

Analysing How Indonesian Viewers Choose their Favourite Talk Show Programmes

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ABSTRACT

This study adopted a mix research methodology to analyse factors influencing Indonesians' choice of talk show programme. It found themes, timing of the programme, the actors' performances and the appropriateness of the show were the main factors. Additionally, interests, value of entertainment if it was inspirational and informative, language used, duration of advertisement, presenter, guests, content and the influence of social groups (friends and family) played a role. These can be categorised as sensibility, contentment, fondness, and suitability.

Keywords: Factor analysis, Indonesian television viewers, talk show programme

INTRODUCTION

Mass media refers to mass communication, such as newspapers, magazines, radio, and television (Tea, 2014). Based on its kind, mass media is divided into three types: printed media, electronic media and cyber media.

According to a pilot research conducted prior to this study, electronic media is considered as superior media compared with printed media (real data). Electronic media is most effective and widely used by the company because it can reach all layers of society (Rangkuti, 2009).

According to Nielsen research profile

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in 2014, in Java and outside of the island, television is the main media (95%), followed by the internet (33%), radio (20%), newspapers (12%), and magazines (5%) (Nielsen, 2014).

Indonesian televisions are famous for their news programmes, soap operas, sports, music, cartoon programmes talk shows, and reality shows among others.

Television can drastically affect the maturity and growth of a teenager (Staff, 2012). Therefore, it is important to ensure appropriate viewing for teens because it can have a positive and negative effect on them. According to the WHO (World Health Organization), those classified as teens are those who are at a stage of transition between childhood and adulthood, with an age range between 12 and 24 years old.

The television industry in Indonesia is growing rapidly, as indicated by research agency AC Nielsen Media Research in their survey of viewership in 2011 (Hatta & Ardhitia, 2016). The competition among television stations is stiff and private television stations compete with each other to implement broadcasting strategies to improve their programme ratings.

Television rating is a statistical calculation by the company to assess the popularity of the programmes based on the number of the audience (Suwadi, 2011).

Television stations' ratings are important as an indication of the quality of their programmes evaluated by their audience (Fachruddin, 2014). When a high rating is achieved, the strategy used in producing the broadcasting is considered to have been

effective, and *vice versa*.

In order to know which television programme genre categories are preferred by the viewers, a preliminary test was conducted and it pointed to talk shows as the most popular genre.

The talk show is a programme-debriefing dialogue guided by a host with several guests (Fachruddin, 2015). Talk shows have become a popular genre and they have a strong presence in the minds of viewers today (Piotrowicz, 2013).

Thus, it can be concluded that television is the preferred electronic media among teenagers and talk show is the preferred genre by viewers today. Fundamentally, every television viewer has different characteristics. For instance, it can be differentiated based on the demographic and psychographic profiles. Therefore, it is interesting to explore the factors that influence viewer's decision to watch a talk show programme which would be beneficial for television stations.

LITERATURE REVIEW

Every television show attracts a particular audience. Market segmentation is the process of dividing the market into several groups of consumers based on similar characteristics (Peter & Olson, 2014). The company then selects the group that to match the products offered, in this case, the television programme. This is an effective and efficient marketing strategy.

Demographic segmentation is the most common method of market segmentation, as information gained through demographic segmentation will help marketers identify

potential sales based on market demand (Kumar, 2013). However, demographic segmentation has not been able to explain fully the consumer preferences (Rizal, 2013). Therefore, it is necessary to participate in psychographic segmentation in order to obtain complete information about the behaviour and characteristics of consumers.

Talk shows have become one of the most popular television programmes that has a strong presence in the viewer's minds (Piotrowicz, 2013).

This is supported by Preliminary Test results which showed 67% of viewers chose talk show program, 21% viewers chose music, 7% viewers chose news, and the rest are drama series and so on. Therefore, it is clear each audience has their own preference.

TV companies can design their programmes by implementing marketing strategies that can stimulate consumer interests (Kotler & Keller, 2012). By understanding their preferences through segmenting, the company can create programmes that cater to the interest of the viewers.

Preference is the process of determining the ranking order of all product attributes with the aim of obtaining the preference for a product to be consumed (Frank, 2011). It can be concluded that preference influences the viewership of a television programme.

The selection consists of various items considered by the audience for choosing a particular show. When the company identifies the viewer's preference, they can

create programmes that would attract view interest and generate a positive response from the audience.

Some various factors that influence audience's preferences of television programmes, such as awareness and language of the program, interactivity with the station, timing, number of commercial breaks, presenters of the show, the guests/panel members, content of the programme, influence of family and friends, as well as religious issues (Alhassan & Kwakwa, 2013).

These factors have an impact on the audience's decision because basically, preference will be formed through the viewer's perception of the aired programmes.

Preference phase from a person to a product is the first step in building loyalty to the product, so companies need to learn how to create products that fit consumer preferences (Putri & Iskandar, 2014), one of which is to find any underlying factor to selecting a television programme.

In relation to the factors that influence the audience's preferences of a talk show, each segment has a particular preference. Therefore, an in-depth study on the factors that influence viewers decision to watch a talk show is vital.

MATERIALS AND METHODS

This study used a mixed research methodology. It was both a qualitative and quantitative research to analyse data using multivariate analysis and factors analysis.

The populations in this study were talk show program viewers residing in DKI

Jakarta area. Data was collected through in-depth interviews to explore factors that influenced respondents in choosing a talk show programme.

Generally, to get an insight into any issue, there should be as many as 15 to 30 in-depth interviews (Marshall, 2013). Therefore, this research was conducted with 15 informants.

Questionnaires were distributed to 400 respondents by using simple random sampling methods (quantitative research).

This technique used a formulation statistic in accordance with the purpose of research (Narimawati & Munandar, 2008), which considered whether the respondents had a clear understanding of the topics

studied so the results can be generalised.

Research Design

Due to business competition, television stations have forced the industry to be creative in presenting a fresh and engaging program for viewers (Masitoh, 2014). Therefore, companies need to consider factors that include the demographics and viewer’s preferences in their choice of television programmes.

These factors need to be explored to help the television companies in creating television programmes that match viewer interest (refer Table 1). Hence, market segmentation based on viewership is vital.

Table 1
Research design

Objective	Types of Research	Unit Analysis	Method of Data Collection	Method of Analysis	Time Horizon
RQ* 1	Qualitative: Exploratory and Qualitative: Descriptive	Individual: Viewers of Talkshow Program	In – depth Interview and Questionnaire	Content Analysis and Factor Analysis	Cross Sectional

Explanation: ***Research Question 1 = Finding out the factors that influence viewers in watching a talk show programme**

RESULTS AND DISCUSSION

Content Analysis

There are four elements of validity and reliability in qualitative research, namely credibility, transferability, dependability, and confirmability (Sugiyono, 2011). All the data used in this study has been declared valid and reliable, so it can be concluded that there are 14 factors influencing viewers of a

talk show programme (refer Table 2).

Exploratory Factor Analysis (EFA)

There are two important tests required in processing the CFA: the Kaiser Mayer Olkin Test (KMO) and Measure of Sampling Adequacy (MSA) (Usman, 2013).

KMO value is 0.964, whereby if the value of KMO is between 0.9 to 1, it

Table 2
Content analysis

Factor	Informant Statement
Theme attraction	<i>"The theme of a talk show programme attracts me to watch the programme"</i>
Show time	<i>"I watch a talk show programme during my free time"</i>
Actor performance	<i>"I watch a talk show programme where the actors give a good performance"</i>
Favouritism suitability	<i>"I watch a talk show programme that discusses my favourite themes/hobby"</i>
Interest suitability	<i>"I watch a talk show programme that fits my interests"</i>
Entertainment benefit	<i>"I watch a talk show programme that provides entertainment for me"</i>
Inspiration benefit	<i>"I watch a talk show programme that inspires me"</i>
Information benefit	<i>"I watch a talk show programme that is very informative"</i>
Language	<i>"I understand the language used in the talk show programme that I watch"</i>
Advertisement period	<i>"I watch a talk show programme that does not have long commercials"</i>
Presenter	<i>"I watch a talk show programme hosted by a fun presenter"</i>
Guest star	<i>"I watch a talk show programme that has competent guest stars"</i>
Content	<i>"I watch a talk show programme with up to date content"</i>
Social group influence	<i>"I watch a talk show programme recommended by friends or family"</i>

Table 3
KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.964
Bartlett's Test of Sphericity	Approx. Chi-Square	3529.662
	df	91
	Sig.	.000

means the data is excellent for use in factor analysis. Moreover, Bartlett value of 0.00 was already qualified for the testing requirement (the Bartlett test value must be <0.05 for it rated fit for use) (refer Table 3).

All factors used in the study have a value greater than 0.5 MSA so each factor can still be corrected by other indicators accurately without an error rate so that the whole is fit for use. After Bartlett testing,

Kaiser Mayer Olkin (KMO), and Measure of Sampling Adequacy (MSA), were used which showed the factors were fit for use. Data was later analysed using statistical software IBM SPSS Statistics 20.

The 14 factors were reduced and categorised as sensibility, contentment, fondness, and suitability.

Table 4
MSA value

Factor	MSA Value	Mark	Determined Value
Theme attraction	0,963	≥	0,5
Show time	0,967	≥	0,5
Actor performance	0,971	≥	0,5
Favouritism suitability	0,965	≥	0,5
Interest suitability	0,960	≥	0,5
Entertainment benefit	0,968	≥	0,5
Inspiration benefit	0,952	≥	0,5
Information benefit	0,955	≥	0,5
Language	0,961	≥	0,5
Advertisement period	0,971	≥	0,5
Presenter	0,974	≥	0,5
Guest star	0,972	≥	0,5
Content	0,960	≥	0,5
Social group influence	0,948	≥	0,5

Table 5
Component matrix

	Component
	1
Theme Attraction	.783
Show Time	.639
Actor Performance	.829
Favouritism Suitability	.784
Interest Suitability	.799
Entertainment Benefit	.790
Inspiration Benefit	.762
Information Benefit	.808
Language	.783
Advertisement Period	.570
Presenter	.836
Guest Star	.784
Content	.797
Social Group Influence	.577

Table 6
The reduction factors

Factor	Mix Factor
Sensibility	Presenter
	Actor performance
	Informational
Contentment	Interest suitability
	Content
	Entertainment benefit
Fondness	Theme attraction
	Favourite programme
	Language
	Guest star
	Inspiration
Suitability	Show time
	Advertising period
	Social group influence

CONCLUSION

It can be concluded from the foregoing factors affecting the audience's decision to watch talk show programme are; the

theme, timing, actors' performances and appropriateness of the show. Additionally, interests, value of entertainment, whether it's inspirational and informative, and

language used, duration of advertisement, presenter, guests, content and the influence of social groups (friends and family) play a role. These can be categorised as sensibility, contentment, fondness, and suitability.

A good talk show programme hosted by a unique presenter can attract viewers' sensibility. Moreover, the presenter of a talk show should be a Master of Ceremony, who has the ability to entertain and make the show interesting and interactive and not monotonous (Fachruddin, 2015). The same applies in terms of the actor's performance and whether the show is beneficial. In addition, current affairs, health programmes, and inspirational / religious programmes have very good viewership in Indonesia (Alhassan & Kwakwa 2013).

On the other hand, there is segmentation in the contentment group. They are viewers who consider factors such as suitability, content and entertainment whereby they will watch a television programme if the content is interesting and entertaining. It is adjusted to specific market segmentation.

In the category of fondness, viewers are attracted to the theme of the programmes/shows. There are six characteristics that appeal to the program viewers (Barandiaran & Samaniego 2013). They are attractiveness, intelligence, friendliness / sense of humour, personality, work and nonconformist / rebellious attitude. Friendliness / sense of humour is the most attractive for this group of viewers. Certainly, the theme can be adjusted to anything else that can affect the fondness group. They are favouritism, suitability, language, guest star, and

inspiration.

In the category of suitability, the viewers are more concerned with timing of the show, duration of advertisement, and the influence of social group. In order to attract greater viewership, the programmes are shown during prime time, 18:00 – 21:59 (Pratama, Sumarwan, & Wijayanto, 2016). They also consider the duration of the advertisement, because if it is too long, they can do "zapping". Zapping is the action to avoid advertising by switching to other television channels because it feels like the ads aired are too long or boring (Saiganesh & Parameswaran, 2012).

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