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The Role of TV Reality Show in Contributing to Changes in People's Behaviour: A Phenomenological Approach

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Abstract. This research is intended to dig deeper into what types of reality shows are currently being broadcast on television in Indonesia and how TV reality shows contribute to changes in people's behaviour. This study uses a qualitative methodology with a phenomenological approach. For data collection, a semi-structured interview and observation are employed. Interviews were conducted with housewives who felt the changes in their children's attitudes and behaviour after watching reality shows on television. Interviews were also conducted with teachers, psychologists and TV reality show producers. The results of this study proved that reality shows on Indonesian television make a major contribution to changing a person's behaviour. This behavioural change can be positive or negative. Therefore, these reality shows require tighter control by the government through the Ministry of Communication and Information and Indonesia Broadcasting Commission (KPI).

1. Introduction

Today, the daily life of modern society is never separated from the mass media. The mass media was initially only a secondary need, now it has become a primary need that is always needed for various interests. The mass media was born because of the human need for information. The mass media that is considered to have the most influence on the audience in terms of delivering information is TV. Basically the function of TV is the same as that of other mass media (newspapers and radio broadcasts), namely providing information, educating, entertaining, and persuading. However, in reality the function of entertaining is more dominant in TV media and subsequently to obtain information [1].

TV is the fastest growing medium of technology. [2] said that when compared to other mass media such as radio, books, internet, and newspapers, TV has advantages because it is a combination of hearing (audio) media and live (visual) images which are usually informational, entertainment, educational, or even a combination of these three elements. The presence of TV in human life gives rise to a civilization, especially in the process of communication and dissemination of information that is mass and produces a social effect that affects social values and human culture. The ability of TV to attract the attention of the masses shows that the media has mastered geographical and sociological distances. Thus, TV can control space and distance, achieve very broad targets, have actuality values for news and information that are very precise,

fast, and audio visuals that can improve one's understanding of the information displayed as stated by [2].

The longer TV is increasingly felt as a part of family life. There are two alternatives for TV in broadcasting a program, namely shows that are intended to change the attitude of viewers and shows that only provide entertainment briefly without the aim of changing the attitude of viewers [2]. This is in accordance with the function of TV as an entertaining tool (entertainment function) that is through its contents one can be entertained, please him, fulfil his hobbies and fill his spare time [3].

With its distinctive audio-visual characteristics, the process of transmitting messages can be done more easily. Of all the existing communication media, TV is the most influential in human life. Unfortunately, not all reality TV programs present educational programs. There are also many shows that lack educational cultural values and provide poor examples to the community. Whereas reality shows that are broadcast on TV have a great impact on society and young people. Most TV shows play shows that smell like violence, love scenes that shouldn't be appropriate for teenagers to watch, children's disrespectful attitude to their parents, an extravagant lifestyle and much more [4]. TV makes people generally remember 50% of what they see and hear, even if only once shown. In general, people will remember 85% of what they saw on TV three hours later and 65% after three days [5].

In Indonesia, TV programs, especially reality shows, must comply with the rules set out in the Broadcasting Code of Conduct and Broadcast Program Standards (P3 & SPS), regarding respect for the right to privacy. Articles 13 and 14 of the 2012 SPS- Indonesia Broadcast Commission (KPI) have detailed the respect for the right to privacy. Among other things, it does not damage the reputation of the object being broadcast, does not cause a bad impact on families, especially children and adolescents, is not carried out without the basis of accurate facts and data, and does not make personal life a laughing stock or object of ridicule. There have been many complaints from the public over reality TV shows that indulge in disgrace and personal conflicts, as well as dramatizations of scenes that tend to doubt their authenticity. However, until now these programs are still being broadcast and there has been no visible improvement in terms of content and moral messages.

Judging from the problems above, this research is aimed at getting an idea of what types of reality shows are currently being broadcast on TV in Indonesia and how TV reality shows in Indonesia contribute to changes in people's behaviour.

2. Literature Review
2.1 Definition of Reality Show
One of the TV station programs that are currently popular is reality TV, namely reality engineering or also known as reality shows. Reality show is a type of TV program where the documentation of reality engineering takes place without a scenario using players from the general public or not using artists [6].

As stated above that a reality show is a TV program that depicts a real event. However, the program has developed by displaying real events and making scenarios so that it is called a hybridity program. As a program that describes events, of course, reality shows have narrative aspects in them. The TV reality show genre depicts scenes as if they really took place without a scenario, with players who are generally ordinary people. Reality shows generally feature modified reality, such as placing participants in exotic locations or unusual situations, provoking certain reactions from participants and through editing and other post-production techniques [7]. Reality program is as a recording of the life activities of a person or group. There

seems to be an attempt to stimulate activities in real life through various forms of dramatic reconstruction and to combine them into an attractively packaged TV program.

[8] states that reality show is a genre of TV program that presents dramatic and sometimes humorous situations, and in which individuals are often persuaded to act in a manner specifically written by an off-screen "story editor" or "TV segment". According to [9], reality shows are shows that are real, not engineered and not made up, events taken from the daily lives of people as they are. From the above opinion it can be concluded that a reality show is a program that broadcasts a real social life based on true stories and are taken from ordinary people, not celebrities.

2.2 Forms of Reality Show

[10] describes the forms of reality shows as follows:

a. Hidden camera

It is a video camera that is hidden and used to record people and their activities. Actually the function of hidden camera is used for security monitoring in shops or banks, but later developed into a reality show. Hidden camera programs are also reality shows, producers use hidden cameras to capture the activities of unexpected people in ordinary or absurd situations. This genre began in the 1959's, with candid camera shows. The hidden camera program was created without the participants' knowledge.

b. Competition show

This program involves several people competing against each other in competitions lasting several days or weeks to win a race, game, or question. Each participant will be eliminated one by one. The winner is the participant who lasts standing.

c. Relationship Show

A contestant must choose one person from a number of people who is interested to be his/her partner. The fans must compete to grab the attention of the contestant so as not to be eliminated from the game. In each episode there is one person must be eliminated.

d. Fly on the wall

Programs that show the daily life of a person (usually a famous person) ranging from personal activities to professional activities. In this case, the camera follows wherever the person concerned goes.

e. Mystical

Programs related to supernatural things present questions related to the occult world, the normal, clinics, magical spiritual practices, mystical contact with spirits, and others. The mystical program is the most used program in reality shows, did the participants really see ghosts or not, and whether the apparition really existed or not. The program related to mysticism turned out to be a program that had its own audience.

2.3 Changes in behaviour as a result of TV reality show

George Gerbner was the first to propose a cultivation theory. It is a theory in the context of the relationship between mass media (TV) and the cultivation of a value that will affect the attitudes and behaviour of the audience. Initially, Gerbner conducted research on "cultural indicators" in the mid-60s to study the effects of TV viewing. Gerbner wanted to know how the real world is imagined, perceived by TV viewers. It can be said that his cultivation research emphasises more on "impact" [11]. Cultivation theory is based on the symbolic interaction and social construction of reality. This theory assumes that TV develops or constructs the reality of the world, although it may not be accurate, it becomes easy to accept because as a culture of belief, so that human decisions and behaviour are developed by the reality spread by TV.

Cultivation theory is widely applied to the concept of beauty, legal processes, sex functions, religion and so on.

Cultivation theory teaches to learn about the world, its people, values and customs [12]. Cultivation theory argues that heavy TV addicts form an image of reality that is inconsistent with reality. Not all heavy TV addicts are affected equally, meaning that there are other factors beyond the level of frequency of watching TV that affect the perception of the world and the readiness to accept the TV world and the real picture. According to cultivation theory, TV becomes the main medium or tool where TV viewers learn about society and the culture in their environment, this means that through viewers' contact with TV, they learn about the world, its people, social values, and customs and traditions, so that TV over time, subtly "cultivates" the viewer's perception of reality. One of the assumptions of cultivation theory is that the more time a person spends watching TV, the stronger the person's tendency to equate TV reality with social reality [13].

TV indeed cannot function to have benefits and positive elements that are useful for viewers, both cognitive, affective, and psychomotor benefits [14] (Mansur, 1993: 28), but it depends on the program it is broadcasting. Cognitive benefits are related to knowledge or information and skills. Cognitive events include news, dialogues, interview and so on. Affective benefits relate to attitudes and emotions. Psychomotor benefits are associated with positive actions and behaviours.

The psychological impact caused by shows that contain violence is the impact on the level of cognition, affection and behaviour. Several studies examining the effects of media from the cognitive level show that the reality depicted in TV programs does not reflect the reality that actually occurs in the real world. Some people believe that watching too much TV tends to shape audience perceptions and beliefs so that they will be more connected to the world shown on TV than the real world [15]. Media effects like this are then referred to as the phenomenon of media reality construction [16].

According to cultivation theory, when TV describes a story, what will be emphasised is how to channel the same system and unity of messages over and over again. TV makes people pay attention to the content or messages displayed, as if TV is trying to give trust [17]. So indirectly the way we think and view something will be influenced by the shows on TV. Mass media which is growing rapidly causes a change in behaviour for every individual who enjoys the media, which can be explained through the theory of behaviour change, namely Function Theory by Kartz (1960) which was translated by [18] has assumptions about Function Theory, which can be seen in the following figure:

Figure 1
Function Theory

Source: Kartz (1960) translated by Mohamad
Surya (2010)
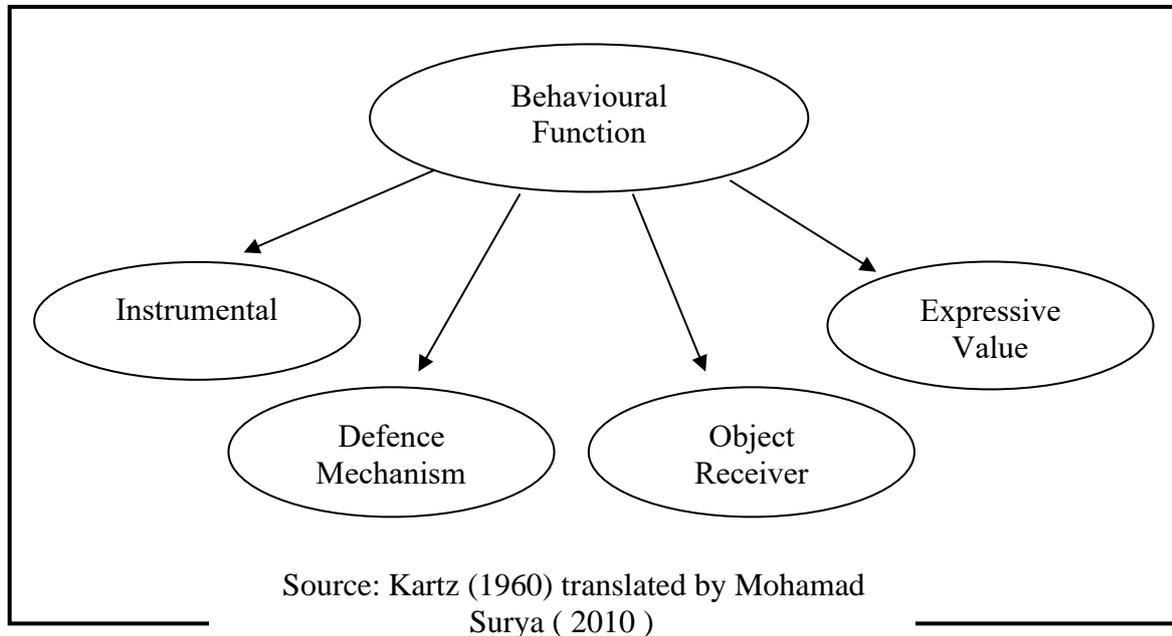
(a)   The behaviour has an instrumental function, meaning that it can function and provide services to needs. A person can act (behave) positively towards objects for the sake of fulfilling their needs. Conversely, if the object cannot meet its needs, it will behave negatively.

(b)   Behaviour can function as a defence mechanism or as self-defence in dealing with the environment. This means that with their behaviour, with their actions, humans can protect against threats that come from outside.

(c)   Behaviour functions as a receiver of objects and gives meaning. In his role with his actions, a person always adapts to his environment. With these daily actions, a person has made decisions regarding the object or stimulus encountered. Decision making that results in these actions is carried out spontaneously and in a short time.

(d)   Behaviour functions as an expressive value of a person's self in responding to a situation. This expressive value comes from one's self-concept and is a reflection of the heart. Therefore, behaviour can be a screen where all people's self-expression can be seen.

3. Research Method

In this study, a phenomenological approach was adopted. Phenomenology is an approach to qualitative research that focuses on the commonalities of life experiences in certain groups. The fundamental aim of this approach is to arrive at a description of the nature of a particular phenomenon [19]. With roots in philosophy, psychology and education, phenomenology attempts to extract the purest data, unadulterated and in multiple interpretation approaches. Bracketing is used by researchers to document personal experiences with subjects to help remove themselves from the process. One method of bracketing is making memos [20].

A phenomenological study explains the meaning for some individuals of their life experiences of concepts or phenomena. Phenomenologists focus on describing what all participants have in common when they experience a phenomenon (e.g universally experienced grief). The basic aim of phenomenology is to reduce the individual's experience with a

phenomenon to a description of the universal essence of "understanding the nature of the thing," [21]. According to [22], phenomenology considers that "the true meaning of phenomena is explored through their experiences as described by individuals". Meanwhile, according to [23] phenomenology is an inductive descriptive research method whose function is to research and describe all phenomena including human experience on the road.

Phenomenology is a very appropriate approach to researching human experience [24] and trying to uncover hidden meanings in phenomena embedded in narrative words [25]. As a research method, phenomenology is a thorough, critical, systematic investigation of phenomena [26]. Those advantages make this approach well suited to my research. The subjects in this study were selected based on purposive sampling where the technique of determining the informants used certain criteria [27], namely informants who were part of the experimental group studied. The data in this study consisted of primary data and secondary data. Data were collected through observation techniques, in-depth interviews and documentation [28], [29], [30].

Primary data was obtained from direct data sources by interviewing informants, consisting of 10 housewives to dig deeper into their perspectives on reality shows presented on TV and changes in the behaviour of their children. Interviews were also conducted with 10 high school teachers to find out more about how reality TV shows the influence of students' perspectives and behaviour. Interviews were also conducted with a psychologist, and a representative from a private TV producing reality show. Secondary data is obtained from the results of a review or review of previous research. Observations were made by watching reality TV shows. After the research data were collected, the authors took steps to reduce, display the data, verify and conclude [27], [29]. The reduction is done by classifying the interview and observation data into themes according to the research objectives. Then the data presented is in accordance with the presentation of qualitative data through narration. After that, the data is then confirmed to see the validity before conclusions are made. Researchers also use literature studies conducted by collecting materials from various books and related references. Literature study is carried out by tracing data about the desired information through online media and through references to sources related to this topic.

4. Results and Discussion

From the interview results, it was known that from the reality shows broadcast on TV, there were several programs considered to have a positive impact to their audience, namely: *Tolong* (Help), *Bedah Rumah* (Home Renovation), *Microphone Pelunas Utang* (Microphone for debt pay off), and *Uang Kaget* (Shocking Money). Meanwhile, the reality shows that received a lot of criticism from the public were *Termehek-Mehek* (Weep Bitterly), *Take Me Out*, *Katakan Putus* (Say- Breakup), *Janji Suci Raffi Gigi* (A holy promise of Raffi-Gigi), *Celeb Squad*, *Rumah Uya* (Uya's home) and live broadcasts of the Court Session of the murder case allegedly caused by cyanide coffee.

Through reality shows, many good things can be revealed, for example aspects of honesty and willingness to help others. However, this show can cause unfavourable effects that the creators and TV stations that broadcast them may never have anticipated. The impact is the greater the expectation of a person or group of people to receive free assistance from others. Like soap operas, events such as reality shows also have varied impacts. Of the 3 teachers interviewed, all three said that they had handled cases of students committing criminal acts in the form of fights after watching a reality show that showed a student's jealousy because his female friend seemed to be intimate with another boy. One of the male students even tortured his female friend until she was seriously injured. Two of the three cases above can be resolved

amicably, but one last case had to be handled by the police because it was already included in the case of severe abuse.

Meanwhile, from interviews with 10 housewives, data was obtained that they felt that their children's attitudes and behaviour had changed as a result of TV shows, especially the programs Termehek-mehek (Weep bitterly), Rumah Uya (Uya's home), and Katakan Putus (Say-Breakup). This can be perceived, among others, from the start of them knowing cigarettes, even though they had never before. The school children have dared to force their parents to buy them a motorbike. Even more extreme is one mother whose daughter once ran away from home and chose to live in an apartment with her male friend, after seeing a reality show on TV.

Another reality show program entitled "Janji Suci Raffi-Gigi" (A holy promise of Raffi-Gigi) and "Celeb Squad" show the lack of clarity about the purpose of those programs which show more about the glamorous life of the artists, filled with traveling around the world, eating at expensive restaurants, staying overnight in luxurious hotels, social gathering by spending million dollars, shopping for clothes and accessories of well-known brands, as well as routine activities to hair and beauty salons. There does not appear to be an educational cultural element to be conveyed apart from looking at the life of a well-known artist. Three housewives interviewed said that as a result of watching these programs, their daughters became more consumptive, started buying branded cosmetics and accessories, and change their lifestyle like celebrities and metropolises.

When researcher conducted interviews with a TV producer who broadcasts a reality show, the results were very surprising. He said that a TV show can continue or not depending on the rating it gets because this rating shows how people interested in shows produced by a TV station. Currently there are more than 10 TV stations in Indonesia, most of which are managed by the private sector. Therefore, it is undeniable that business competition is very tight and each competes to achieve the highest rating for each program, although sometimes it is difficult to harmonize 'rating' and educative cultural values. In the end, a business is a business that must be maintained. As long as people like it, production will continue.

The researcher also conducted interviews with a psychologist who said that TV makes people generally remember 85% of what they see and hear, even if only once shown. So if TV shows do not heed ethical values and educational cultural elements, you can imagine what will happen next. Viewers can take for granted what they see and it is not impossible that they immediately put it into practice. If what he sees is positive, of course it won't be a problem, but if what he sees is a negative show, then you can imagine what the consequences will be. However, it is a pity that until now there are still many TV stations that do not heed the broadcasting rules.

Likewise, KPI (Indonesia Broadcasting Commission) is no longer strict in implementing rules and sanctions against TV stations that broadcast reality shows that are assumed to have a negative impact on viewers. A TV station even broadcast live and repeatedly the Court Session of the murder case caused by cyanide coffee, without us realizing this, it turns out that it also become an inspiration for someone to take a similar action. It is proven by the occurrence of another murder incident which is very similar to the previous case and the perpetrator admitted that his actions were inspired by the cyanide coffee case shown on TV.

There have been quite a number of cases in Indonesia which have been proven to be the impact of TV shows. TV viewers are not only adults but also teenagers and children. Unfavourable behaviour and against parents committed by teenagers often lead to criminal acts. The desire to buy a motorcycle or the latest mobile phone that is not fulfilled will usually encourage someone to take negative actions. So, KPI should act more decisively in responding to every TV program, especially those related to reality shows.

From the results of interviews and observations made by researchers, it can be illustrated that reality shows on TV play a very important role in changing a person's behaviour. TV makes people generally remember 50% of what they see and hear even if only once shown. This is in line with what was stated by [5]. Therefore, TV media must pay attention to the educational cultural elements of each program it broadcasts.

The reality show program that is currently being broadcast on TV is also getting away from the ethical element. There are many scenes that show something that is not worth seeing so that it is finally used as an example by the audience. Even the trial courts of murder cases were broadcast live by several private TV stations without taking into account the impact, thus providing a very detailed explanation of the incident process, and without any party realizing it finally a murder case with a similar motive occurred again because the perpetrator got inspiration from the case, known as "coffee cyanide". This is in line with the cultivation theory introduced by George Gerbner, namely the context of the relationship between mass media (TV) and the cultivation of a value that will affect the attitudes and behaviour of the audience. This is also underlined by [13] who confirms one of the assumptions of cultivation theory, namely the more time a person spends watching TV, the stronger the tendency for that person to equate TV reality with social reality.

The reality shows that are presented on TV often present elements of violence and even make a child dare to fight his parents if something that he asked for is not granted. This is in line with the Function Theory, Kartz which emphasises that behaviour has an instrumental function, meaning that it can function and provide services to needs. A person can act positively towards objects to fulfil their needs. Conversely, if the object cannot meet its needs, it will behave negatively.

From the description above, an illustration is obtained that until now there are still many TV reality shows that are not in accordance with the Broadcasting Code of Conduct and Broadcast Program Standards (P3 & SPS), related to respect for privacy rights even though Articles 13 and 14 of the 2012 KPI Broadcast Program Standards has set out in detail the respect for the right to privacy. KPI itself currently seems less responsive in responding to public complaints regarding the broadcasting of reality shows on TV. In fact, if programs that are less educative and do not have a clear moral message continue to be broadcast for consumption by the public, it will have a bad impact and encourage changes in people's behaviour in a negative direction.

6. Conclusion

From the description above, it can be concluded that there are still many reality shows on Indonesian TV that are not in accordance with the Broadcasting Code of Conduct and Broadcast Program Standards (P3 & SPS). Firmer action is needed from both the government and the Indonesia Broadcasting Commission (KPI) to give warnings and sanctions to TV stations that still broadcast reality shows that contain elements of violence or that do not contain educational cultural content that educates the public. This is a very crucial problem because reality shows can be a driving force for changing people's behaviour in a negative direction. The limitation of this study is that this study examines reality TV shows that are general in nature. Therefore, for future research, the researcher suggests that research on reality shows that are more specific based on their genres can be carried out with a different approach.

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