Online Media as a Movie Reference

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Abstract. The transformation of traditional media into web-based media has brought changes to various media publishing platforms. The internet has an impact on channels and distribution of media. This study aims to understand the understanding of movie according to the students, what motivates the students to be interested in movies, why the students watch movies, how the students find information about movies and what information they get. This study uses qualitative research methods with a case study approach to the students of the 2016 class, Library and Information Science Program, Faculty of Communication Science, Universitas Padjadjaran. The results showed that movies understood by students included a series of stories, art, imagination, moving images, audio visuals, having messages, fans. There were internal and external factors where someone decided to watch a movie, online media was the primary source of information for students of the Library and Information Science Program in searching for movie information. The other important sources of information are from the closest people (significant other) such as family and friends, as well as posters and movie thrillers that are shown in the cinemas. This research is expected to contribute to the movie industry in targeting the target audience of teenagers or students.

1. Introduction

The transformation of traditional media into web-based media has brought changes to various media publishing platforms [1]. The internet has an impact on media channels and distribution [2] [3]. For example, social media is currently an essential medium for promoting movies. Social media has been used to build audience awareness of the movies that will be screened in theaters. The ability of social media to promote the movie can be seen from the trailer for the Star Wars movie: The Force Awakens which was watched by more than 1 million viewers in the first 23 minutes [4]. Besides the social media, there are also the sites that specifically provide the movie recommendations or called as Film Recommendations Engines on the internet, such as The Movie Database (TMDB), IMBd, Netflix, MovieLens, etc. Film Recommendation Engines provides the movie recommendations from a
database of television series and movies based on previous popularity, content, and recommendations chosen by users. Movie recommendations help the audience in determining the choice of movies to watch.

The movie is a dynamic visual media. The movie presents a scene, event, and narration in the form of moving images [5]. According to an actor, Jack Nicholsen, the reason why people watch movies is that the movie provides entertainment, inspiration, hope, and trauma, the movie also brings viewers to the places he has never visited, the movie expresses a universal thing, regardless of differences [6]. Some people watch the movies that they have watched over and over because they like the movie, for nostalgia, therapy and existence [7].

In the movie, some stories actually occur like in documentary movies, and there are movies based on fiction. Fiction movies are considered to have a negative impact on students' understanding of scientific phenomena [8]. However, some studies show that movie is an active medium in learning, for example, watching movies can improve language skills [9] [10] [11] [12].

The Students of the Library and Information Science Program of the Faculty of Communication Sciences, Universitas Padjadjaran, as other students also like watching movies. This study aims to understand the understanding of movies by students, what motivates students to be interested in movies, why students watch movies, how the students find information about the movies and what information they get. This research is expected to contribute to the movie industry in targeting the target audience of teenagers or students.

2. Method

This study uses qualitative research methods with a case study approach. Gerring said that case studies included studies conducted intensively on one or several cases to understand broader types of cases [13]. Case studies are not intended to generalize populations, but to generalize analysis or theory, if the units analyzed to show the same theory [14]. There are 6 stages in the case study, namely planning, design, preparation, data collection, analysis and sharing [14]. Table 1 shows the stages of this study.

| No | Research Phase | Details Done |
|----|----------------|--------------|
| 1  | Planning       | Identifying the research problems and conducting literature review: understanding the definition of movies by the students, what motivates the students to be interested in movies, why the students watch movies, how the students find information about movies and what information they get. |
| 2  | Design         | Defining the unit of analysis: students of the 2016 class Library and Information Science Program, Faculty of Communication Science, Universitas Padjadjaran. Informants were selected based on purposive sampling with criteria, students who liked and had watched a movie. There were 71 students who became informants of this study. Primary data collection is done through the interviews both directly or through the Google Form media. |
|    | Preparation    | Preparing in detail the things that will be done, including preparing human resources who will take the data to the field. |
|    | Data Retrieval | Observation, interviews, literature studies. |
|    | Analysis       | Display data, create the categories, theories and data analysis, interpretations, conclusions. |
|    | Share          | Focus group discussion, scientific articles, scientific publications. |

Adapted from Yin [14]
3. Results And Discussion

3.1. Understanding of Movie According to the Students of the 2016 class, of Library and Information Science Program, Faculty of Communication Sciences, Universitas Padjadjaran

The movie is a process, art or business of making the moving images that contain a story (fiction) or a real situation [5] [15] [16] [17]. We can find this understanding in various reference sources. So, how do the students of Library and Information Science Program, Faculty of Communication Sciences, Universitas Padjadjaran interpret the movie? Table 2 shows the understanding of the movie according to the research informants:

| No | Understanding Of Movie                                                                 |
|----|----------------------------------------------------------------------------------------|
| 1  | A series of scenes that are combined into one unit, and have certain messages conveyed.  |
| 2  | Production of moving images that show the grooved stories that last about 2 hours.       |
| 3  | A series of stories in an audiovisual form that are described in detail to inspire the feelings of the audience |
| 4  | The Movie is an art, an imagination that is demonstrated. Good movies don't always have many fans |
| 5  | The work of an imagination played by humans                                             |

From the understanding of the movie given by the informants in Table 2, that the Movie understood by students includes a series of stories, art, imagination, moving images, audiovisuals, having messages, fans, spectators and the duration of the show.

3.2. The Reasons for The Students of Library and Information Science Program, Faculty of Communication Sciences, Universitas Padjadjaran to Watch Movies.

From the 71 informants interviewed, around 70% said they liked and loved watching movies, while the remaining 30% said they were neutral or normal. The reason they watch movies is to fill their spare time, drive boredom, get enough money, seek entertainment, together with family and friends, seek inspiration, motivate themselves, keep up with the current development, fulfill curiosity and increase knowledge. Some other informants said watching movies was their hobby so there was no need to reason for watching movies.

The factors that encourage informants to watch a movie is because the movies are viral, invited by friends, to find out the storyline, themes, backgrounds, genres, cast, fame of actors or actresses, idol actors or actresses as players, sequel, intrinsic element, and the message conveyed in the movie, attractive promotional and movie trailers and good movie ratings. Two informants mentioned a more specific reason, because they had aspirations as a script writer.

Thus, something that can encourage someone to watch a movie consisting of internal and external factors. Internal factors include audience interest in the movie, mood and self-motivation, while external factors include the storyline of the movie, genre, artist / actor, promotion and lifestyle such as wanting to follow what is becoming a trending topic or for friendship or togetherness with family.

3.3. Movie Reference and Information Sources of The Student of Library and Information Science Program, Faculty of Communication Sciences, Universitas Padjadjaran

Almost all the informants said that the source of their movie information was the internet. Internet media that is used as a source of Movie information by informants are online discussion forums such as Kaskus, Indowebster, Youtube, Asianwiki, Google, Ganool, fanbases / websites about movies, movie download applications, social media such as Instagram and Line.

Kaskus is an online discussion forum with very diverse topics and can be accessed at www.Kaskus.co.id. We found that in Kaskus there are several threads that discuss movies, including
“Collection of Links to Download the Latest Western Movies & Series 2017” at https://www.kaskus.co.id/thread/580567c8a09a396c658b4569, “Marvel Prepares the ‘Mysterious’ Movies For Phase 4?” at https://www.kaskus.co.id/thread/5b7a8c741a9975534b8b4572, “Iko Uwais Must star This Line of Hollywood Movies!” at https://www.kaskus.co.id/thread/5b7a97cadc2cf23c1d8b4569.

Unlike Kaskus, Indowebster has a special category for Movies and TV Series as can be seen at https://forum.idws.id/categories/movies-and-tv-series.75/. Communities both in Kaskus and Indowebster share information and discuss these themes online. In Asianwiki, visitors can also get various information about box office movies as can be seen at http://asianwiki.com/Special:WhatLinksHere/Main_Page. Ganool at https://ganool.si/ is a site that provides information about box office, movies, TV Series, Anime, Genre and Asian movie.

The keywords used by the informants to search for movies are by typing the name of the player/ title/ story writer/ director, downloading (added download free movie title), (movie title) dub indo, best movie list, movie title accompanied by the name of the site trusted. By using these keywords, the informants get the information they want such as a movie that will be released in theaters, movie rating, synopsis, actor/ actress, duration of the movie, story writer, director, product house, casting, release date, website that provides movie downloads, links to download movies, movie advertisements, trailers until full movies can be accessed via the internet. According to the informants, in the Kaskus and Indowebster forums, information about a movie is very complete, there are even recommendations from other people. In the online forum we can find the rating or how many stars given by other viewers as recommendations to watch the movie.

According to the informants, the information they found was accurate. However, some informants revealed that sometimes they had difficulty determining keywords and finding lots of advertisements (pop ups) that made the searching for movies very tiring.

The information they get can influence their decision whether to watch the movie or not. All informants stated that they watched the trailers before watching the movie. A research result states that movie trailers will influence students to pay for a ticket to see movies in the trailers [18].

Other sources of information are from friends, family, from posters and public trailers in theaters, television, magazines, newspapers, radio, DVD stores, print ads, electronic advertisements. We see that in addition to online information sources, sources of information from closest people (significant other) such as family and friends, as well as posters and movie trailers that are shown in theaters affect one's interest in watching movies. The genre of Movie that is favoured by the informants in sequence is the horror genre, dramatic, documentary, science fiction, horror, trailers and others. Movies that have been watched by informants include The Conjuring, Fast and Furious, Captain America, Suicide Squad, Batman, Superman, The Fast and the Furious.

4. Conclusion

The Students of the Library and Information Science Program Faculty of Communication Sciences Universitas Padjadjaran understand the movie as a series of stories, art, imagination, moving images, audiovisuals, having messages, fans. Internal and external factors affect one's decision to watch a Movie. The main source of information for students of the Library and Information Science Program searching for Movie information is online media. Online media that is used as a source of Movie information by informants are online discussion forums such as Kaskus, Indowebster, Youtube, Asianwiki, Google, Ganool, fanbases / websites about movies, movie download applications, social media such as Instagram and Line. Other important sources of information are from the closest people (significant other) such as family and friends, as well as posters and movie trailers that are shown in theaters.
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