

THE INFLUENCE OF IMDb RATINGS FOR KKN FILM IN DANCING VILLAGE ON STUDENTS' WATCHING INTERESTS (STUDENTS OF STIKOM INTERSTUDI JAKARTA)

Lujain Abdul Aziz Bawazir^{1*}, Mellisa Florentina Daniel²

¹Broadcasting Department, STIKOM Interstudi

²STIKOM Interstudi

E-mail: ¹⁾ lujainbawazir123@gmail.com, ²⁾ rentydaniel@gmail.com

Abstract

Film is a work of art, audiovisual culture, film is a medium that can convey messages to society or a group of individuals can receive audiovisual communication through the use of film. Horror films in Indonesia were chosen as research objects because Indonesian audiences seem to enjoy getting their adrenaline pumping when watching horror films full of special effects, such as horror films with characters that are similar to figures from the invisible world, regardless of the good or bad quality of the horror film itself. This research focuses on the IMDb website because IMDb is the most famous film website, IMDb users in Indonesia reach 57 million people. This is proven by the many users who make IMDb useful for many people, especially for those who want to watch films. This research aims to find out whether there is a significant influence on the IMDb rating of the KKN film in Penari Village on interest in watching STIKOM InterStudi students. And find out how much influence ratings have on STIKOM InterStudy students' interest in watching. This research uses a quantitative approach with descriptive research type. This research uses 2 variables, namely the IMDb rating and interest in watching STIKOM InterStudi students from 2022-2023. The sampling technique uses non-probability sampling, namely purposive sampling, with a total sample of 90 Stikom interstudi students class 2022-2023. The data collection technique used was a questionnaire. The data analysis technique uses a simple linear regression test. The results of the research show that there is a significant influence between the IMDb rating and interest in watching STIKOM InterStudi students from 2022-2023, amounting to 68.3% and 31.7% is influenced by other actors or variables not examined in this research

Keywords: IMDb Rating, KKN Film in Penari Village, Interest in Watching

1. INTRODUCTION

Broadcasting and film are two forms of media that have an important role in spreading information, entertainment and culture throughout the world. Broadcasting refers to the broadcasting of sound and images through channels such as radio and television, while cinema is the production and distribution of films. These two media have close interactions and influence each other in the entertainment industry (M. M. Rizky & Sari, 2020). In the world of cinema, it has a long history, starting from films without sound and color, now turning into effective films that are easy to find in the world of entertainment. Over time, Indonesian films increasingly developed around the 1980s/1990s. This growth was followed by the entry of Hollywood and Bollywood films which then dominated domestic cinema. Film is essentially a medium that is delivered quickly and continuously with elements of audiovisual media. According to Rusman Latief and Yusiatie Utu (2017), the rapid growth of Indonesian cinema has become a significant source of influence, largely due to people's attitudes and personalities. According to cinema principles, films are works of art, audiovisual culture (Effendy, 2011).

Cinema is a communication tool that can be used as a means of communication that is able to convey messages to society and have a significant impact (Nurudin, 2007). Apart from that, the media uses films as a means of conveying messages to the public (Hafied, 2006). Films also witness the dramatic evolution of human life. A film has many characteristics ranging from story, characters, language, clothing, music and locations depending on the genre shown in the film. Films have a moral message that must be conveyed to the audience. Films also have a role as information that reflects cultural development, natural wealth and national heritage. Films are related to several cinematic elements, namely Mise-en-scene, Cinematography, Editing, flare (Zahrandama & Arryadiana, 2021). Film is a medium that can convey messages to a group of individuals who can receive audiovisual communication through the use of film.

A form of socio-cultural art that functions as a communication tool according to Film Law no. 33 of 2009 is cinema. Movies have the power to captivate viewers and leave a lasting impression on them (M. Y. Rizky & Stellarosa, 2017). Cinematic production has a number of interesting fundamental components, including theme, genre, title, narrative, and protagonist (Baksin & Joseph, 2011). Fiction films are films that contain a story and are acted by actors and actresses. Meanwhile, nonfiction films are films with elements of knowledge (Handanti & Irawan, 2020). With backgrounds in people's lives such as the supernatural, superstition and mystical stories, the five popular genres of drama, action, comedy, tragedy and horror are in great demand (Fitri, 2022).

According to Dermawan in Fitri, (2022) Horror films are film productions that aim to scare audiences who are dealing with terror. The quality of a horror film will increase as the audience becomes more frightened. However, this anxiety can have long-term effects on mental health. According to Effendy (in Fitri, 2022) there are three definitions related to horror films, namely anxiety, fear, and horrors that are painful and very strong. In this context, horror films feature frightening storylines about the dead, the supernatural, various abilities, and evil individuals. Therefore, in this research, horror genre films in Indonesia were chosen as research objects because Indonesian audiences seem to enjoy getting their adrenaline pumping when watching horror films full of special effects, such as horror films with characters similar to figures from the invisible world, regardless of the good and bad quality of the horror film itself (Jasmalinda, 2021).

15 Film Indonesia peringkat teratas dalam perolehan jumlah penonton pada tahun 2022 berdasarkan tahun edar film		
#	Judul	Penonton
1	KKN Desa Penari	9.233.847
2	Pengabdian Setan 2: Communion	6.390.970
3	Miracle in Cell No 7	4.248.490
4	Ngeri-ngeri Sedap	2.886.121
5	Ivanna	2.793.775
6	Sayap-Sayap Patah	2.423.571
7	Mencuri Raden Saleh	2.300.839
8	Kukira Kau Rumah	2.220.180
9	The Doll 3	1.764.077
10	Kuntilanak 3	1.313.304
11	Dear Nathan: Thank You Salma	754.744
12	Mumun	627.668
13	Gara-gara Warisan	574.830
14	Menjelang Magrib	556.193
15	Teluh	500.039

Figure 1. Data On The Number Of Indonesian Film Viewers In 2022 Based On Film Distribution.

Source: Film Indonesia (2022)

Based on the data above, it states that films with the horror genre are in the number 1 and 2 positions of Indonesian films.

The KKN film in Penari Village tells the story of six students doing KKN in Penari Village who are warned not to enter the forbidden gate that leads to an unfamiliar location which could be linked to the figure of a beautiful dancer who is starting to disturb them.

The phenomenon of the Uncut version of the film KKN Desa Penari, which has been watched by at least 9 million people since its premiere on April 30 2022, has now had an audience of 6.8 viewers for the Extended version in Indonesia. Based on the Purwokerto portal website, the film Penari Desa KKN Di Desa Penari is intended for audiences aged 17 years and over. So this research chose students in Jakarta as the sample. Students were chosen because students and college students are a large part of the target film consumers who are considered to like watching horror films (Jumiartika, 2015).

With current technological advances, watching can be done via streaming on the internet. Everyone can get information and communicate privately with each other. The internet allows users to play games and watch movies. In general, before watching a film, someone will first check the film rating via websites such as IMDb, Rotten Tomatoes, Metacritic. IMDb (Internet Movie Database) is the most famous film rating site which is useful for viewing film details (Stegner, 2020). When you open IMDb you will see a synopsis, trailer, photos, cast list, ratings, and more. What's unique about IMDb is that we can find out about film revisions and the roles of actors in each film they play. IMDb ratings use a rating scale from 1 to 10. IMDb ratings have a significant influence in the entertainment industry (Prasetyo et al., 2022).

According to (Mayangky et al., 2019). IMDb users in Indonesia reach 57 million people, or around 1.3% of the world. This places Indonesia in 12th place according to Hypestat statistics. (Subagyo et al., 2019) Most users are not unique users. In this sense, visiting the site are not members of IMDb but they are simply looking for information about films. According to other research, about 1 in 5 Bandung students check IMDb before watching, either in the theater or online (Auliya et al., 2017). Before watching this film, it shows that potential viewers, even though they are not unique users, still use IMDb as a reference source for films they will watch or have already watched.

So the reason this research focuses on the IMDb website is because IMDb is the most famous film website. This is proven by the many users who make IMDb useful for many people, especially for those who want to watch films (Ridhahani, 2020).

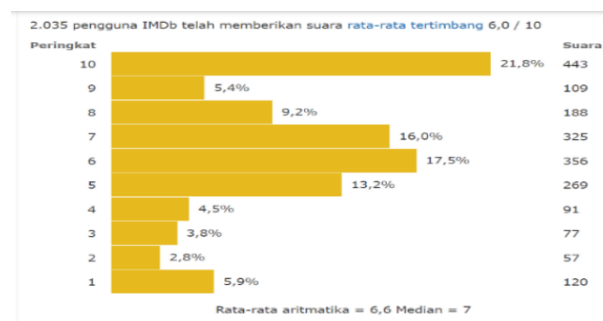


Figure 2. Kkn film rating according to IMDb
Source: IMDb (2022)

The data above is the rating of the film KKN Di Desa Penari, this explains that a rating of 6 is interpreted as a fairly low rating because it is below a rating of 10 with a vote acquisition of 443 votes or around 21.8%

One of the factors that causes someone to watch a film is their interest in watching. Interest in watching is a condition when someone has a special connection to something with the aim of discovering and studying it more deeply and further. However, in this case the film KKN Di Desa Penari has many viewers but has a fairly low rating. With a rating level of 6.0/10 on a scale, the number of viewers for the film KKN in Penari Village is 6.8 million viewers in Indonesia, indicating quite high audience interest in the film. Meanwhile, the relationship between ratings and interest in watching can be seen from the habits of someone who watches films because the reviews are good and have a high rating (Pangestu & Jumhur, 2018).

Based on the above phenomenon, the problem formulation in this research is: Is there a significant influence between the IMDb rating of the KKN film in Penari Village on interest in watching STIKOM InterStudi students for the 2022-2023 academic year? How big is the significant influence between the IMDb rating of the KKN film in Penari Village on Interested in watching STIKOM InterStudi students for the 2022-2023 academic year? (Widhiatmoko et al., 2022)

The aim of this research is to find out whether there is a significant influence on the IMDb rating of the KKN film in Penari Village on interest in watching STIKOM InterStudi students for the 2022-2023 academic year (Alifia gita riain., n.d.). And find out how much influence the rating has on interest in watching among Stikom InterStudi students for the 2022-2023 academic year.

2. IMPLEMENTATION METHODS

According to Hafni Sahir (2021). Quantitative research methods are data collected and the findings obtained are in the form of numbers because quantitative research uses statistical-based data processing methods. The importance of objective results in quantitative research can be seen from the fact that data can be collected objectively and assessed for validity and reliability by distributing questionnaires. Quantitative research divides problem components into several variables, each of which is determined by a different symbol according to the demands or problems that the research wants to examine.

2.1. Types of research

Quantitative descriptive (Hardani, 2020). According to Iskandar (in Darmadi, 2014). Descriptive research is research to provide a description of the symptoms, phenomena, or facts being studied by describing the values of independent variables, without the intention of connecting or comparing. According to (Hafni Sahir, 2021). Because they investigate a larger number of samples, quantitative techniques are research methods with a more complex number of variations; however, quantitative research is more methodical in its approach to conducting research from start to finish

2.2. Data processing

Based on (Zein et al., 2019). The latest version of Statistical Product and Service Solution (SPSS) software was used to perform data processing procedures. High-level

statistical analysis was carried out using SPSS software. Moreover, it is easy to understand how to use this app.

2.3. Sampling technique

According to (Santina et al., 2021). The sampling technique in this research uses. Non-Probability Sampling, is a technique in which sampling does not provide an equal chance for each member of the population to be used as a sample. The type of Non-Probability Sampling chosen is purposive sampling, namely a technique where data is collected based on certain considerations and criteria.

According to Santina (2021). Purposive sampling is a sampling technique used by researchers if the researcher has certain considerations in taking samples or determining samples for certain purposes.

In this research, considerations were focused on Stikom InterStudi students aged ≥ 17 years, who had watched the film KKN Di Desa Penari and were IMDb users.

To determine the number of research samples using the Slovin method to calculate the number of samples required in this investigation with the population size determined by (Prasetyawati, 2023).

$$n = \frac{N}{1 + Ne^2}$$

Keterangan :

n = Jumlah sampel

N = Jumlah populasi

e = Tingkat kesalahan dalam pengambilan sampel (10%)

$$n = \frac{920}{1 + 920 \cdot 0.1^2} = 90$$

Based on calculations using the Slovin formula above, the results obtained are 90 samples. So the questionnaire will be distributed to 90 STIKOM InterStudi Jakarta students who match the sample criteria.

2.4. Data analysis technique

This is done through the SPSS data processing stage, descriptive statistical analysis techniques will be used. Descriptive statistics is a statistical analysis that provides a general description of the characteristics of each research variable as seen from the average (mean), maximum and minimum values.

2.5. Validity Test

According to Sanida and Prasetyawati (2023), a validity test is needed to determine the validity of each item in the list of questions that explain variables. Questionnaires usually support certain variables

In this study, the validity of the questionnaire was tested and the answers of all related respondents were compared.

Sanida & Prasetyawati (2023) stated that the Kaiser-Meyer-Olkin (KMO) formula was used in testing the validity of this research. Use the 0–1 KMO test scale. When the KMO figure falls below 0.5, the factor analysis is considered insufficient. However, factor analysis is considered practical if the KMO value is more than 0.5.

2.6. Reliability Test

According to Sanida & Prasetyawati (2023), reliability tests are carried out to measure the same items, so that the same data results will be obtained. If the measurements provide high results, then the data is considered reliable.

The application of this reliability test uses the Croanbach-alpha formula with SPSS 25. There are provisions for carrying out measurements in the reliability test that must be followed, namely:

If the Cronbach's alpha value is > 0.60 , then the question construction that measures this variable is considered reliable. If the Cronbach Alpha value < 0.60 , then the construction of questions with variable dimensions is considered unreliable.

2.7. Simple Linear Regression Test

According to Sanida & Prasetyawati (2023), this Simple Linear Regression Test aims to determine the effect of one variable on other variables. namely between the independent variable and the dependent variable. The research uses 2, namely IMDb rating (X) and interest in watching (Y)

In the simple linear regression test formula, namely: $Y = a + bX$

Information :

Y = Related variables

X = Independent variable

a and b = constant.

3. RESULTS AND DISCUSSION

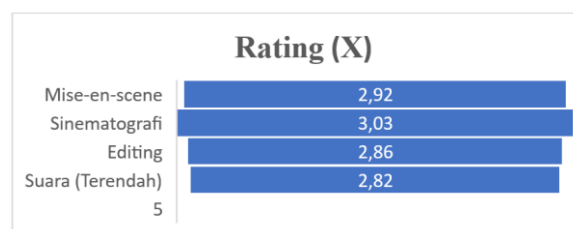


Figure 3. Results Of Total Question Scores

Data measurement on the continuum line of the Rating variable (X) is shown in the picture above, with the Cinematography dimension getting the highest mean with a score of 3.03 on the questionnaire "The shooting of the film KKN Di Desa Penari is quite good." and the sound dimension in the kesioner (the dialogue in the KKN film is of good quality) is the lowest with a score of 2.82

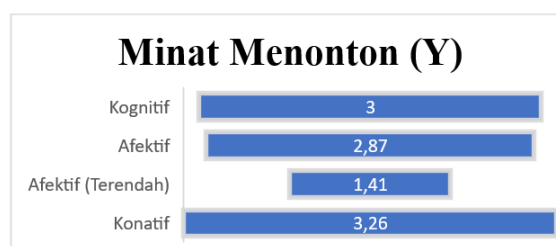


Figure 4. Interest in Watching

Obtaining data on the continuum line of the Interest in Watching (Y) variable with the Cognitive dimension obtained the largest mean with a score of 3.26 on the questionnaire, as seen in the picture above. "The environmental theme raised by the film KKN Di Desa Penari can raise social awareness in the audience." Meanwhile, the lowest statement is (In my opinion, the KKN film in Penari Village can create a feeling of tension in every scene) with a value of 1.41 and the known statement is that the affectivity in the KKN film is considered not good.

3.1. Data Confirmation Test

The validity test and reliability test, which respectively test the data, are carried out as a confirmation test of the initial data. The Kaiser-Meyer-Olkin formula of Sampling Adequacy (KMO and Barlett's Test) was used to carry out validity tests. is a statistical method for finding a small number of variables that can determine several related variables.

Tabel 1. Validity Test (X)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.626
Bartlett's Test of Sphericity	Approx. Chi-Square	225.545
	df	66
	Sig.	.000

Source: data processed, 2023

The IMDb rating variable has a KMO value above 0.5 or 0.626 which is known based on the data findings above. As a result, it can be declared valid. Which suggests that the following test may include the IMDb rating variable.

Tabel 2. Validity Test (Y)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.646
Bartlett's Test of Sphericity	195.712	195.712
	45	45
	.000	.000

Source: data processed, 2023

Because it has a KMO value above 0.5, namely 0.646, which indicates that the IMDb rating variable can be included in the next test.

The next stage is to assess the reliability of the dimensions and indicators after data validation and validity assessment. When a research tool passes the dependability test, it is considered "good enough" and trustworthy enough to be used as a data collection tool. Cronbach Alpha was used in the reliability test of this research.

Tabel 3. Reliability Test (X)

Reliability Statistics

Cronbach's Alpha	N of Items
.775	13

Source: data processed, 2023

As can be seen in the attached table, every claim made on the IMDb rating variable has a Cronbach Alpha value higher than 0.6, namely 0.775. This confirms that the 13 reliability test statements for the IMDb rating variable are reliable as a means of data collection for this investigation.

Tabel 4. Uji Reliabilitas (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.760	11

Source: data processed, 2023

Based on the following table, all claims made on the interest in watching variable have a Cronbach Alpha value greater than 0.6, namely 0.776. This shows that as a data collection method for this research, the 11 statements in the reliability test of the viewing interest variable can be trusted.

Tabel 5. Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.530	2.403		2.301	.024
	XTOTAL	1.024	.074	.826	13.845	.000

Source: data processed, 2023

To determine the importance of the role of each variable in explaining the variance in the dependent variable, a partial test was carried out. Hypothesis testing is carried out by determining the critical value with a significant level $\alpha = 5\%$ ($\alpha = 0.05$) with degrees of freedom or $dk = n - k = 90 - 2 = 88$, then the table is = 1,662. Based on the table above, the result obtained is a Constant (a) value of 5,530. Meanwhile, the Film Rating value (b/regression coefficient) is 1.024 so the regression equation can be written:

$$Y = a + bX$$

$$Y = 5,530 + 1,024X$$

This equation can be translated:

A constant of 5,530 means that the value of the Film Rating variable is consistent is 5,530.

Based on the X regression coefficient of 1.024, the film rating value increases by 1.024 for every 1% increase in the film rating value. Because the regression coefficient is positive, it can be concluded that variable X has a positive effect on variable Y(Dityawan, 2016).

4. CONCLUSION

Based on the calculation results, it can be concluded that there is a significant influence between the IMDb rating of the KKN film in Penari Village on interest in watching STIKOM InterStudi students. The results show that the IMDb rating has an influence of 68.3% on audience interest in watching. Thus, it can be concluded that user ratings and reviews on IMDb play an important role in influencing students' interest in watching KKN films in Penari Village.

Suggestions for further research are: Conduct a more detailed analysis of the factors that influence students' interest in watching, such as actors or other genre factors or directors or scenario writing. The comparison compares the influence of IMDb ratings with other factors that might influence viewing interest, such as critic reviews or popularity on social media.

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