

Soap-opera, Parental Mediation, Perceived Reality and Anti-social Behavior

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Abstract. Many attentions have been spotted to the potential drive and effect of television on anti-social behavior. The main argument lies on the frequent repetition of intense violent showed by television soap opera. Previous studies showed that children with heavy viewing habit of violent soap-operas were tend to imitate anti-social behavior. Children were considered to have limited skill to differentiate facts and fictions from television content, and this is where parental mediation (restrictive, active, or viewing) should take place to moderate the impact of television violence. The research was intended to explain the effect of watching soap-opera, parental mediation, and perceived reality on anti-social behavior of children. Using survey method, the study non-randomly collect data from children of age 10-12 years old in Semarang. Research finding shows considerable effect of soap-opera viewing, and perceived reality on anti-social behavior of children. However, no effect of parental mediation appeared on anti-social behavior of children.

Keywords: Soap-Opera Watching; Parental Mediation; Anti-Social Behavior of Children

1 Introduction

In Indonesia, TV is still a prima donna of society's choice, Nielson's research shows that TV is still the mainstream media (95%), internet (33%), radio (20%), newspapers (12%), tabloids (6%) and magazines (5%). Among the TV programs, sinetron is still a program that is widely consumed. Soap opera is considered to have impacts, such as on the behavior of children who tend to imitate existing scene in soap opera. There are a lot of evidences to show that anti-social behavior of children tends to be high. The Indonesian Child Protection Commission records children as bullying perpetrators in schools have increased from 67 cases in 2014 to 79 cases in 2015. The various incidents prove previous researcher opinions that violence on television could lead to impersonation of violence and aggressive behavior[1].

TV programs violate many regulations, it can be seen from increasing sanctions from the KPI to broadcasters from year to year. KPI imposed 108 sanctions in 2013, rised to 182 sanctions in 2014, and in 2015 from January to November increased to 250 sanctions. In the last three months of 2015 It found 81 appeals, written reprimands, warnings, and circular letters that were announced by KPI to broadcasters which consisted of 76 programs, and

57.8% programs reprimanded KPI were contained elements of violence both verbal and non-verbal[2]. It means soap opera became one of the many programs that get sanctioned.

Children who watch more television programs receive more negative impact than those who watch little. Physical aggression or violence is the most common type of aggression on television and violence in television can lead to impersonation of violence and aggressive behavior. According to Bandura[3] social learning assumes that one learns from observations made. According to Burt and Donnellan, anti-social behavior is an action of harming others, violating social norms and the rights of other, such as theft, vandalism, insulting, gossiping and shunning[4]. While Tremblay, as cited by Burt and Donnellan, have stated that anti-social behavior is defined as physical aggression (physical attack and bullying) and violation of the rules (lying, stealing without confrontation, harassing others people with words).

Other than that, soap operas show an act of people who destroy surrounding environment. If those action are being watched by children everyday. It can to inappropriate action and motivate children to destroy environment.

Anti-social behavior caused by children watching soap opera can be overcome with parental supervision.

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According to Warren, parenting strategy for supervising and guiding media use has been the most defining issue in the discussion of parental mediation[5]. Buijzen and Valkenburg state that one of the most effective ways to regulate television effects is through parental mediation[6]. Parental mediation is defined as 'any strategy parents use to control, supervise, or interpret content' for children and adolescents. Such parental guidance of children's television viewing has been considered key to overcoming the television's potential negative effects. The three-dimensional model of parental mediation styles includes restrictive mediation, instructive mediation, and coveiewing. According to Nathanson and Yang, as cited by Mendoza, coveiewing refers to "the simple act of watching the television with children" without discussion about its content or use[7]. Restrictive mediation is "setting rules on children's television consumption" such as the type of content or the amount of time. Active mediation, such as discussing programs, content, and advertising.

In addition to the intensity of watching soap opera and parental mediation, perceived reality is considered an intervening variable between stimulus material on television and effect on attitudes and behaviors of viewers. Children who receive content of soap opera significantly will tend to show aggressive behavior. Matos, Ferreira, and Haase pointed that children can learn aggressive behavior by observing media models[8]. Aggressive scenes will be more salient if children perceive the violence as realistic and identify. Moreover, children who are exposed to violent characters are particularly possible to have aggression ideas that would prime their aggression. While Konnijjn, as cited by Sundar has defined perceived reality as the subjective interpretation of the extent to which the media depictions contain a reflection of the reality of daily life[9].

Hypothesis: Intensity of watching soap opera, parental mediation and perceived reality have effects on anti-social behavior of children.

2 Methodology

The research is conducted in explanatory survey method, by talking the sample as much as 248 children from the age of 10 to 12 in Semarang who watched soap opera. It used a non-random technique, which is purposive sampling. The data collection method is to have an interview session based on questionnaires. The interviews are then conducted directly to children respondents at school. The hypothesis testing is employing the Anova correlations statistic.

3 Discussion

The results showed the high intensity of children who watch soap opera. It can be seen from 61% of respondents watch soap opera every night, and the rest, 39% of respondents rarely watch. The majority of respondents (64%) also watch soap opera to completion, with full attention. The results showed the lack of parental mediation, as seen in the restrictive mediation, parents prohibiting watching TV at certain hours (always and

frequently, 47.2%), limiting shows watched (always and frequently, 36.2%), limiting watching duration (always and frequently, 24.6%). In active mediation, majority of parents do not ever talk that TV contents are not real (59.3%). Explaining reasons for an action on TV is never done (73.8). Talking about positive content (frequently and always, 59.7%). Negative contents are never been discussed (57.7%). Coveiewing, or watching tv with children, always and frequently done(37.1%). Children go to watch tv shows that are being watched by parents (50.8%). Parents always and often accompany children to watch (35.1%). Parents frequently and always accompany the children watching tv that is being watched the children (51.6%)

The results showed, Perceived reality, measured through various statements with occasional answers, often and always (approximately 50% of respondents) are: violation of rules in soap opera is equal with the real world, the scenes in the soap opera are similar to that in the real world, soap opera teaches things that are not taught in school, children still imagine / remember soap opera after watching. Approximately 40% of respondents stated: the way people speak in soap opera equal with real world, characters in soap opera similar to that in real world, wanting a life equal to soap opera, soap opera broadening experiences, character in soap opera thought how to solve problems, people in the soap opera talks / behaves / dressed the same with people in daily life, like character in the soap opera and Consider it as a friend also. Approximately 30% of respondents stated: share the daily customs to soap opera, imagining soap opera characters help solving problem.

Anti-social behavior that ever, often and always do, approximately 80% stated by respondents): surprising others, unable to control emotion, grumpy, retaliating, breaking promises. Approximately 70 % respondents stated: hinting person for mocking, moching other, blaming other, feel like hitting someone, got the school punishment. Approximately 60% of respondents stated: irresponsible, rude, talks about bad things behind someone, cursing, speaks ill of other people, leaving without parents permit. 50% respondents stated: alienating other, praying, brawling, expose secrets of other. Approximately 40% respondents stated: littering, threatening other, hurting other, harassing appearance, relieved after hurting other. Approximately 20%-30% respondents stated: misusing the property of others, bringing conflict, frequent fighting, stealing school properties. Incorporating perceived reality also provide a greater contribution to the effect on the anti-social behavior, from 12.6% to 17.3%, or by 4.7%.

The research results showed intensity of soap opera watching effect on anti-social behavior. The result is in accordance with the social learning theory proposed by Bandura[3] that one learns from the observations made. The findings in the field are in line with Mota Mattos, Ferreira, and Haase, exposure to tv violence leads to increase in aggressive behavior[7].

Research findings showed that parental mediation has no effect on anti-social behavior of children. Buijzen & Valkenburg one of the most effective ways to regulate the influence of television is parental mediation[6]. But in the practice of parental mediation there is a need for

consistency by parents in order to enforce the rules, prohibitions and limitations become part of the children's habits in consuming media, not as a forcing prohibition. Brand, Crous & Hanekon reveal, the need for parental consistency[9]. Research findings showed that parents are inconsistent in the practice of parental mediation, many parents watch tv with their children without having a discussion about both positive and negative contents.

The result of research indicates the effect of perceived reality on anti-social behavior of children. The findings in the field are in line with da Mota Mattos, Ferreira, and Haase has said that perceived reality in television violence is considered as intervening variables between the stimulus material on television and the effect on the attitudes and behaviors of viewer[7]. Previous researches show that children who receive the television content realistically tend to show a more aggressive behavior. There is partial support for violent behavior relationship when it is mediated by the perception of violent content. It is considered that more violence content on television, the aggressive behavior towards problem will increase. The findings also seem consistent to da Mota Mattos, Ferreira, and Haase's results regarding children who perceive violence on television as realistic. It also regards children who view that characters with those aggressive behaviors as their heroes. Considering that, it is found that these children will possibly reveal greater levels of aggression.

4 Conclusion

Intensity of soap opera watching and perceived reality have effects on anti-social behavior of children, while parental mediation has no effect on anti-social behavior of children. Recommendations are offered so that the institutions concerned on the impact of media on children do more massive movement in order to content of the medias, especially content of soap opera more oriented to children. Parents need to be consistent in applying

parental mediation to reduce negative impact of television.

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