

Preventive Patterns of Housewives in Preventing Anxiety as the Impact of Watching Television Movie]]]]t]

Nurhasanah Nasution¹, Lutfi Basit², Rahmanita Ginting³

^{1,2,3}Universitas Muhammadiyah Sumatera Utara, Indonesia

nurhasanahnasution@umsu.ac.id, lutfibasit@umsu.ac.id, rahmanitaginting@umsu.ac.id

Abstract

During the COVID-19 pandemic, watching television is an alternative choice for entertainment at home. Because activities outside the home are limited. One of the entertainments that are requested by women is television films or soap operas completed in one run. The television film that has the highest rating is "Voice of the Wife's Heart" which is currently airing on the Indosiar television station. Housewives or career women who work at home (work from home) really like the one-off soap opera, Suara Hati Istri (SHI). Stories that contain the concerns of women, especially housewives, have managed to attract attention, so the show has a high rating. Television films or so-called soap operas, which air every day on the Indosiar television station, raise conflicts and problems in the household. The specific purpose of this research is to see how the preventive pattern of housewives in preventing anxiety as a result of watching television movies. In determining the sample, which is used in this study is "Multistage Random Sampling". The sample selection technique uses the Slovin formula approach. The number of samples in this study was 400 people. The subject of this study involved housewives who had watched soap operas the voice of their wives' hearts for the past 1 year. The results showed that the preventive pattern of housewives in preventing anxiety as a result of watching television can be seen from several aspects. First, the participation of children in watching this program, children are not allowed to watch. This can result in children being able to imitate scenes both messages and behavior seen on the Suara Hati Istri FTV program, both contents were delivered by the actor on the Suara Hati Istri FTV broadcast. This can have a negative effect on family life. This requires educational education in preventing anxiety caused by broadcast programs.

Keywords

Preventive; television film;
social psychology



I. Introduction

This study will discuss the effect of "Preventive Patterns of Housewives in Preventing Anxiety as the Impact of Watching Television Movies. This study is devoted to the television film (FTV) Suara Hati Istri (SHI) which has been broadcast on Indosiar since 2020 until now. The television film "Suara Hati Istri" is a household drama, which tells the story of a husband and wife, where husbands commit adultery or polygamy without the knowledge of their legal wife.

The television film "Suara Hati Istri" is a household drama, which tells the story of a husband and wife, where husbands commit adultery or polygamy without the knowledge of

their legal wife. The television film "Suara Hari Istri", is very popular with housewives, because the story is finished in one run. The television film, the voice of the wife's heart, is currently becoming a public concern, because it has a storyline that is close to her daily life. In the television film, the wife's conscience tells about household problems. Tells about a woman who is abused by her husband's behavior. The reason is because the wife is infertile, the wife is busy working, the husband's childhood trauma, the intervention of parents, in-laws and so on. In the television film, the wife's conscience tells about household problems. Tells about a woman who is abused by her husband's behavior. The reason is because the wife is infertile, the wife is busy working, the husband's childhood trauma, the intervention of parents, in-laws and so on.

Suara Hati Istri television film, starring actresses and actors who have good acting skills such as Gita Sinaga, Teuku Mirza, Meidian Maladi, Hans Hosman, Voke Victoria, Gita Virga, Amanda Manopo, Ferdi Ali, Kenya Nindia Elsa, Hea D Syawal, Panji Saputra, Metta Permadi, Arie Dwi Andika, Masayu Anastasia, Ferry Ixel, Garnetta Haruni and much more, so that it managed to stir the hearts and feelings of the audience, especially women. Each episode presents a different story, ranging from a third person, betrayal from family and friends, to a husband who is told that he is always unfaithful. Women are often marginalized, women are considered weak. Women often experience behavior over injustice. Wives who are always abused, there are those who experience domestic violence physically or verbally, namely cursing with harsh words. The FTV Suara Hati Istri raises the theme of household problems from a wife's point of view. The story is inspired by the outpouring of the hearts of wives who are oppressed in their domestic lives

FTV shows the voice of the wife's heart, has a high rating during the covid-19 pandemic. Because the audience is not only housewives, but also career women who work from home (work from home). Suara Hati Istri FTV featured players such as Gita Sinaga, Teuku Mirza, Meidian Maladi, Hans Hosman, Voke Victoria, Gita Virga, Amanda Manopo, Ferdi Ali, Kenya Nindia Elsa, Hea D Syawal, Panji Saputra, Metta Permadi, Arie Dwi Andika, Masayu Anastasia, Ferry Ixel, Garnetta Haruni and many more.

According to Harsiwi Achmad, Director of the SCM Program which oversees the Indosiar station, the appeal of Suara Hati Istri, apart from the Television Film (FTV) genre, is the main thing that lies in the representation of the hearts or feelings of the wives. (<https://www.industry.co.id/read/68229/sinetron-voice-hati-istri-rajai-perolehan-rating-tertinggi-drama-televisi>). Housewives are women who spend most of their time at home, caring for and taking care of their children according to the pattern given by the general public (Dwijayanti, 1999: 36). Inside GBHN mentions Indonesian women, who function as wives of housekeepers. Housewives are women who spend most of their time at home, caring for and taking care of their children according to the pattern given by the general public (Dwijayanti, 1999: 36). In the Outlines of State Policy (GBHN) it is stated that Indonesian women function as wives of household administrators.

Women are often identified as a creature that often puts forward emotions when facing problems. Women find it easier to express the emotions they are feeling. Women, are considered as baper-an individuals (carry feelings). In each episode, there are those who choose to separate or divorce, and there are those who choose to reconcile, but this is rarely done. In each episode, it is able to create emotional turmoil for the audience, especially women. Feelings of anxiety, sadness, disappointment, anger to tears. Women are often cornered and are often considered weak.

Not only sad stories are shown, but also positive lessons and inspirations that can be learned, by wives who are always strong to maintain their household. At the end of the episode, the cast of wives will convey the wisdom of their struggle to maintain their

household, until they finally give up. There are those who choose to separate or divorce, and there are those who choose to reconcile, but this is very rarely done.

In each episode, there are those who choose to separate or divorce, and there are those who choose to reconcile, but this is rarely done. In each episode, it is able to create emotional turmoil for the audience, especially women. Feelings of anxiety, sadness, disappointment, anger to tears. Women are often cornered and are often considered weak. Not only sad stories are shown, but also positive lessons and inspirations that can be learned by wives who are always strong to maintain their household. At the end of the episode, the cast of wives will convey the wisdom of their struggle to maintain their household, until they finally give up. There are those who choose to separate or divorce, and there are those who choose to reconcile, but this is very rarely done.

This study discusses the effect of "Preventive Patterns of Housewives in Preventing Anxiety as an Impact of Watching Television Movies. This study is devoted to the television film (FTV) Suara Hati Istri (SHI) which has been broadcast on Indosiar since 2020 until now. In this research, the question is how are the Preventive Patterns of Housewives in Preventing Anxiety as an Impact of Watching Television Movies?

The purpose of this study is to develop a preventive pattern for housewives in preventing anxiety as a result of watching television films, identifying preventive patterns for housewives in preventing anxiety as a result of watching television films, the availability of data and information that can be used as evaluation material for preventive patterns of housewives. in preventing anxiety as a result of watching television movies and the final result of this study can be a model for housewives' preventive patterns in preventing anxiety as a result of watching television movies.

II. Review of Literature

2.1 Preventive

Preventive is a social control measure for the possibility of undesirable things happening in the future. Prevention is also done to prevent the occurrence of something that has not happened. Preventive actions can be taken individually or in groups, with the aim of protecting themselves from all bad things that might happen. Preventive action has the meaning of prevention efforts before social conflict occurs. Such as psychological conflicts that can occur. Preventive is the prevention of an event or behavior from not occurring or anticipating efforts so that an event or behavior does not occur (Dalton et al, 2007).

2.2 Television Programs

Television shows generally affect attitudes, views, perceptions, and feelings for the audience. This is caused by the psychological influence of television itself, where television seems to hypnotize the audience, so that they are swept up in the involvement of the story or event presented by television. The values that are instilled through television will give a distinct impression on viewers and will also affect one's attitude patterns, especially housewives who are the largest audience of television who are often positioned as women who are manipulated, exploited and marginalized in advertisements and TV broadcast programs. Stereotypes against women are placed in a negative and powerless position

(<http://ejournal.uinsuka.ac.id/center/MUSAWA/article/view/1856/1466>)

Men tend to use the left brain more while women generally take turns in using both the right and left hemispheres of the brain. This is why men are stronger in logic and decision-making based on facts, while women tend to see things in big-picture, have stronger emotions and rely on their intuition when making decisions. Men can also be more emotional than

women. However, it is possible that men have different ways of expressing emotions. The difference between men and women is in the expression of negative emotions. Studies on women from various cultures and countries show that women tend to feel more negative emotions, such as guilt, fear and shame. The results of this study were also found in the children of 9 girls. In addition, women have a tendency to cope with stress or problems with emotion-based coping strategies, such as performing cognitive ruminations or seeking emotional support. On the one hand, women will feel more negative emotions when rejected or ignored by their partners. Meanwhile, men feel more negative emotions when their partners ask for closeness or excessive intimacy.

(<https://www.liputan6.com/health/read/3655872/about-perempuan-danemotions>)

2.3 Cultivation Theory

Cultivation theory focuses on the impact of watching television on the behavior of television viewers over a long period of time. This theory assumes that humans who always watch certain shows for a long time will have an understanding that the world around them is like what is shown on television. For example, someone who always watches programs containing violent shows (both movies and news) with a long duration and frequent frequency will have a mindset that violent behavior as shown on television reflects the events around him. Violence presented on television is considered as violence that occurs in the world (Santoso & Setiassah, 2010)

2.4. Communication Psychology

Social psychology is a science that studies the relationship between humans and groups in their environment which is influenced by human behavior. In socializing, sometimes there are times when we have bad relationships with other humans, things happen that trigger fights, disputes, or disputes between groups that can occur between family, friends, neighbors, and others. Relationships between humans that are influenced by behavior, attitudes, and also decision making come from social psychology and can produce responses that are either destructive or constructive. Social psychology consists of two words, namely psychology and social. Psychology is defined as a field of science that focuses on human behavior and mental functions scientifically. Then, Social is all behavior related to the relationship between individuals. So, the notion of social psychology can also be interpreted as a scientific field that studies human behavior and mentality related to relationships between individuals in society (Gerungan, 1991).

Communication is closely related to the behavior and experience of human consciousness. According to George A. Miller, communication psychology is a science that seeks to describe, predict and control mental and behavioral events in communication. Meanwhile, according to Jalaluddin Rakhmat, communication psychology is the study of communication from the psychological aspect (Rakhmat, 2011).

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants. (Hasbullah, et al. 2018)

III. Research Methods

The method used in this study is a quantitative method, with a simple linear regression and correlation analysis approach. The location of the research implementation on the Preventive Patterns of Housewives in Preventing Anxiety as the Impact of Watching Television Films was carried out in the city of Medan which includes 21 sub-districts with the object of research being housewives in the city of Medan as many as 523,097 (BPS data from Medan City in 2019). Research on Preventive Patterns of Housewives in Preventing Anxiety as an Impact of Watching Television Movies. The sampling technique uses the Multi Stage Random Sampling model based on the number of housewives who watch Television Films for 1 year in Medan City, using the Slovin formula, the sample to be studied is 400 housewives. Data collection techniques to obtain the data needed in this study were used in several ways, namely the questionnaire is a form of written questions that have been prepared to be questioned to respondents, with the aim of obtaining primary data. Primary data concerns the preventive pattern of housewives in preventing anxiety as a result of watching television movies and secondary data collected in this study is a description of housewives who watch FTV, the voice of the wife's heart that airs every day.

IV. Result and Discussion

Based on the results of the research entitled "Preventive Patterns of Housewives in Preventing Anxiety as the Impact of Watching Television Movies" which has been carried out on 400 respondents who were taken at random, the results are as described below.

Table 1. Respondent Age

Answer Options	Frequency	Percentage
17-20	27	6.8%
21-30	107	26.8%
31-40	102	25.5%
41-50	108	27%
51-60	49	12.25%
60 years and over	7	1.8%
Total	400	100%

Research results with the title "Preventive Patterns of Housewives in Preventing Anxiety as Impact of Watching Television Movies" Based on Figure 5.1 above, it was found that the respondents involved in this study consisted of 400 respondents. Respondents involved in this study were 108 people (27%), aged 41-50 (27%), aged 21-30 were 107 (26.8), aged 31-40 were 102 (25.5%), aged 51-60 years were 49. (12.25%), age 17-20 as many as 27 people (6.8%), and age 60 years and over as many as 7 people (1.5%). It can be seen that the audience in this event is more than 20-30 years old.

Table 2. Respondent's Religion

Answer Options	Frequency	Percentage
Islam	379	94.75
Christian	3	0.75%
Buddha	17	4.25%
Hindu	1	0.25%
Total	400	100%

Research results with the title "Preventive Patterns of Housewives in Preventing Anxiety as Impact of Watching Television MoviesBased on Figure 5.2 above, it was found that the respondents involved in this study consisted of 400 respondents. Respondents involved in this study were 379 Muslims (94.75%), 17 Buddhists (4.25%), 3 Christians (0.75) and Hindus 1 (0.25%). When viewed from a religious background, the majority of the people of Medan City are Muslim.

Table 3. Respondent's Job

Answer Options	Frequency	Percentage
Work Not Permanent	7	1.8%
Teacher/Lecturer	25	6.3%
Housewife	203	50.8%
Private sector employee	23	5.8%
Still in school/college	42	10.5%
BUMN/BUMD employees	7	1.8%
Government employees	23	5.8%
Retired Civil Servants/BUMN	1	0.3%
Professionals (Doctors, Lawyers, Accountants)	7	1.8%
Does not work	7	1.8%
Entrepreneur/Trader	54	13.5%
Other	1	0.3%
Total	400	100%

Meanwhile, the occupation background of the respondents was found to be more dominant, about 50.8% of the respondents who had a work background as housewives and the lowest were occupying jobs as retirees of BUMN/BUMD as much as 0.3%. The television film "Suara Hari Istri", is very popular with housewives, because the story is finished in one run. The television film, the voice of the wife's heart, is currently becoming a public concern, because it has a storyline that is close to her daily life, research with the title "Preventive Patterns of Housewives in Preventing Anxiety as Impact of Watching Television Movies" also looks at the respondent's knowledge of the message content and also to see how the respondents respond to broadcast content programs that occur in real life or everyday life.

In terms of respondents' knowledge of the FTV program Suara Hati Istri is a favorite program, there are still around 12.5% of respondents who are very agree that this program is not a favorite program for the respondents. *Regarding the quantity of watching this broadcast, this program is watched less frequently by respondents. This is based on the data obtained as many as 31.8% of respondents answered less agree. Meanwhile, it is seen in terms of story interest that is adapted to everyday life, 44.5% of respondents stated that this show tells about everyday life in household life. Apart from TV, and according to the respondents, this story is also a story that can make this message a life lesson for families, with 51% of respondents agreeing with the statement made by the researcher. Furthermore, 45.5% of respondents made this story as evocative of emotional perception when the scenes that were shown caused emotional effects seen from the respondents. The rest of the influence of attitude as a housewife from this story looks not so significant that is 29.5%*

In addition, respondents also gave responses to concerns about household conditions. 27.3%% of respondents stated that they did not cause much concern from the message conveyed in the FTV Suara Hari Istri broadcast program, In the case that the wife became a victim in this broadcast, it was seen that the respondents stated that the wife was the object of

pressure in this program, this was 45.8 % of respondents answered agree with the statement made by the researcher when the researcher conducted data collection in the field. Meanwhile, regarding the participation of children in watching this program, according to 26.8% of respondents stated that children are not allowed to watch. This can result in children being able to imitate scenes both messages and behavior seen on the FTV program Suara Hati Istri.

V. Conclusion

This research conducted at the end of February 2021 on 400 respondents, it turned out that the age characteristic of watching this film was 20-30 years old. The television film "Suara Hari Istri", is very popular with housewives, because the story is finished in one run. The television film, the voice of the wife's heart, is currently becoming a public concern, because it has a storyline that is close to her daily life. The response to concerns about household conditions that did not cause much concern from the message conveyed in the Suara Hari Istri FTV broadcast program even though in this case the wife was the victim in this broadcast, it was seen that the respondents stated that the wife was the object of pressure in this program.

References

- Central Bureau of Statistics. (2019). Total Population of Tribal Subdistricts by Urban Village and Gender. BPS Medan City
- Dalton, JH, Elias, MJ, Wandersman, A. (2007). Community Psychology: Linking Individuals and Communities. Belmont, CA: Thomson Wadsworth
- Dwijayanti, JE. (1999). Differences in Motives Between Working and Non-Working Housewives.
- Gerungan, WA (1991). Social Psychology. Bandung: PT Erisco.
- Hasbullah, et al. (2018). Communication Pattern of Wilayatul Hisbah, Lhokseumawe City in Implementing Amar Makruf Nahi Mungkar. Budapest International Research and Critics Institute-Journal (BIRCI-Journal). P. 194-205.
- Kartono, Kartini. (2001). Social Pathology 1, Bandung: Alumni.
- LPPM UMSU. (2016). Research Master Plan of the University of Muhammadiyah North Sumatra 2016-2021. Medan: UMSU Press.
- Nasution, N. (2017). Radio-Existence on the Development of Technology and Information Interaction Journal: Journal of Communication Science, 1(2), 174-183. doi:10.30596/interaksi.v1i2.1202
- Nasution, N. (2018). Kiss Fm Private Radio Broadcasting Management Strategy in Facing Digital Information Competition. Journal of Interaction: Journal of Communication Studies, 2(2), 167-178. doi:10.30596/interaksi.v2i2.2094
- Rakhmat, J. (2011). Psychology of Communication. Bandung: Youth Rosdakarya Santoso & Setiansah. 2010. Communication Theory. Yogyakarta: Graha Ilmu
- Yanti, et al. (2017). Housewives Against Television: A Study of Media Literacy for Housewives in Tegal Rejo. Journal of Gender and Islamic Studies. Musawa. Vol 16, No 2 (2017).doi: <https://doi.org/10.14421/musawa.2017.162.248-261>