The Television Existence in the Age of on-Demand Video Streaming

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Abstract
Television is a favorite mass media for some people; even watching television has become a mandatory ritual. Indeed, television shows have an impact on viewers. As technology develops and advances, television conditions change. This study aims to examine the current pattern of television use in Karanganyar City, Indonesia, in the era of popularity and increasing use of on-demand video streaming. This research is descriptive quantitative research. The research method used is a questionnaire survey, and the analysis was done using descriptive statistics. The results showed that the audience chose to watch television to seek information and entertainment. However, the Karanganyar audiences are not included in the heavy audience category. Their favorite programs are drama and news. For this reason, television programs must be educational and informative. The television must conduct a thorough evaluation so that other media do not drown out the use of television.
Keywords*: Social Gratification; Television Uses; Audiences; Television Program; Video Streaming*

Abstrak
Televisi digunakan sebagai media massa favorit bagi masyarakat. Bahkan menonton televisi sudah menjadi ritual wajib. Padahal acara televisi memiliki dampak bagi pemirsa. Seiring perkembangan dan kemajuan teknologi, kondisi televisi berubah. Penelitian ini bertujuan mengkaji bagaimana pola penggunaan televisi saat ini di Kota Karanganyar, Indonesia diera popularitas dan meningkatnya penggunaan video streaming on-demand. Penelitian ini merupakan penelitian kuantitatif deskriptif. Metode penelitian yang digunakan adalah metode survei menggunakan kusioner dan dianalisis statistik deskriptif. Sedangkan untuk analisis data kualitatif menggunakan metode interaktif. Hasil penelitian menunjukkan bahwa khalayak memilih menonton televisi untuk mencari informasi dan hiburan. Namun penonton Karanganyar tidak termasuk kategori penonton berat. Program yang paling disukai adalah drama dan berita. Untuk itu program televisi harus bersifat mendidik dan informatif. Pihak televisi harus melakukan evaluasi menyeluruh agar penggunaan televisi tidak tenggelam oleh media lain.
Kata Kunci*: Gratifikasi Sosial; Penggunaan Televisi; Penonton; Program Televisi; Video Streaming*

Introduction

Some time ago, television was the main channel for disseminating information and messages mediated by the masses (Bruns & Burgess, 2012; Salaudeen & Onyechi, 2020), including in Karanganyar district. Indonesia's population, which is almost 220 million, makes the TV industry very promising. There are ten commercial television stations that broadcast nationwide to more than 80 percent of the population, mainly in cities (Hendriyani, Hollander, d'Haenens, & Beentjes, 2011). Almost all households in Indonesia have television and enjoy television shows. This is because the media transformation hardly requires cost expenditure (Richter et al., 2019) as if they want to get information or entertainment through print or the Internet (Cavusoglu, Mishra, & Raghunathan, 2004; Warmerdam, Smit, Van Straten, Riper, & Cuijpers, 2010). Television unites family members because they watch certain programs together. The people participate in programs, such as shows and talks on various issues. It was as if they knew the story and then made comments and comments on specific arguments. Television is still an option in society (Shalabi, 2016). No wonder, until now, television is still a favorite medium for advertisers to advertise their products. Although some businesses, especially small businesses, prefer to advertise and do marketing on social media because it is relatively cheaper (Rozaq, Hastjarjo, & Slamet, 2021), some companies with more financial capabilities still use television as an advertising strategy.

In contemporary media influence, the issues of media trust and public use of media are becoming increasingly important (Strömbäck et al., 2020). In addition to having a positive impact where viewers are filled with the need for information and entertainment, television shows also have a negative impact where the shows smell of violence (Rohani, 2015; Suryadi, 2013), and dreamful dreams are still often found on television shows in Indonesia. Television viewers are not directly affected by television shows (Cendra, 2016), but there are processes and other factors that can influence the impact of television shows on their viewers (Macdonald, 2015; Moyer-Guse, 2008; Wilkins, 2009). The pattern of healthy television use is one factor that can erode television's negative influence. For this reason, it is very important to know how television viewers use or consume patterns. For this reason, this research wants to explore information about the television consumption patterns of viewers in Karanganyar. Karanganyar is a regency-city with more diverse people and tends to have a higher education and income level. The problems formulated in this study are, "how is the gratification of the community in the use of television in Karanganyar Regency?"

This research uses theories in the field of mass communication and mass media, as well as theories in sociology and psychology, to analyze the demographic and psychographic profiles of the audience. Some theories and concepts used are Mass Audiences, Uses and Gratifications Theory, and Model Uses and Gratifications from Rosengren. The audience has the properties as there is in the concept of mass, but more specifically aggregated in mass media. According to Bungin (2007), the nature of the mass audience includes the following. (i) It consists of large quantities; (ii) A mass media coverage can be captured by the public from various places so that the nature of the mass audience is also scattered everywhere, scattered, and not grouped in certain areas; (iii) At first the mass hearings were not interactive, meaning that between the mass media and their listeners or viewers were not interconnected, but now the concept has begun to be abandoned because technology allows the interaction between Charles R. Wright (Sutaryo, 2005) to say, for decades lately a lot of research has been done in the area of audience analysis. (iv) Mass media consists of various layers of society that

are very heterogeneous; (v) Mass media are disorganized and self-acting.

Over the past few decades, much research has been done on audience analysis. This research includes a study of the demographic and social characteristics of certain media audiences, the overlap between media audiences, the nature of fans and non-fans, the use of media by individuals and the satisfaction obtained from the media, and the selective communication behavior of people with social backgrounds same and different. In general, the various mass media audiences differ more prominently in their social characteristics than their personality traits. The use of print media increases with increasing levels of education, although the amount of time watching television does not decrease. The type of message content consumed and media users seem to be related to social characteristics.

Uses and Gratifications theory put forward by Blumler, Gurevitch, and Katz (Griffin, 2012) states that media users play an active role in selecting and using media. Media users become an active part of the communication process and are oriented toward its purpose in the media it uses. Littlejohn (2002) that this theory focuses on individual audiences rather than messages from the media itself. This theory considers what people do to the media, that is, using media to satisfy their needs. Adherents of this theory believe that individuals are supra-rational beings and are very selective. According to its founders, uses and gratifications also examine the origin of psychological and social needs, which raises certain expectations from the mass media or other sources, leading to different patterns of media exposure and the fulfillment of other needs and consequences. According to the assumptions of this theory, because media users choose mass media according to their needs, the choice of media use will reflect the particular characteristics of media users.

Rosengren's Uses and Gratifications Model was another version of the Uses and Gratifications approach invented by Karl Erik Rosengren (Sendjaja, 1994). Rosengren modified the elements of need and satisfaction into 11 elements, namely: (i) Certain basic needs; (ii) Various combinations of intra- and extra-individual characteristics; (iii) Community structure, including the structure of the media; (iv) Various combinations of individual problems; (v) perception of the solution to the problem; (vi) Various motives for finding a solution or solving a problem; (vii) Differences in media consumption patterns; (viii) Other differences in behavior patterns; (ix) Differences in patterns of fulfillment; (x) Combination of intra- and extra-individual characteristics; (xi) Media structures and various political, cultural and economic structures in society.

Individual needs are considered as a starting point. However, the growth of needs does not occur in a vacuum situation but through interaction with elements in and around individuals. At the individual level, perceived problems and solutions can motivate action. Thus, problems that lead to certain motives will cause actions in the form of media consumption or other behavior. Because of different needs, problems, and motives for different individuals or groups, the result is different patterns of behavior. Some people look for something entertaining, others choose information, and some do not even use the media. This study aims to describe how the current pattern of television usage in Karanganyar City, Indonesia is amid various kinds of popularity and the increasing use of on-demand video streaming.

Previous research has shown various viewers' developments in watching television in today's digital era. For example, Ort et al. (2021) have shown various motivations of viewers in watching TV series and the relationship between media consumption and viewing habits. Then Steiner & Xu (2020) examines the challenges of

traditional television with the presence of a video streaming on-demand platform. Furthermore, research by Castro et al. (2021) has investigated various motivations for using on-demand video streaming and the dimming of television existence. However, no previous research has discussed the existence of television in the era of on-demand video streaming. So it is fascinating to study how the existence of television today is in the era of popularity and increasing on-demand video streaming.

Method

In answering the research objectives, the research method will use qualitative research. This is to enrich the results of research with a broader range. In this study, the nature of the research is descriptive research. Descriptive research is intended to explore and clarify a social phenomenon or reality by describing a number of variables relating to the problem and unit under study (Arikunto, 2013). The research used is quantitative research which tries to explain the social phenomena expressed in variables. In data collection methods, surveys were administered using a questionnaire as a measurement tool to collect respondents' data.

This type of research includes research in a systematic, factual, and accurate description of the facts and characteristics of the population or certain objects. So the study results will descriptively explain the nature and facts of the object of research, in this case, television viewers in Karanganyar, Central Java.

The study was conducted in Karanganyar because Karanganyar Regency is a developing district city with a high population density and diversity compared to other cities in Central Java Province. The City of Karanganyar was considered to be sufficiently representative of the cultural diversity in Central Java Province because, in Karanganyar, there was a meeting point for diverse cultures and the background of television viewers in Central Java.

Data collection techniques used in this study were surveys using questionnaire. Questionnaires were used to collect data from respondents. The respondents were research samples or people through which the researcher obtains data. The questionnaire used will differ according to sample specifications. This questionnaire was a series or list of questions that were arranged systematically, then sent or filled out by respondents (Sugiyono, 2016).

The population is the whole symptom/unit to be investigated. Meanwhile, the sample is part of the population to be investigated. Therefore the sample must be seen as an estimate of the population and not the population itself (Bailey, 1994). The sample has several basic ideas: seeking information or knowledge about the whole object or symptom under study (population), observing a portion of the object/symptom under study (sample), and drawing conclusions about the whole object/symptom under study. The population in this study were television viewers with a total sample of 80 samples from 435 populations in four villages in the Karanganyar Regency.

There are three quantitative data analysis channels: data reduction, data presentation, and conclusion drawing (Miles, Huberman, & Saldana, 2014). Data reduction is the process of selecting, focusing on simplifying, abstracting, and transforming rough data that arises from written records in the field. This process continued throughout the research, even before the data was collected, as seen from the study's conceptual framework, problem, and the data collection approach chosen by the researchers. Data reduction includes summarizing the data, coding, tracing themes, and creating clusters. Data reduction is a form of analysis that sharpens, classifies, directs,

discards unnecessary, and organizes data so that final conclusions can be drawn. The reduction did not need to be interpreted as data quantification. How to reduce data is a strict selection of data, summary or brief description, and classify in a broader pattern.

Presentation of data is an activity when a set of information is compiled, giving the possibility of drawing conclusions and taking action. Form of qualitative data presentation:

(i) Narrative text: in the form of field notes

(ii) Matrices, graphs, networks, and charts.

These forms combine information arranged in a coherent and easily reachable form, making it easy to see what is happening and whether the conclusion is correct or otherwise re-analyzing. The results of data analysis are presented in the form of charts or graphs as well as in narrative form. The data collected is expected to get a deeper explanation in the form of qualitative data.

Results and Discussion

The discussion of this research centered on a description of the television consumption patterns of audience respondents in Karanganyar. The variables that will be discussed include time watching television, duration of watching television, and motivation or reasons for watching television. Following the description one by one.

Time Watching Television

Out of 80 respondents, the majority of respondents watched television in the evening, from 18:00 to 22:00. This is because most respondents do activities during the day, such as work or college, so new respondents watch television at night. 27.1 percent of respondents claimed to watch television in the afternoon i.e., from 15:00 to 18:00. The detail can be seen in Figure 1.
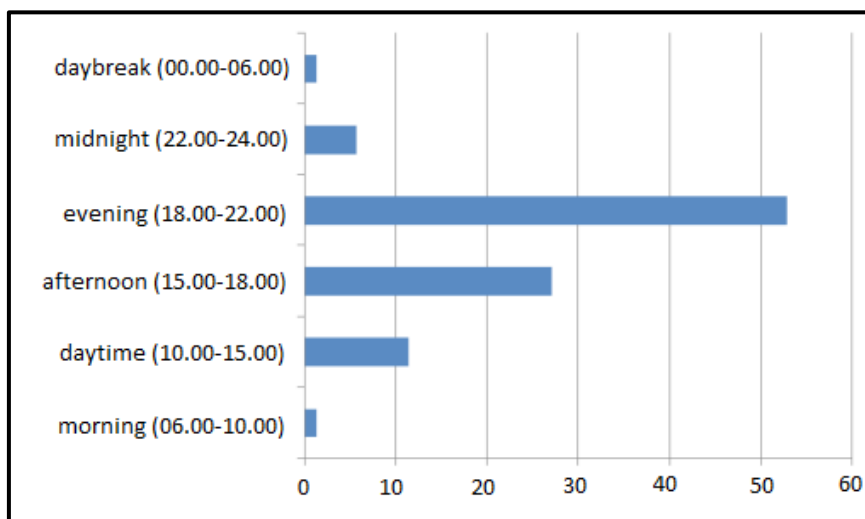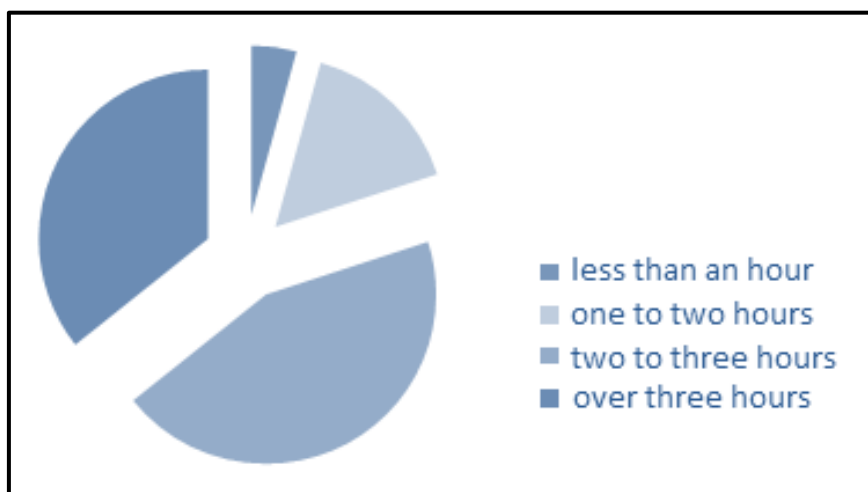

Figure l. Time Watching Television
Source: Research Results, 2020

Figure 1 explains that 11.4 percent of respondents watched television during the day, 5.7 percent at midnight, 1.4 percent in the morning, and 1.4 percent in the early hours. This shows that the prime time hours of respondents watching television are from 18:00 to 22:00, equal to 52.9 percent. From the diagram above, it can be inferred that

people watch television mostly at night, ranging from 18.00 to 22.00 or the prime time. In contrast, the least television viewers are in the morning and early morning, while during the day was around 11.4 percent. The study results are in accordance with research by Steiner & Xu (2020) that viewers are more likely to watch at leisure hours between 18.00-22.00 to rest time and unwind before falling asleep.

Duration of Watching Television
The study also found that television viewers in Karanganyar are not included in the heavy television viewer. Heavy television viewers are viewers who can spend up to four hours a day watching television. The results of the study found that 44.3 percent of television viewers spent the duration of watching television for two to three hours in one day. While 15.7 percent of respondents watch television for one to two hours a day, 4.3 percent of respondents also claimed to watch television less than one hour per day. The detail can be seen in Figure 2.

**Figure 2**. Duration of Watching Television
Source: Research Results, 2020

Through Figure 2, it can be seen that television viewers in Karanganyar are included in the category of light television viewers, only spend less than three hours per day consuming television. The graph also tells that only 35.7 percent of respondents watched television for more than three hours per day. This shows that television viewers in Karanganyar did not spend too much time in front of the television; for only about one to three hours. Research results are in accordance with studies U.S. Department of Labor (2014), the average adult watches about 2.8 hours of television a day. Television shows and their content influence people's behaviors and expectations because people use them as a source of information (Wood et al., 2002; Zurbriggen & Morgan, 2006). The mean of TV viewing was 2.68 ± 1.6 h daily, ranging from 0 to 9 h. There were no statistically significant gender differences based on daily TV watching. From the two studies above, the average person watches television for about 3-4 hours. The research results are also in accordance with research by Rubin (1983) that the duration of watching television by viewers is decreasing. Meanwhile, another study by Greer & Ferguson (2014) and Steiner & Xu (2020) revealed that technological factors affected the decrease in viewing duration because most viewers turned to on-demand video

streaming such as Netflix to get a better viewing experience such as being ad-free, being able to manage audience time, etc.

Searching for information
Of the 80 respondents in the city of Karanganyar, it turns out that television is still classified as the first choice media to meet respondents' information needs. According to the theory of Uses and Gratifications, someone uses or accesses the media to fulfill desires and to get satisfaction. The research data shows that media consumers choose to use television to meet their needs for information. The number was quite large. In fact, 74.3 percent of respondents claimed to seek information through television. The detail can be seen in Figure 3.
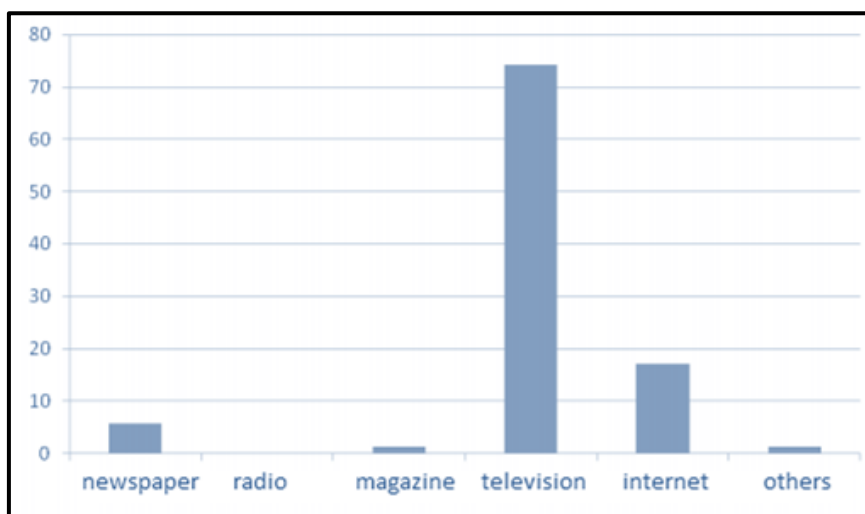

Figure 3. Media Options for Information
Source: Research Results, 2020

Figure 3 shows an interesting change in which the media via the internet became the second choice of most respondents in finding information. This is interesting because the position of the internet has now overtaken the position of the newspaper in search of information. From the graph above, it turns out that respondents who sought information through the newspaper were only 5.7 percent, or lower than the media via the internet. This shows the changing trend in which media via the internet has become the choice to search for information compared to newspapers. The results of this study are in accordance with Sundar and Limperos (2013) research that media technology affects audience satisfaction. This is consistent with the criticism that U&G theory has an exaggerated view of society's active media use.

Viewer's Favorite Television Channel
Of the 80 respondents, it turns out that their favorite television channel is RCTI. Precisely 13.03 percent of respondents said they chose the RCTI channel as their preferred channel. Next is the SCTV channel, to which 12.68 percent of respondents said they chose this SCTV channel as their preferred channel. This is quite interesting because RCTI, including a new television that airs in Karanganyar and has been received quite well by television viewers in Karanganyar. The more detailed finding can be seen in Figure 4.
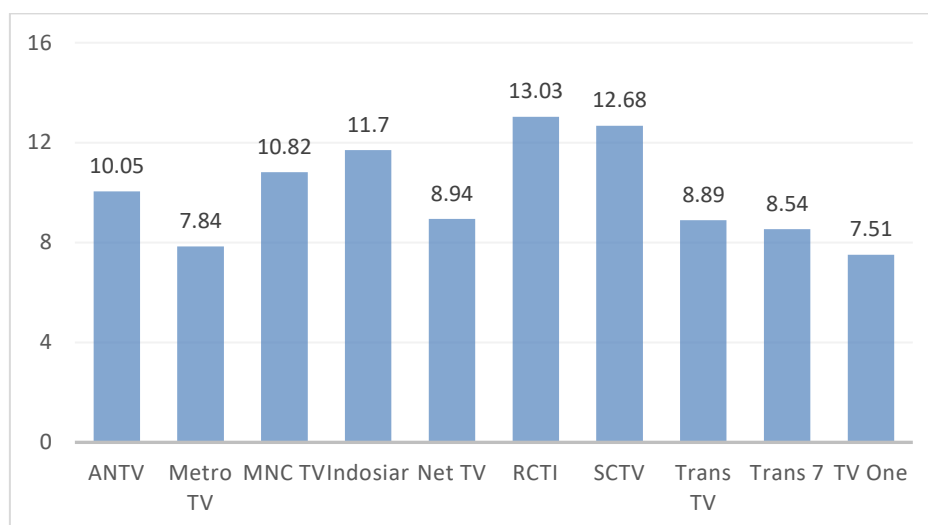
Figure 4. Selected Television Channels
Source: Research Results, 2020

The results show that viewers' favorite television channels are television channels that mostly present light entertainment-based broadcasts such as soap operas, talk shows, talent searches, etc. These are the characteristics of viewers in Indonesia, especially in Karanganyar. This is in contrast to the results of research, for example, by Ort et al. (2021) and Steiner and Xu (2020), which shows that viewers prefer video on demand for entertainment.

The Most Popular Program
The most popular program, the soap opera program, turned out to be a favorite program for television viewers in Central Java with 25.7 percent of the vote. Meanwhile, the second choice is a news program which is 18.6 percent. This can be seen in Figure 5.
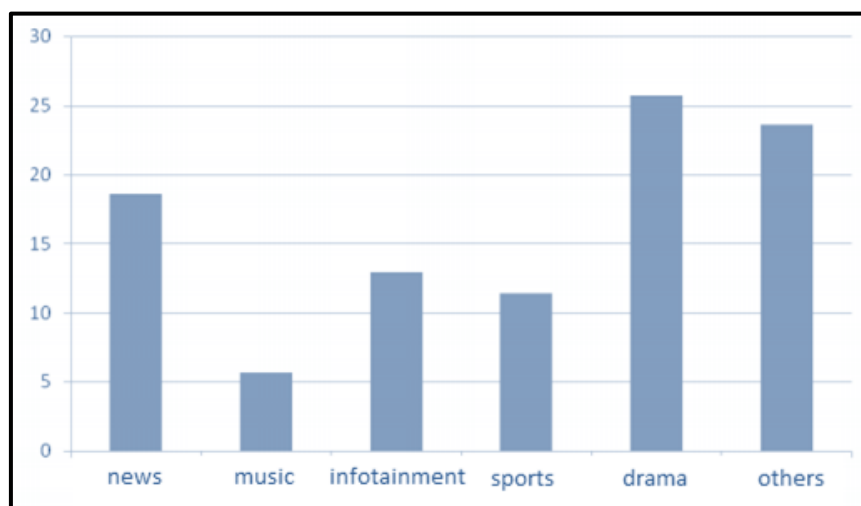

Figure 5. Favorite Program
Source: Research Results, 2020

Furthermore, the other programs that are chosen are music programs (5.7 percent), sports (11.4 percent), and infotainment (12.9 percent). The results showed that soap operas and news were the most popular programs. Yet, this result is in contrast to the results of research, for example, by Castro et al. (2021), Ort et al. (2021), and Steiner and Xu (2020) that shows that viewers prefer video on demand for serial films to video streaming on-demand, while for news more on website and youtube to get a better viewing experience.

Motivation of Watching Television

The function of the mass media is informative, surveillance, entertainment, and education. However, apparently, respondents still see television as a medium for seeking entertainment. This can be seen when the majority of respondents (82.9%) expressed that the motivation to watch television is entertainment. Another 8.6 percent of respondents said the motivation to watch television was as a means of educational media. Then 5.7 percent of other respondents rated watching television as a recreational facility, and 1.4 percent of respondents rated watching television as a routine. The detail can be seen from Figure 6.
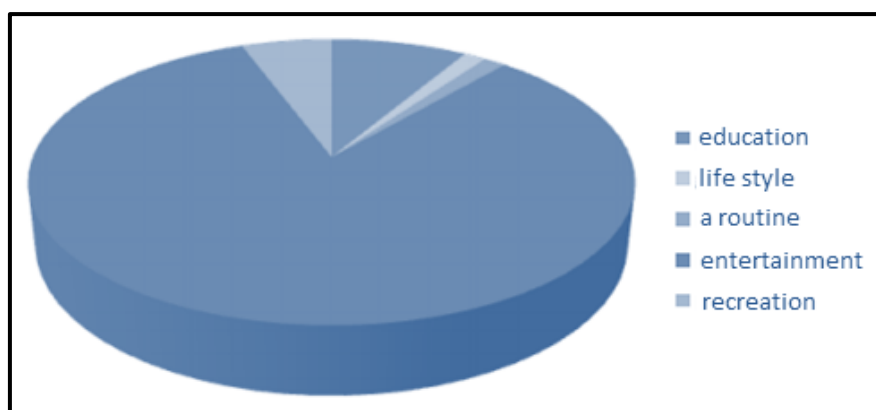

Figure 6. Motivation for Watching Television
Source: Research Results, 2020

The results showed that of the four main media functions, respondents used television as the main medium for seeking entertainment, namely 82.9%, and the rest for other needs, namely to search for information, lifestyle, routine, and entertainment. The results of this study confirm that television media is increasingly being eroded by various digital platforms offering various services and better characteristics. Other research shows that people use more entertainment media using video on demand streaming platforms, such as YouTube, Netflix, etc (Castro et al., 2021; Steiner & Xu, 2020) with the motivation to eliminate boredom, relaxation, engagement, and hedonism (Rubenking & Bracken, 2018), increased emotion, escape, and social interaction (Flayelle et al., 2018).

Watch Behavior

Certain behaviors or habits in watching television would influence how exposure to the contents of television broadcasts to their viewers. The presence of a remote control also influences behavior when watching television. With the remote control, television viewers can easily move television channels. The research found that television viewers

in Karanganyar have a habit of switching channels when ads play. 42.9 percent of respondents said that they had this habit. However, apparently, there are still viewers who are classified as loyal in watching television where they do not switch channels when watching television. This can be seen from the presence of 35.7 percent of respondents who said they remained loyal to one channel while watching television even though interspersed with advertisements. This is seen in Figure 7.
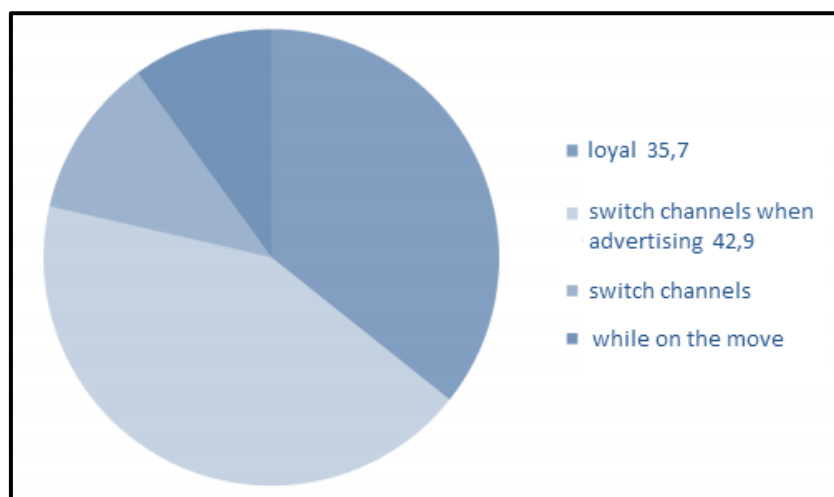
Figure 7. Behavior of Watching Television
Source: Research Results, 2020

This viewer's behavior and habits are in accordance with previous research telling that in order to seek a better viewing experience, viewers are more likely to avoid advertisements, multi-task, and focus on entertainment (Ort et al., 2021; Steiner & Xu, 2020).

Conclusion

Television viewers in Karanganyar, from the results of the study, were still classified as general television viewers, where most respondents watched television at night, i.e., from 18:00 to 22:00. This is because most respondents do activities during the day, such as work or college, and get to watch television at night. However, the study also found that television viewers in Karanganyar were not included in the heavy television viewer. Most of the viewers only spent less than three hours watching television. From 80 respondents in Karanganyar Regency, television is still classified as the first choice in fulfilling respondents' needs for information. The new finding in this research is that the internet was chosen as the second medium for finding information. The favorite television channel is RCTI, where 23.2 percent of respondents said they chose the RCT channel as their preferred channel. Next is the SCTV channel, where 15.9 percent of respondents said they chose this SCTV channel as their preferred channel. The drama program became the most favorable program for television viewers in Central Java, with 25.7 percent of the vote. The function of the mass media is informative, surveillance, entertainment, and education. However, apparently, respondents still see television as a medium for seeking entertainment. This can be seen where the majority of respondents, namely 82.9 percent, expressed that the motivation to watch television is entertainment. This research also found that television viewers in Karanganyar have a habit of switching channels when ads play. Precisely, 42.9 percent of respondents said

they had this habit. Nevertheless, there are still viewers who are classified as loyal in watching television where they do not switch channels. With the high dependency of viewers on television compared to other media, it is hoped that the contents of television broadcast programs can carry out their functions more in educating and informative viewers. In its current trend, the contents of television broadcast programs are still many that contain violence, dreaming, or delusions that can plunge the audience. For families, it is also better to accompany the children when watching television.

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