

Audience's Choice Trend towards Movie Platform

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ABSTRACT

Watching movie becomes one of public's favorite choice of entertainment. Film can satisfy people's demand of entertainment when they are tired of daily activity. In the past, people could only watch films through television, cinemas and Video Home System tapes. But now, films are easily accessible through various platform. The purpose of this study is to learn the tendency of the audience, especially teenagers in choosing the media to watch movies, by using Uses and Gratification theory. This research uses quantitative methods by distributing questionnaires to the students of film and television study program of UPI. The results of this study indicate that the majority of viewers prefer to watch using digital products.

Keywords: Watch, Movie, Film, Platform.

1. INTRODUCTION

Technology is developing rapidly and becomes one of the big factors that influence globalization, interactions between all citizens of the world become free and open as if no boundaries within countries [1]. In addition, technological development from year to year eases us in various fields, we can easily and quickly obtain various information both from within the country and from abroad only with a mobile phone [1].

Media is able to create a cultural pattern to nations who consume it. [2]. In fact, popular culture was born out of the will of the media or what is commonly called capitalistic ideology [3], and people's consumption behavior. The media also acts as a disseminator of information that popularizes a culture, as a result, whatever is shared by the media will be accepted by the community as a value or culture that even becomes the center of community role models [4].

Film is one form of mass media that has become popular culture and is a means of entertainment that presents stories, events, music, drama, comedy and other technical offerings to the public [5]. Watching movies is one of the most popular entertainment options. The film itself is seen as being able to meet people's demands and tastes for entertainment when they are tired of facing the activities of daily life [6-9].

In Indonesia, the culture of watching was originally spread through television which often shows films, especially during prime time, which has resulted in

higher public interest in watching films. This is evidenced by the large number of cinemas in Indonesia and the sales of film cassettes which were quite mushrooming at the time. Generally, Indonesian watch movies to fill their spare time, relieve fatigue, add information, motivate themselves, and so on. However, over time, the options for watching movies have varied so that watching movies has become easier [4], not only limited to television.

The existence of various forms of platform for watching films has underlined author's curiosity to reveal the tendency of the audience in choosing a platform to watch. From the point of view of the uses and gratification theory introduced by Herta Herzog in 1944, the author assume that the audience has other alternatives to satisfy their needs. In this study, the study focused more on the use of content or the use of media to meet watching needs by the audience [10]. Every user has an active role in interpreting and integrating media content to obtain gratification of their needs. The user is also responsible for the media he/ she chooses [11].

2. METHODS

This study uses quantitative methods. The selection of this method is based on its usefulness to examine a certain random sample of audiences, data collection and data analysis is statistical, and aims to test the established hypothesis [12]. Data was collected by means of a survey with questionnaire to collect information about the public's tendency to choose a

watching platform by interviewing a small number of the population [11,13]. This research was conducted on students of the Film and Television Study Program, Universitas Pendidikan Indonesia.

The statistical calculation of the survey results uses a Likert scale (Table 1) to measure the attitudes, opinions, and perceptions of a person or group of people about the phenomenon of choosing a film platform [14]. With the Likert scale, the measured variables can be presented as variable indicators before being revealed in the form of statements or questions [15]. Indicators are markers of achieving targets marked by measurable behavior or attitudes that include actions, knowledge, and skills. Research instrument is a tool or method used to collect, examine, investigate a problem that is being studied by researchers (Table 2) [16].

Table 1. Likert measurement scale

Likert Scale Rating	Score
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Source: [12].

Table 2. Linkage between indicators and instruments used

Indicator	Instrument
Attraction to movies.	Do you like watching movies?
Intensity in watching movies.	Do you watch movies 3 times in 1 week?
The motivation of the respondents in choosing media and applications for watching movies.	1. You prefer cinema as a medium for watching movies. 2. You prefer television as a medium for watching movies. 3. You prefer physical products as a medium for watching movies. 4. You prefer an official streaming service as a medium for watching movies. 5. You prefer an unofficial streaming service as a media for watching movies.

Source: Research Results 2020.

3. RESULTS AND DISCUSSION

Based on observations result (Tables 3-5), watching movies is a favorite entertainment option for students. In addition, films are believed to be able to meet students' demand and taste of entertainment when they are tired of daily activities. Almost all of students like to watch movies. In addition to relieving fatigue, watching movies is also an option for students to fill spare time, add references, or do assignments. In this research, the author noted two categories of students as viewers, light viewers and heavy viewers. Light viewers are students who watch less than 3 films in 1 week. While, Heavy Viewers are those who watch more than 3 movies in 1 week. The students who were the sample in this study included the Heavy Viewers category.

Table 3. Interest in watching movies

No.	Like to Watch Movies	Amount	Percentage (%)
1	Yes	20	90,9%
2	Doubtful	2	9,1%
3	Not	0	0%
	Amount	22	100%

Source: Research Results 2020.

Table 4. Motivation to watch movies

No.	Motivation to Watch Movies	Amount	Percentage (%)
1	Relieve fatigue	8	36,4%
2	Fill the spare time	8	36,4%%
3	Adding Reference	4	18,2%
4	Assignment	1	4,5%
5	All (Relieve Fatigue, Fill Free Time, Add References)	1	4,5%
	Amount	22	100%

Source: Research Results 2020.

Table 5. Intensity of watching movies

No.	Watch More Than 3 Movies in a Week	Amount	Percentage (%)
1	Yes	9	40,9%
2	Doubtful	7	31,8%
3	Not	6	27,3%
	Amount	22	100%

Source: Research Results 2020.

Next, the author also surveyed the tendency of the audience in choosing a movie playback platform. In this study, there are 5 platforms that people tend to use

including cinema, television, cassettes, unofficial streaming platforms, and official streaming platforms. Based on this trend, the researcher conducted a survey of students' tendencies in using the platform. The survey results are summarized in the following tables 6-10:

Table 6. Audience motivation for film screening services in cinemas

No.	Do You Like Watching Movies in Cinema?	Amount	Percentage (%)
1	Strongly agree	2	9,1%
2	Agree	6	27,3%
3	Neutral	11	50%
4	Disagree	2	9,1%
5	Strongly disagree	1	4,5%
	Amount	22	100%

Source: Research Results 2020.

The following data shows that 36.4% of students choose cinema as a film screening service and 13.6% do not. Meanwhile, 50% of the students remain neutral or did not have an opinion.

Table 7. Audience's motivation for film screening services on television

No.	Do You Like Watching Movies on TV?	Amount	Percentage (%)
1	Strongly agree	0	0%
2	Agree	4	13,6%
3	Neutral	9	40,9%
4	Disagree	5	22,7%
5	Strongly disagree	4	18,2%
	Amount	22	100%

Source: Research Results 2020.

From this data, there are 13.6% students choose television as a film screening service, while 40.9% do not choose. 40.9% other choose neutral.

Table 8. Audience's motivation for film screening services using cassette

No.	Do You Like Watching Movies on Cassette?	Amount	Percentage (%)
1	Strongly agree	0	0%
2	Agree	1	4,5%
3	Neutral	11	50%
4	Disagree	8	36,4%
5	Strongly disagree	2	9,1%
	Amount	22	100%

Source: Research Results 2020.

From this data, there are 4.5% students choose cassettes as a film screening service and 45.5% not. Meanwhile, 50% of the respondents do not have an opinion.

Table 9. Audience motivation for film screening services through unofficial streaming platforms

No.	You Like to Watch Movies through Unofficial Streaming Platforms	Amount	Percentage (%)
1	Strongly agree	4	18.2%
2	Agree	8	36.4%
3	Neutral	7	31,8%
4	Disagree	1	4,5%
5	Strongly disagree	2	9,1%
	Amount	22	100%

Source: Research Results 2020.

From this data, there are 54.6% students choose unofficial streaming platform as a film screening service, and 13.6% do not choose, while 31.8% do not have an opinion.

Table 10. Audience motivation for film screening services through official streaming platforms

No.	Do You Like to Watch Movies through Official Streaming Platforms?	Amount	Percentage (%)
1	Strongly agree	6	27,3%
2	Agree	5	22,7%
3	Neutral	10	45,5%
4	Disagree	1	4,5%
5	Strongly disagree	0	0%
	Amount	22	100%

Source: Research Results 2020.

From this data, there are 50% students choose official streaming platform, 4.5% do not choose, and 45.5% do not have an opinion.

The research result has shown that Film and Television Study Program students watch movies for the purpose of relieving fatigue and filling free time. 40.9% of them are heavy viewers, watching more than 3 films in 1 week. 54.6% Students tend to choose unofficial streaming platforms to watch. This trend occurs because students do not always have the money to go to the cinema or buy access to official streaming services. In addition, the collection of films displayed on this unofficial streaming website is quite large and complete, so when the audience wants to watch a film that is no longer screened in theaters, or the film is not bound by

any official streaming platform contract, an unofficial streaming platform is the solution.

The next most popular choice is the official streaming platform with 50% vote. Low prices and easy access to official streaming platforms are one of the reasons for their choice. For Film and Television students, subscribing to the official platform is also considered a lifestyle. The choice of platforms is also quite diverse, there are those from within the country such as Hooq, Video, and Viu, and from abroad such as Netflix, HBO Max, Amazon Prime, Disney+, Hulu, and Apple TV.

Meanwhile, the choice of watching at the cinema is only 36.4%, defeated by student interest in digital platforms which are considered more practical and inexpensive. Television is also a platform that is not chosen by many students, there find a lot of commercial breaks during the film, strict censorship regulations which reduce the comfort in watching films. Television was only recorded at 13.6% voter. Cassette media is the lowest choice with a turnout of 4.5%. Cassette is seen as no longer able to outperform the use of digital platforms and its existence is now not well known to students.

4. CONCLUSION

The conclusion of this study is that the audience prefers to watch movies digitally, which researchers using the uses and gratification theory. The hypothesis in this study is that globalization is very influential on audience preferences in choosing media to watch movies. The massive development of media has proven to change the audience's preference for watching movies. With easy access and affordable prices, viewers prefer to watch movies digitally, plus their reason for watching movies is to relieve fatigue and fill their spare time. So, the convenience provided by digital media really helps their reasons for watching movies.

The rapid development of digital media, also makes films very easy to pirate. With many unofficial movie player services that are very easy to access and do not cost a penny, this makes many viewers prefer unofficial movie player services as their favorite movie player media service. Even so, quite a lot of people also choose cinema as an option to watch movies. This is because there are still many films that choose to broadcast their films in theaters before entering digital media, and also watching films in theaters will provide an experience that cannot be obtained when watching films digitally.

Television and cassette media are less liked by the audience. The presence of advertisements while watching movies on television, makes the audience less concentrated on the film. Also, the films shown on television are usually old films or films that are not of very good quality. Cassette media is considered to be left behind because of the difficulty of access to buying

cassettes and their high prices, and also with the development of digital media which has grown rapidly which can reduce access difficulties and minimize prices, making the audience less fond of cassette media and choose digital media services. However, cassettes also have more value for viewers who like to collect film cassettes.

After this research is completed, the results of this study can be used as a reference and for further research, and the results of this study can be used as material to further deepen data mining and research in further research. In further research, it is also recommended to expand the population so that it is not only in the environment of a study program in order to complete the research data so that it is more accurate and in-depth.

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