

## The Effect of “Arti Sahabat” Television Series toward Imitative Behavior of Denpasar City Adolescent

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### ABSTRACT

Among the popular culture aired on television program is television series shows. In addition to being inexpensive entertainment media, the television series shows turned out to bring modern lifestyle encouraged by the market culture. Among the television series shows that sucks concentration of Denpasar teen attention is *Arti Sahabat* series. This dissertation studies raised three research questions; (1) how is the perception of the city of Denpasar teens toward *Arti Sahabat* series? (2) Is the form of imitative behavior of the teens in response to *Arti Sahabat* series? (3) What is the impact and meaning of Denpasar adolescent imitative behavior of watching *Arti Sahabat* series? The data in this study were collected through observation, interviews, document studies, and focus groups discussion and analyzed with descriptive-qualitative analysis techniques and interpretative. The theory applied is eclectic; the cultivation theory, behavior theory, the theory of deconstruction, semiotics theory and social practice theory of Pierre Felix Bourdieu. The results showed that *Arti Sahabat* television series is an interesting impression by Denpasar teenagers because the television series is considered to be a medium of entertainment while providing an overview of the lives of urban youth today. Picture of today teens make this show as part of information and informal knowledge that once without being realized is followed or imitated by Denpasar teens as a form of juvenile that follow the today fashion trend. *Arti Sahabat* series have hegemonied teens in the form of imitative behavior that includes the way they dress, hairstyle and the way Denpasar teenagers talk. It is expected that adolescents are more critical in responding teenagers' television series.

**Keywords:** television series, imitative behavior, Teens

### INTRODUCTION

Among the popular culture aired on television is television series. In addition to being inexpensive entertainment media, television series turned out to bring modern lifestyle encouraged by the market culture. Among the popular culture which is televised is television series program. Among the television series that is sucking teen concentration of attention is “Arti Sahabat.”

“Arti Sahabat” television series produced by Rapi Films and aired on Indosiar television station getting rave of audience, especially the youth audience. This teens television series was aired for 14 months, ie, from the date of June 7, 2010 until August 31, 2011 with a relatively long running time. “Arti Sahabat” television series provides considerable intensive impact among teenage audiences.

The airing of “Arti Sahabat” television series has formed opinions and influenced the imitative behavior of Denpasar adolescents without being noticed. The more the intensity of watching a television shows, it can change one's opinions. Teenage's lifestyles as imitation of today's television shows are part of the features of the modern world. Anyone who lives in modern society will use the notion of lifestyle to describe his own actions or others. Lifestyles are patterns of action that differentiates one person to another. Patterns of social life are often simplified by the term special culture. Meanwhile, lifestyle depends greatly on the cultural forms, manners, how to use the goods, place and time that is characteristic of a certain group (Chaney, 2009: 40-41). This paper will discuss (1) how the perceptions of Denpasar adolescent toward “Arti Sahabat” television series? Is the form of imitative behavior of the adolescent in response to “Arti Sahabat” television series? What is the impact and meaning of Denpasar teens in watching the shows of “Arti Sahabat” television series?

### METHOD

Method approach employed in this study is a qualitative method which is located in the city of Denpasar. The data in this study were collected through observation, interviews, document studies, focus groups discussion and analyzed with descriptive-qualitative analysis techniques and interpretative. The theory used is eclectic, the cultivation theory, behavior theory, the theory of deconstruction, semiotics theory and social practice theory of Pierre Felix Bourdieu.

## RESULTS AND DISCUSSION

### Denpasar Adolescent Perception toward “ARTI SAHABAT” Television Series

Television series program as one of the television medium is a product of popular culture. “Arti Sahabat” television series aired by Indosiar television station (2010-2011) has formed an opinion and affected television viewers because it spreads mass communication of information and knowledge to the youth. Some teens give their opinions and judgments that “Arti Sahabat” television series is an Indosiar interesting program since it also tells about the lives of teenagers and the current development era. Through the story of teenagers served, they feel comforted and get information about various matters relating to teenage life.

In general, they reasoned that watching “Arti Sahabat” television series is passed for leisure. Some other teenagers confessed fanatics to follow the plot of the story. They do this because “Arti Sahabat” television series addresses the life of youth socially, at school, and an overview of the life of urban youth. Since they are so fanatic they can get mad when his idol artists get problem.

Some Denpasar teens spend their spare time watching television series to show that they exist and become socially imaging in the city adolescent. In accordance with the theory of behaviorism and Bourdieu social practice theories, teenagers were made addicted by the habit of watching “Arti Sahabat” television series, they will find information and if it is necessary to leave or shift the work to be done when the television series is broadcasted. The information was social capital with peers as a topic of talking or chatting and the domains are teenage friends to be practiced or talked or imitated as a form of existence and teenage slang of today.

“Arti Sahabat” teenage television series generally exposes the lifestyle of urban youth. However, some informants consider that lifestyle is displayed in the “Arti Sahabat” teen television series in general is still considered reasonable. This means that the boundaries of social norms and relationships are still considered in the players association. But most of the informants and peer group discussion participants assume that the “Arti Sahabat” television series has featured diverse scenes that have led to a life of luxury, modern, and the relationship between adolescents who tend to be socially permissive because peppered with scenes of romance.

### Teens Imitative behavior In Response to “Arti Sahabat” Television Series

According to social cognitive theorists, imitation and identification of behavior is the product of three processes. First observational learning, ie. learning new behaviors easily by looking at the behavior displayed. For example, many people who have never fired a gun but could do so because he has ever seen before. Second inhibitory effects, in this case which saw models, movie character or a good impression that someone could be prosecuted because he was trying to help others. It can reduce a person's desire to help others when encounter a similar situation. Such behavior is constrained by what they had seen before. Third, disinhibitory effects, the behavior is inhibited or eliminated for a while (Stanley. JB, 2004).

Teens of Denpasar have partially adopted the lifestyle of the artist's lifestyle, or idol, including the “Arti Sahabat” television series artist. Denpasar youth lifestyle is an expression of the whole personality of the individual that is in the interaction with the environment and is reflected in the way individuals make use of time and spare, interests owned, and the views on the things going on around the individual, which in turn will affect individual behavior, including consumption choices. As Kotler said (2002: 1919), the youth lifestyle concerns value system that they hold as a sub-culture, a certain social class in society, including Denpasar youth lifestyle in the way they speak (language practice), style of dress, and a haircut - as part of their response to watching a teenage “Arti Sahabat” television series shows without being noticed by the audience.

#### 1) Talking Style

Mass culture or popular culture that develop through electronic and print media is very influential on a person's lifestyle choices, such as style of dress, musical taste and style or language speaking of the viewers (Lutvia, 2001: 34). According to some informants and peer group discussion participants, in general style of conversation (speaking) in the “Arti Sahabat” teens television series is in accordance with the situation today. The language used in the conversation has the pattern of urban teenage life.

Some informants stated that the language used in the “Arti Sahabat” television series tend to use the lingua franca of young people in Jakarta. Peer group discussion participants also gave examples of that “Arti Sahabat” television series and adolescents generally use the word *gue* to describe saya (I) and *luu* to replace the word you, they used *bokap/papa* to mention the father / papa, and they use *nyokap / mama* to mention the mother / mama. In addition, to describe the situation of a person who is confronted with problems that made him uncomfortable, they use the phrase

"*sedang bete*", *galau ni* upset ya ". These phrases still feel natural. In direct or indirect, some Denpasar teenagers have used those terms.

In accordance with the theory of semiotics, that the movement of the body, the scenes, the set and the statement is a sign of a sitcom actress. Language in the media is no longer a tool to describe reality but can specify the image (picture) that will appear in the minds of the audience (Allen, 2011). Imitative behavior in the form of youth speaking style directly and indirectly referenced from television shows, including the "Arti Sahabat" television series. This is in line with the behaviorist theory that knowledge can be formed through stimulus-response and it will be bond stronger when given reinforcement. Reinforcement was divided into positive and negative reinforcement. Positive reinforcement as a stimulus may increase recurrence behavior.

## **2) Hair Style**

According to Sobur (2001), the various groups have the power to control the meaning in the midst of social interaction through the mass media. In addition, fashion taste, speech, lifestyle, in particular hairstyle of "Arti Sahabat" television series actress have hegemonic influence to the behavior of teenage viewers.

Hairstyles shown in the "Arti Sahabat" television series are classified as fashionable hairstyle today. Producers seem to choose a hairstyle that looks out of the tradition of school education in general. This is clearly visible on the main characters of "Arti Sahabat" television series : Yudha, which deliberately performed with somewhat longish hair actually less worth in the world of education in high school. Similarly, the lady players, Maya, and sometimes her friends (including Vita and Angel) let their hair loose even in the scene around the school and that is used as a model for today's youth when writers compare them with the 1980, 1990, 2000 teen and so will develop in accordance with its era.

Teenage hairstyle trends exhibited in "Arti Sahabat" television series have come out of the grip clothing school children in general. The main character accidentally let Yudha look with long hair, women as well as the players who often appeared with her hair loose despite being in school. Apparently the players ala "Arti Sahabat" television series hairstyle artist also imitated by the youth in Denpasar. Teenage boys who are students deliberately let longish hair because he wanted to follow the example figure of Yudha. Similarly, the girls also have a long hair loose because letting obtain a sample of female players in "Arti Sahabat" television series.

## **3) Model Apparel (Fashion)**

The influence of Western lifestyles displayed by teenage television series, among others, as seen from the way dressed in skimpy dress is considered to be a modern trend, the use of various trinkets made overseas, passion for music trying to be followed by teenagers that they should not be considered obsolete. In this case the youth symbolized by his lifestyle to suit today's lifestyle trends in this case, how to dress, how to talk, taste in music or entertainment, and so forth. Viewers of "Arti Sahabat" television series teen group also modeled clothes ala his idol artist. Men teens tend to let open the top part of their collar shirt in their school uniform and the bottom part of the shirt is not inserted into his trousers. Similarly, lady students are reluctant to incorporate their uniform in uniform skirt. Imitating the way the "Arti Sahabat" television series artist dressed is considered as a part of their lifestyle and looks fashionable and trendy. By showing they way they dressed in such away they are able to keep up with the times.

Youth lifestyles among others is characterized by clothes. Here, the style is nothing but a practice of tagging (signifying practice), the style is the arena of creation of meaning (Space, 2005). When associated with Pierre Bourdieu's theory of social practice (1984), adolescent response to patron of "Arti Sahabat" television series is a form of "lifestyle" social practice. Social practices in the form of youth lifestyle behavior are the result of Habitus multiplied by capital then added by domain (Bourdieu, 1984:101). First, the habitus is "mental or cognitive structures" used by actors to face social life. Each actor equipped with a series of schemes or internalized patterns they use to sense, understand, recognize, and assess the social world. Through the patterns that actors produce their actions and grade them. Habitus also reflect the distribution of the objective in the class structure, such as age, gender, and social class groups. Second, the field is a network of relationships between the objective positions in it. The existence of this relationship is separated from the awareness and willingness of individuals. Third, social capital determines the power of a person which includes the economic capital showing economic documents, social capital in the form of social relations that allow one to mobilize for the sake of themselves and the symbolic capital derives from the authority honor, legitimacy and prestige of a person (Fashri, 2007: 98).

Knowledge (mental and cognitive structures) owned by adolescents will affect their responses and behaviors associated with the "Arti Sahabat" television series. In accordance with the psychiatric conditions that are relatively

unstable, the teen as the “Arti Sahabat” television series viewers in Denpasar tend to do imitation of lifestyle impressions conveyed through television series shows in this case the “Arti Sahabat” television series.

Imitative behavior of teenage lifestyle is supported by the "domain", ie social networks (peers) that surrounded him. The existence of artist social behavior idolized and the influence of peers in the social environment are likely to affect the behavior and lifestyle of adolescents of Denpasar. Lifestyle behaviors are displayed in the form of appearance (with long hair, fashionable style artist, how to talk, how to dress, etc.) is the symbolic capital for them. In this regard, the lifestyle offered by television shows has become the capital (symbolic) enhancements for teens to appreciate the behavior and lifestyle of their daily lives.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

“Arti Sahabat” television series is an interesting impressions by teenagers of Denpasar because this television series is considered a medium of entertainment while providing an overview of the lives of urban youth today. “Arti Sahabat” television series have hegemony power to the teens in the form of imitative behavior that includes the way they dress such as “mini shirt” or “long skirt”, hairstyle and the way Denpasar teenagers talk like “Ibu or Bapak” they change to “mama or papa”. On that situation teenagers doesn’t realised they already change cause of the sinetron “Arti Sahabat”. Their behavior is shows by their daily social life and change the culture.

### Suggestion

In order not to fall into the victim of television series shows, teens are expected to be more critical in responding teenagers television series shows and when necessary they should take part in determining television program especially television series shows such as what is to expect by future teenagers who are faced with the challenges of era in today's global world in order to be able to compete in the world internationally.

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