant influence between watching Indian Drama in Antv on the behaviour of housewives

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Indian_drama	,573	,068	,657	8,408	,000
a. Dependent Variable: Imitation_behaviour					

From the table, the equation as follows:
Y = a + Bx
Where:
Y = 6.536 + 0.573X

Simple Linear Regression:
From the table, the result of R square is 0.432% (43.2%), the variable influence of Indian drama in Antv (X) has an effect of 43.2% on the variable behaviour of housewives in Cipadu village (Y)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,657[a]	,432	,426	2,067
a. Predictors: (Constant), Indian_drama				
b. Dependent Variable: imitation_behaviour				

4 CONCLUSION
Based on research through questionnaires to residents of Cipadu, Tangerang, the number of respondents were 95 people covering various age groups. It can be concluded that residents in Cipadu, the majority of watching Indian drama in Antv as one of entertainment. The more often Antv broadcasts Indian drama shows, the more efficient the drama that can be watched in all circles must be more efficient. So that there is no limit.

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