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Film Viewers' Motives and Satisfaction are Somewhere Laen (Uses and Gratification Analysis of the Palmgreen Model on Members of Imami UIN-Suka Yogyakarta)

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ABSTRACT

The film "Agak Laen" is the film that occupies the highest rating with 9.1 million viewers and is hotly discussed because the story is packaged in an interesting story and brings elements of comedy. This research discusses how a person's motives and satisfaction in watching a movie are "Agak Laen ". This study uses the Uses & Gratification theory of the Palm Green model which explains that individuals have the desired motives and satisfaction in accessing media. This study uses a qualitative descriptive method. Data collection was carried out by interviews with resource persons from IMAMI UIN-SUKA Yogyakarta. The results of this study show that the motive indicators (information, selfidentity, social interaction and entertainment) are met with the highest aspects of information and social interaction. The resource person stated that the audience's curiosity and interaction with the environment were the motivation to watch the film. Satisfaction indicators (information, self-identity, social interaction and entertainment) were also met with the highest aspects of entertainment and then social interaction generated after watching the movie "Agak Laen". The audience felt entertained and received a well conveyed message.

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INTRODUCTION

In the current millennial era, films based on real or fictional events have become important historical records that will be visualized in documentaries. For film lovers in Indonesia, it shows that the multicultural society is working. The various characteristics and backgrounds in films show that anyone can make it into something that can be enjoyed by the wider public, just like in soap operas. This means that the more we appreciate locally produced works in the form of soap operas, the more creativity will be produced. Expressions arose from everyone who watched. predicting that users have alternative choices to satisfy their needs, it is not surprising that films are often very entertaining events for those who enjoy them. Viewers who will watch soap opera type programs will be led into the reality created by the broadcast channel in question. The results of the survey are known as "ratings" so that viewers become realistic in describing the film program. The film Rather Laen is one of the films released on the 1st February 2024, directed by Muhadkly Acho. This film has a comedy genre with the main cast being members of famous stand up comedians in Indonesia including Boris Bokir, Bene Dion, Oki Rengga, Indra Jegel. The film Rather Laen also cannot be separated from the intervention of Dipa Andika and Ernest Prakarsa as producers. Ernest often produces films that are in great demand by the public, with the characteristic comedy genre in each of his films.

Another factor that makes the film Rather Laen interesting is that it highlights the local cultural wisdom of the region with elements of horror comedy, from the content of the message conveyed directly to the audience, thus expressing the social feelings between social life. This film is not only enjoyed by people with the same cultural background but can be enjoyed by all groups. There are a lot of big screen films circulating in Indonesia, there are fifty film titles that have been shown in cinemas from January to May 2024, one of which is the film Agak Laen. The film Rather Laen is in first place as the best-selling film in 2024 with the highest number of viewers of 9.1 million viewers. The high number of viewers is proof that there is great enthusiasm from the audience for the film being shown. Therefore, the author is interested in researching further the motives and satisfaction of the audience of the film Agak Laen towards the members of IMAMI UIN-SUKA Yogyakarta. This research uses qualitative methods with descriptive analysis. Qualitative research methods are research methods that carry out analysis and interpretation of texts and interview results with the aim of finding the meaning of a phenomenon being researched. The Palmgreen model's uses and gratification theory or expectancy value theory expresses a person's motives and satisfaction with the media so that this theory can be used as a reference in this research.

LITERATURE REVIEW

Expectancy value theory model is another name for Philip Palmgreen's theoretical framework. Palmgreen begins by assuming that specific incentives impact a person's motivation to use media. But by measuring the level of enjoyment, Palmgreen's idea goes beyond motivation to check whether the goal has been met by the media. But by measuring the level of enjoyment, Palmgreen's idea goes beyond motivation to check whether the goal has been met by the

media. Using the concept of Gratification Sought (GS) and Gratification Obtained (GO).

a. Gratification Sought (GS)

According to Ardyanto, the audience actively chooses media, which is then used to satisfy the audience's motivation for satisfaction, including knowledge, education, and pleasure, in accordance with the use and gratification theory. McQuail stated that there are four reasons why people use media for information motives, which relate to how the media will help someone in obtaining information; the social integrative motive, which arises when people replace the media as their best friend; and the entertainment motif, defined as an escape from routine or everyday problems. Rakhmat added the following categories of media use motives according to McQuail:

1) Information Motive
   a) Looking for news about events and conditions related to the immediate environment, society and the world.
   b) Seek guidance regarding various practical issues, opinions and matters relating to making choices.
   c) Satisfy general curiosity and interest

2) Personal Identity Motive
   a) Find support for personal values
   b) Finding a model of behavior
   c) Identifying oneself with other values (in the media)

3) Social Interaction Movie
   a) Gaining knowledge about other people's circumstances; social empathy
   b) Identifying with others and increasing your sense of belonging
   c) Find material for conversation and social interaction

4) Entertainment Motive
   a) Disengage or separate from problems.
   b) Relax.
   c) Obtaining mental and aesthetic pleasure.

b. Gratification Obtained (GO)

The value expectancy theory idea of Gratifications Obtained (GO) describes how satisfied people feel after using certain media or receiving certain communication messages. When used in this context, GO indicates how well the media or communication meets an individual's desires or expectations. People can judge their media experiences according to how well it aligns with their intended purpose or cause. Gratifications Acquire, in Palmgreen terminology, refers to the level of pleasure a person feels when using media to fulfill certain requirements. There are four categories

of satisfaction proposed by Mcquail regarding media satisfaction, including:

1) Information Satisfaction

Users are said to have information satisfaction if they can find out about various events and conditions related to the surrounding environment.

2) Personal Identity Satisfaction

Users are said to have satisfaction with their personal identity if they can find supporting values related to their own personality.

3) Social Interaction Satisfaction

Users are said to have integration and interaction satisfaction if they gain knowledge related to social empathy.

4) Entertainment Satisfaction

Users are said to have entertainment satisfaction if they can escape from problems.

METHODOLOGY

Qualitative research is a study where data is collected through analysis of findings through observations, interviews and documentation carried out by researchers. Understanding the meaning of people and groups when discussing social problems or humanitarian issues involving social activities is a qualitative research process. Qualitative research aims to study structure in depth, qualitative research mainly consists of qualitative data, namely words, sentences and images. This research uses a qualitative type of research using descriptive characteristics in examining the motives and satisfaction of watching the film Rather Laen. The goal of the qualitative description method is to provide a methodical, factual, and accurate explanation of the data by delving deeper into the meaning and depth of the data (for example, the motivation behind social behavior, the reasons behind reality, and other background influences).

Research subjects refer to individuals, groups, or units that are the main focus in a study. They are people, entities, or objects that are studied to obtain relevant information and data related to the research question being asked. In this research, the author chose members of IMAMI UIN-SUKA Yogyakat as research subjects, this was because the author wanted to see how cultural differences could influence motives and satisfaction in watching the film Agak Laen. The subjects chosen will focus on members who have watched the film Rather Laen so that they can provide opinions based on what they have seen after watching the film.

The research object is the main focus or subject that is the center of a study or research. The research object is what the researcher wants to understand, explain, or explore further through appropriate research methods. Research objects can vary depending on the field of science and the research questions asked. In this research, the author wants to know the motives and satisfaction of viewers of the film Rather Laen based on the uses and gratifications theory analysis using the model proposed by Palmgreen.

RESULTS AND DISCUSSION

The Palm Green model in Uses and Gratifications theory highlights the importance of understanding the underlying motivations for media consumption and how to meet the varying requirements of users. It explains why people choose certain media and how they derive enjoyment from either entertainment, social engagement, personal identity, or information from their media experiences. This research focuses on looking at the motives and satisfaction of watching the film "Agak Laen" by resource persons from IMAMI UIN-SUKA Yogyakarta members. Based on the results of interviews and observations made by the author, there are aspects that become the source's motives and satisfaction in watching the film "Agak Laen".

Gratification Sought/ Motive

Information Motive

In the film "Agak Laen," the audience seeks deeper knowledge and understanding of the story and themes explored in the film. They find entertainment in the way these videos convey lessons and information that are relevant to everyday life or important social issues. For example, students want to better understand the social or religious context depicted in the film, as well as how the characters in the film deal with issues relevant to their own experiences. Apart from being entertaining, the film's storyline features a number of comic elements, and also explores issues such as friendship, family and social criticism.

This is then in accordance with the explanation of the source, Faiz, who stated that films with comedy elements and combining several cultures in them are interesting for viewers who are in fact migrants and also come from Sumatra. In this case, the source has the motive of obtaining information about social realities and cultural elements in the film "Agak Laen" with the hope that the film can provide information and the messages contained in the film can be well received by the audience.

Personal Identity Motive

According to Palmgreen's self-identity theory, people look to the media to see themselves reflected in the situations or characters depicted. In the film "Agak Laen" the audience is looking for aspects of the story that will confirm or go further into their own identity. They want to know how the morals presented in this film can be applied and used as a framework for dealing with the social issues raised. Viewers seek solace in film characters and stories to reflect on their own experiences, goals, and struggles. Palmgreen states that self-identity theory highlights the role of media in the process of self-formation and recognition. The film "Agak Laen" acts as a tool for the audience to explore and strengthen their own identity in addition to being an entertaining part of the cinema show. The social problems faced are problems related to general social realities in society, such as gambling and financial problems faced by the character Indra Jegel. Due to his involvement in slot gambling games, Indra has a large debt burden, this is an indication of the social reality that is prevalent in society.

Social Interaction Movie

The desire to access media to identify and improve communication with the surrounding environment is the driving force behind social interaction. Regarding Palmgreen's social interaction theory, media functions as a tool to foster and strengthen social ties. In this case, a resource person who is also a member of IMAMI UIN-SUKA took advantage of the opportunity to watch the film "Agak Laen" to build and strengthen social ties with the environment and other IMAMI members. This film is not only entertaining, but also serves as a forum for previous discussions and interactions. The interviewees in this study were involved in social contact with friends, family and other IMAMI members and discussed the film "Agak Laen". Viewers are becoming increasingly curious about how the plot and performances of the film "Agak Laen" are presented as a result of debates and conversations.

Entertainment Motive

According to sources imdal and ibnul, watching films can be a great way to escape from everyday life which is sometimes boring and stressful. Additionally, the entertaining components of the film provide viewers with a sense of thrill and emotional satisfaction, both of which improve psychological health. According to Palmgreen's idea, entertainment plays an important role in giving people the opportunity to relax and enjoy small moments of happiness. Consequently, watching “Agak Laen” satisfies the interviewees' entertainment demands and provides them with useful tools to achieve emotional and mental balance. The main reason for audience interest in the film "Agak Laen" is entertainment. Because this film is basically a comedy and stars a famous stand-up comedian in Indonesia, there is a great desire for the audience to be entertained during the screening. The enthusiasm of the audience for "Agak Laen" proves the quality of the film and is worthy of being recommended.

Gratification Obtained

Information Satisfaction

The film "Agak Laen" succeeded in conveying the story clearly and in detail, giving the interviewees a good understanding of the story line, characters and themes raised. Interviewees felt their needs for new information and knowledge were met. This film brings out social realities that previously were still very commonplace for society. Realities related to everyday life such as gambling issues, customs in a culture, and the struggles of life as a migrant. This becomes information that is received by the audience and turns it into insight. This film tells the story of a person with a profession as a government employee who comes to a haunted house with his mistress and is followed by his legal wife and is reported missing as a corrupt person. The depiction of a government official in the film "Agak Laen" as a greedy and dissatisfied person who already has a good position and a supportive family but is still looking for other happiness in a bad way. The author concludes that the information motive expected by the Imdal sources

that cultural information is in line with the information satisfaction and social reality desired by Faiz, Ibnul and Ila regarding information about Batak

culture, family habits, marriage culture and family expectations. The social reality of the lives of government officials currently creates a negative stigma regarding the actions of a handful of individuals.

Personal Identity Satisfaction

This film attempts to provide an overview and reflect all aspects of their identity, with the hope that the message and value of the story in this film can be understood by the audience. Interviewees may find value in how the film depicts the characters' journeys toward personal and professional achievement. This scene discusses the situation of those who are confused because their haunted house entertainment business is not going well. Oki, who at that time wanted to join, offered a solution for them to renovate the haunted house. Oki gave the words to Bene, Boris and Jegel. This is in line with the motif of personal identity where the four sources hope that the story in this film can help increase self-worth and be careful in taking steps and making decisions. Satisfaction with personal identity is also in line with the motive of building friendly relationships with fellow migrants because in the film it is packaged with the togetherness of four friends living life overseas.

Social Intraction Satisfaction

Social interaction satisfaction is satisfaction related to the fulfillment of aspects of a person's interaction with the surrounding environment. Ibnu, Faiz, Imdal and Ila were satisfied with the social interactions that occurred, both while watching the film together and through discussions afterwards. Post-watch discussions are an important moment to share views and strengthen social bonds. The resource person then has a conversation topic based on the film "Agak Laen" so that he can prepare himself to face the existing reality and improve communication with the environment. The satisfaction of this social interaction is proof that the motives and desires of the interviewees Ibnul and Faiz are fulfilled.

Entertainment Satisfaction

This film offers enjoyable entertainment. Based on interviews, sources think this film is a good way to relax and get rid of boredom. The audience laughed out loud when the atmosphere of the scene was funny and sad in several parts, showing that the pleasure offered by this film met the interviewee's expectations as a pleasant experience. Although this film is considered successful in entertaining and satisfying the audience, it is worth noting that the audience experienced the emotions depicted in the film. Interviewees Ibnul and Ila stated that the expected entertainment motif is that the comedy shown is not stiff and natural so that the audience can enjoy the film. This motive was then answered by the satisfaction of the information conveyed that the film "Agak Laen" has a story packed with comedy that is very natural and fresh, easy to understand and the pick up lines are right on target. The jokes presented did not seem forced so that the speakers, Ibnul, Ila, Imdal and Faiz, felt very entertained.

CONCLUSION

Interviewees have a better understanding of social and cultural issues related to their daily lives because of the information offered in the film. In terms of interpersonal communication, watching the film "Agak Laen" by IMAMI members can foster stronger bonds and a sense of togetherness between them. The discussions and interactions that follow screening are essential for exchanging ideas and developing mutual understanding. In terms of enjoyment, this film is also very satisfying. Its humor, action and visual components make for a fun viewing experience that also helps relieve stress and offers a break from the daily grind. This film continues to add valuable insight to source identification investigations. For resource persons Imdal, Ibnul, Faiz and Ila as members of IMAMI UIN-SUKAYogyakarta, "Agak Laen" is a very satisfying film to watch. In addition to providing enjoyment, the film encourages community building and broadens viewers' understanding by encouraging intimate moments and thought-provoking dialogue. Apart from offering the best entertainment, these films foster excellent social interaction among people. In other words, the author concludes that the motives desired by the audience as desires or expectations in the film "Agak Laen" are appropriate and in line with the satisfaction they get after watching the film. All indicators were met according to the expectations of each source interviewed by the author.

RECOMMENDATION

Based on the results of research regarding the motives and satisfaction of viewers of the film "Agak Laen" by members of IMAMI UIN-SUKA Yogyakarta, here are several suggestions that can be considered :

a) Theme and Character Development
   Film producers can now investigate themes and characters that are more relevant to the audience's personal and professional experiences and goals given that the satisfaction component of personal identity has not yet been fully addressed. Viewers will experience a greater sense of community and satisfaction with their own identity as a result.
b) Increasing the Quality of Information
   Although the film is already very informative, viewers may find themselves more satisfied with the amount of knowledge provided if there were additional in-depth instructional components or more complicated social and cultural background presented. For example, the inclusion of interviews of local experts or leaders relevant to the subjects discussed in the film.
c) Strengthening Social Interaction
   Holding a group viewing event (nobar) followed by a discussion or question and answer session can further increase social interaction and audience involvement, not only in big cities. It can also serve as a forum for viewers to exchange points of view and go deeper into the film and the topics it addresses.
d) Feedback and Audience Survey
   Conducting surveys and collecting feedback from viewers after film screenings can provide good information and input regarding what they

liked and what needs to be developed. This data can be used to improve future films. By implementing the author's suggestions it is intended that future films will be able to better meet the requirements and motivations of their audiences and offer a positive and enjoyable viewing experience by putting the author's recommendations into practice. Furthermore, the author believes that Indonesian film screenings will become more competitive on the global stage and their quality will increase.

FURTHER STUDY

Future research is expected to further explore this material.

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