STUDENT MOTIVES TO WATCH SPORTS NEWS PROGRAM "GALERI SEPAK BOLA INDONESIA" ON TRANS7

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Abstract

This study aims to determine students' motives for watching the sports news program "Galeri Sepak Bola Indonesia" on Trans7. This research employs the theories of uses and gratification, as well as individual differences. In this study the dimensions used include information motives, personal identity motives, integrity and social interaction motives, and entertainment motives. This study uses a quantitative approach, with research methods through surveys, the population of respondents is Stikom Interstudi students majoring in broadcasting class of 2016-2018, totaling 141 people. Using a technique of purposive sampling, we asked respondents whether they had watched the program "Galeri Sepak Bola Indonesia" on Trans7 at least twice in the previous month before they were allowed to complete out our questionnaire, thus we obtained 80 students as respondents. The results showed that the motive for watching the "Galeri Sepak Bola Indonesia" program for Stikom Interstudi students was mostly information motives, from the 4 dimensions of the existing research results.

Keywords: Individual Differences Theory, Uses & Gratification Theory, Sports News Program, Watching Motives

1. INTRODUCTION

Television is now increasingly the center of attention because of its various broadcast programs. So that there is competition between television stations in Indonesia, both national television stations and private television stations. Private televisions compete not only by presenting entertainment programs that can capture the audience's attention, but also by presenting actual information to their viewers (Latief, 2020).

Adhypoetra & Meliala (2018) explains that while various types of programs are divided into two categories, namely information programs and entertainment programs, they can also be divided into two categories based on their nature, namely factual programs (which include news programs, documentaries, and reality shows) and fiction programs (which include comedy and drama programs).

According to Yuniati & Puspitasari (2019), in Indonesian "*Motif*" comes from the English word "motive" which means objectively is an urge from within the individual to determine his choice of certain behaviors in accordance with goals. While the subjective definition of motive is the basis for a person to move, behave, and act according to goals or activities to generate the power of motion in oneself to carry out certain actions in order to achieve goals or satisfaction. According to W.A. Gerunga in Pramiyanti et al. (2017), motive is an understanding that includes all drivers of reasons and encouragement within the individual who says that he does something.

Currently, the audience is increasingly spoiled by the presence of various TV programs, such as one of the sports news programs "*Galeri Sepak Bola Indonesia*" which is broadcast on the TRANS7 TV station. Even though the "*Galeri Sepak Bola Indonesia*" program is quite well-known in the wider community, especially sports-loving students, sometimes there are viewers who feel dissatisfied with the show. For this reason, the researcher wants to examine this problem more deeply by making the research title "*Motif Menonton Program Berita Olahraga*". Watching the sports news program "*Galeri Sepak Bola Indonesia*" TRANS 7 (Case Study of Stikom Interstudi Students class of 2016 - 2018)".

Of all the programs currently on television stations, the "*Galeri Sepak Bola Indonesia*" program tries to present a large side of information and knowledge, with a news program designed in such a way, TRANS 7 presents a sports news program that once dominated television in Indonesia. Surely the presence of the "*Galeri Sepak Bola Indonesia*" program will add information and knowledge to sports lovers in Indonesia, especially football. In the "*Galeri Sepak Bola Indonesia*" program, this broadcast also provides tips and tricks about the world of football both technically on the field and off the field to motivate young Indonesians to stay enthusiastic in pursuing their goals.

This research is Utomo (2013) from Petra Christian University Surabaya shows that the motives of users of the Google+ social network are quite high, especially in the indicators of updating social status and relationships. Private employees and students have the strongest motivations.

Another study by Petra Christian University Surabaya's Wardani (2014). The results indicate that "*Highlights Otomotif*" is dominant for viewing light and relaxed in bringing the content of this program which is entertaining but also includes information as knowledge gained but the program is not to avoid families, because this program is suitable for gathering and this event does not have to affect others, competing or colliding information with those around, but it is beneficial to oneself.

Based on this description, this study analyzes the motives of watching sports news programs for sports lovers, especially football, with an Explanative Study of Student Motives Watching the "*Galeri Sepak Bola Indonesia*" Program at TRANS7 towards Stikom Interstudi students majoring in broadcasting class 2016 - 2018 in watching the "*Galeri Sepak Bola Indonesia*".

2. LITERATURE REVIEW
2.1. Television Programs and Types

Every day, television stations present various types of programs, the number of which is very large and the types are very diverse. Basically, anything can be used as a television program as long as it is interesting and liked by the audience and does not violate decency, applicable laws, or regulations (Febrina, 2018).

Permana & Mahameruaji (2019), television programs are the most important factor in supporting the finances of a television station. Programs that introduce their audience to a broadcast program. Various types of television programs can be divided into several types, namely:

1) Hard News

   Hard news is all important and interesting information that must be immediately presented by the broadcast media because of its nature it must be broadcast immediately so that it can be known by the audience as soon as possible. In this case hard news can be divided into several forms of news.

2) Soft News

   Soft news is all important and interesting information that is conveyed in depth but is not broadcast immediately.

3) Entertainment

   Entertainment programs are all forms of broadcasts that aim to entertain the audience in the form of music, songs, stories and games. Programs included in the entertainment category are drama, games, music and shows.

2.2. Sports Program Shows

Shows of sports events are program shows that broadcast or present in the form of matches that are broadcast directly or indirectly, information or important, unique or other matters and also news related to sports broadcast by television stations.

The sports program is included in the series of news programs, because in fact events involving the activities of various types of sports require information in them to be disseminated to the public.

2.3. Program Content

The definition of program content is surely to attract audience sympathy because it has extraordinary appeal (Romli, 2017).

Every event must have content that is able to attract the attention of the audience for an event, which is certainly able to provide information, educate, influence and entertain.

1) Presenters

   A presenter or host must attract the attention of the audience from their appearance, way of speaking, and demeanor in front of the camera.

2) Event Material

   A television program must have good and interesting program material, so that viewers who watch the program do not switch channels or change to other programs.

3) Frequency

   A TV program must be supported with a good frequency, so that the quality of the picture shown is not blurry and broken.

4) Duration

   The importance of the duration of each television program, so that those who watch the program don't get bored watching the program for too long or are dissatisfied with watching the program.

5) Intensity

   The intensity of a TV program is very important for the presenter, the audience also feels that what the presenter discusses is important. It takes a bit of entertainment from taking quizzes on the show and greeting the audience at the beginning of the event until the end of the event.

2.4. Uses and Gratification Theory

This theory was developed by Blummer and Kutz (1974) in Permana & Mahameruaji (2019), they argue that media users have an active role in choosing the media they use. Thus, the use of media can be regarded as the main party in a communication process. In this case, the user has the option to determine the media that suits his needs (Rohmah, 2020).

The media in this study is a sports news program. According to McQuail, these motives can be categorized as follows: (Lasmawati & Suyanto, 2016)

1) "Information motives, audiences can be said to have information motives if they:
   a) Want to know various events and conditions related to the nearest community environment.
   b) Want to know various information about events and conditions related to the state of the world
   c) Want to seek guidance on various issues
   d) Want to seek guidance regarding a variety of opinions
   e) Want to gain a sense of peace through the addition of knowledge
2) Personal identity motives, audiences can be said to have personal identity motives if they:
   a) Want to find support for values related to your own person
   b) Want to identify with other values in the media
   c) Want to get more value in accordance with the status
3) Integrity and social interaction motives, audiences can be said to have integrity and social interaction motives if they:
   a) Want to acquire knowledge regarding social empathy
   b) Want to find material for conversation and social interaction with other people around or the audience
   c) Wants to carry out his social role
   d) Want to be close to other people
   e) Want to be appreciated by others
4. Entertainment motives, audiences can be said to have entertainment motives if they:
   a) Want to get away from the problem
   b) Want to relax and fill spare time
   c) Want to channel emotions
   d) Want to get entertainment and fun".

2.5. Individual Differences Theory

The full name of the theory put forward by Malvin D. Defleur is the Individual Differences Theory of Mass Communication Effect. This theory examines the differences between individuals as targets of the mass media when they are exposed to them, causing certain effects. According to this theory, individuals as members of the target audience of the mass media selectively pay attention to messages, especially if they are related to interests consistently with their attitudes, according to their beliefs supported by their values. His response to these messages is altered by his psychological make-up. So the effect of the

mass media on the mass audience is not uniform but varies, because individually they differ from one another in the psychological structure.

The Individual Differences Theory contains stimuli that cause varying effects according to individual differences because they are influenced by several factors such as (Mahandika, 2013):

a) Age

Usually the audience is differentiated according to the age of children, teenagers, adults and parents. But this difference is still considered too broad. For example, the adult age group has a wide enough age range that it needs to be further divided into smaller groups.

b) Gender

Not all programs can be differentiated through this segment. Comedy drama programs, for example, are rarely differentiated according to audience segmentation based on gender (gender), but certain programs such as sports programs (usually preferred by male audiences), infotainment (women), soap operas (women), cooking programs (women), news programs (men) can use this segment.

c) Education

Viewers can also be grouped according to the level of education achieved. Successfully completed education usually determines their opinion and social class. In addition, education also determines the intellectual level of a person.

d) Profession

Audiences who have certain jobs generally consume certain goods that are different from other types of work. Their tastes are also generally different in consuming the program. Executives prefer programs that can stimulate their thinking. While lower class workers prefer dangdut music programs or comedy films.

e) Income

A person's income will determine which social class he is in and a person's position in the social class will affect his ability to access resources and his tendency to consume media. A person's income affects what he reads or what he watches.

f) Attention

Watching by doing other activities, watching by not doing other activities and watching by conducting discussions.

3. RESEARCH METHOD

In this study, we use the positivism paradigm. The positivism paradigm demonstrates that the resources for learning knowledge are common sense and observation (Dysmala, 2014). Quantitative approach using survey methods. The sample population and sampling technique taken by this study were 141 students from Stikom Interstudi majoring in broadcasting 2016 – 2018.

This study took 80 people as a sample, using Nonprobability Sampling, namely Purposive Sampling because. This technique includes people who are selected based on certain criteria that are made by researchers based on research objectives. The criterion is 'do you watch the program 2 times a month'.

3.1. Data Collection Technique

This study used a questionnaire data collection technique. Respondents who were given a questionnaire were students of Stikom Interstudi class of 2016-2018 and 80 students were assigned as a sample. In this study, to provide a level of assessment of the respondent's answer data, a Likert scale was used. Apart from using this literature study, it was also conducted to obtain data that could support the research. In this study, the authors collected books related to communication and other materials to obtain theory and data related to the problem under study. It is hoped that the literature study can complement the contents of this research.

3.2. Analysis Techniques

Analysis of a variable. This type of analysis is done for descriptive research, using descriptive statistics. The results of the calculation of the next analysis, for example to calculate the relationship between variables (Ramdhan, 2021)

3.3. Concept Operationalization

Variable X is a motive with 4 dimensions namely, Information Motive (to know information, to be more updated, to inspire, and to know problems). Personal Identity Motives (knowing, liking more, learning from experience, confidence). Motives of Integrity and Social Interaction (knowledge, discussion, sports topics, respect). Entertainment Motives (passing time, relaxing, getting quiz prizes, entertaining hosts, interviewing, content).

3.4. Data Processing Techniques

According to Subagyo (2004: 106) in Situmorang et al. (2010), basically data analysis is an activity to utilize data so that the truth can be obtained.

3.5. Data analysis technique

Cross tabulation is a procedure that presents data descriptions in the form of rows and columns. Cross tabulation analysis is performed to analyze the relationship between rows and columns.

a) Average (mean)

In this study, we wanted to know the average of each number of scores given by respondents to each question item, so that later it could be concluded to what extent the question was approved by the respondents.

b) Cross Tabulation (Crosstabs)

Cross tabulation (Crosstabs) is one of the correlational analyzes that is seen to see the relationship between variables. nominal or ordinal categories. It is also possible to add control variables.

3.6. Data Confirmation Techniques

The validity test was carried out to state the extent to which the questionnaire will measure what it is intended to measure. The questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire (Singarimbun, (1995) in (Utomo, 2013)). And the results found that all questionnaire

statements were considered valid because each item listed had an r-count value greater than r-table (0,1852).

The reliability test is used to measure a questionnaire which is an indicator of the variable. A measuring instrument is called reliable if the measuring instrument consistently gives the same results or answers to the same symptoms, even though it is used repeatedly, which means it remains stable, reliable, and remains consistent (Utomo, 2013). The test results stated that the measuring instrument used was reliable because the Cronbach's alpha value was 0,939 (greater than 0,60).

4. RESULT AND DISCUSSION

In relation with the results of the crosstab analysis on the statement 'I watch the program "*Galeri Sepak Bola Indonesia*" because it can inspire me to become a football player from the news that is broadcast', for men as many as 28 people answered yes, and for women as many as 14 people answered agree. Because the majority of viewers of sports news programs are male, although there are not a few women who watch them.

For ages, in the ages of 17-19 as many as 15 people answered agree, 20-23 as many as 17 people answered yes, > 24 as many as 13 people answered yes. Respondents based on age were the most at the age of 20-23 because at that age the majority liked sports news, especially football.

Furthermore, for the class of 2016 as many as 27 people answered yes, for the class of 2017 as many as 8 people answered strongly agree, for the class of 2018 as many as 8 people answered strongly agree. Because in the class of 2016 the majority of men filled out my questionnaire.

Moreover, for expenses < 50.000 as many as 2 people answered strongly agree, 510.000-700.000 as many as 2 people answered strongly agreed, 710.000 - 1.000.000 as many as 5 people answered strongly agreed, > 1.000.000 as many as 28 people answered strongly agreed. Because the respondents with expenses > 1.000.000 and aged 20 - 23 were the majority of men who watched the program.

Meanwhile, for the attention "I watch *galeri sepak bola Indonesia* program on television" as many as 16 people answered in agreement, "I watch *galeri sepak bola Indonesia* program while eating and drinking" 14 people answered agree, "I watched galeri sepak bola Indonesia program while discussing the content" As many as 11 people answered agree.

Analyzing the results of the most prominent research, which is based on the statement of the motive variable that gets the most agreeable scores of 41 people (51.02%) with the statement 'I watch the program "*galeri sepak bola Indonesia*" because it can inspire me to become a football player from the news that is broadcast'.

The most information motive dimension in the statement 'I watch the program "*Galeri Sepak Bola Indonesia*" because it can inspire me to become a soccer player from the news that is broadcast' is 51.02%. The most personal identity motive dimension in the statement 'I like football much more than before' 47.05%.

The dimensions of integrity and social interaction motives are most prevalent in the statement "I want to be appreciated because I am more knowledgeable about Indonesian

football" (48.08%). The highest dimension of entertainment motive in the statement 'I feel entertained by the cheerful style of host Sandra Olga' is 55%.

This is the reason for the respondents to watch "*Galeri Sepak Bola Indonesia*". Because according to respondents to the "*Galeri Sepak Bola Indonesia*" program it can inspire them to become professional soccer players.

5. CONCLUSION

Based on the result, we can conclude that:
1) The students' motives for watching the 'Indonesian Football Gallery' program on Trans 7, in this case, most of the motives were information motives.
2) The distribution of motives for watching the "Indonesian Football Gallery" program on Trans7 based on gender was dominated by 60 people (75%).
3) The distribution of motives for watching the "Indonesian Football Gallery" program on Trans7 based on the dominant age of 20-23 years was 29 people (36.03%).
4) The distribution of motives for watching the "Indonesian Football Gallery" program on Trans7 by class was dominated by the 2016 class with 47 people (58.08%).
5) The distribution of motives for watching the "Indonesian Football Gallery" program on Trans7 based on spending was dominated by >1,000,000 as many as 55 people (68.08%).

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