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# Impact of Soap Opera Show "Sports" Go Bmx on Social Behavior of Children

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**Abstract.** The purpose of this research is to describe the impact of soap opera show "sport" Go BMX on social behavior of children. The Method of research, this study was included as a descriptive qualitative research in a survey form. The result of research shows that the impact of Soap Opera show "sport" Go BMX to: (1) development a culture of movement (motor culture) "sport" biking in children that led to the improvement of physical fitness of children. (2) A growing number of children who liked cycling. It gave opportunities on improving the buying and selling bikes; (3) development the values of characters such as cooperative, joy, competitive, spirit, and other social attitude. While other negative impacts were: (a) the Al Quran reading time in the evening or course time was undisturbed, and children sometimes were being lazy for to do that activity; (b) Activities learning at night was disturbed because of fatigue playing bike in the afternoon. Then, the children directly went to bed; (c) children watched immediately the soap opera show Go BMX "sport" through You Tube when they got out of bed or came home from school; and (d) children insisted to buy a new BMX bike. The implications of research can be carried out (1) for parents are to provide a guidance and mentoring of children in watching time, as well as limiting the playing time for cycling, while (2) for the soap opera show producers or the likes are to make a soap opera show with consideration to the "spirit" of values that can foster the values of education, "Indonesian", even the cultural values of the area and other local wisdom; and (3) it is needed more in-depth study related to a packaging of soap opera show "sport" with a number of variables including the children' social behavior change, social, economic and others.

## 1. Introduction

Television, nowadays, is the most "popular" mass media in global society particularly for Indonesian people. Television as mass media and social tool has huge influence toward social behavior of a society. A former traditional social life in society was turned swiftly into a modern life because of the modernization which was brought by the television. The limitless world of mass communication via mass media such as the television delivered the society to a swiftly drift change of civilization. Currently, television seemed becoming an electronic teacher which controlled and directed as well as created a new mass culture. Television shows such as reality show, infotainment, soap opera, movies and even commercials took part in controlling and changing the lifestyle in society. The information that was given by television such as news about politics, culture, economy, and also social condition of a community from other country, only as a mere entertainment and public game. The fact within it has



been manipulated with "something" virtual. However, there are few "healthy" observers for television programmer who found the positive impacts from it. Television may also become means of education and information. We could find out any news quickly from around the world via television.

As mass media, television was a means of mass communication. Mass communication itself has a simple definition as followed: "Mass communication is message communicated through a mass medium to a large of people". [1] (Mass communication is message communicated through a mass medium to a large of people) this meant that between the television and mass communication which involved many people were related to each other.

Television as mass media within mass communication was not apart from the impact which happened in the society. The influences of television may consider as the effect of mass communication. The effect of television was merely the behavioral change of society after they recorded the message from mass media. This meant that the focus was on the message which was delivered by the media. The different opinion came from McLuhan who stated that the arising effect was the media itself. "The medium is the message". Mass media itself was the complete affected message, so it was not the message which has been delivered by the media but it was the media itself. However, the presence of mass media, whether its physical form or its content still brought the influence or the effect for society. [2] Those effects lied on five points which were economic effect, social effect, effect on activity schedule, effect on channeling/particular feeling removal, and effect on people's feeling toward the media. [3] Based on theory of Uses and Gratification, the distinction motive in media consumption also caused to react differently on mass media. This theory, at least, explained that the society mostly used mass media as a tool to satisfy their needs. With some of those reasons, then this writing tried to analyze the impact of watching soap opera "sport" GO BMX toward social behavior of children.

## 2. Methods

This research was a descriptive qualitative research with a survey form that would describe the behavior, thoughts, or feelings of any group or individual. The subjects of this research were III (third) and VI (sixth) grade of elementary school students. The source of the data was taken from the person or elementary school children ages who were interviewed. The interview was done by purposive and it also used the Snowball sampling that was chosen in consideration and a particular purpose. The results of this study were not be generalizable to the population, because the sampling was not taken randomly. Data collection were through interviews and daily observations. Data analysis techniques in this research were done after the data obtained through in-depth interviews and observation techniques. Then, those data were confirmed with the subjects continuously by triangulation.

## 3. Finding Of Study And Discussion

Some of the findings of the research related to the impact of soap opera spectacle "sport" Go BMX on social behavior of children at home, and outside the home were as follows:

### 3.1. *The social behavior of children at home*

Some things that happened (a) since getting out of bed in the morning, children used to immediately take a mobile phone to watch soap opera show "sport" Go BMX through You Tube; (B) children became too fast to sleep at night so the learning activities were reduced. This was because children were tired after playing the bike in the afternoon.; (C) children ignored bath time and Al Qur'an reading time was reduced, even they skipped it.; (D) children pocket money was multiplied. They forced to buy a new bike as used by the cast of "Udin" in the soap opera show "sport" Go BMX.; (E) Children sandals were easily damaged. This was because the sandals used to brake the bicycle, the bicycle brakes movement as practiced by the casts in the soap opera show "sport" Go BMX.; and (f) children often performed cycling demonstrative movements such as the character of "Udin".

Those facts above proved George Caspar Homans views about social exchange theory, Homans introduced a set of fundamental proposition, namely: The Success Proposition, The Stimulus Proposition, The Value Proposition: Reward and Punishment, The Deprivation-Satiation Proposition,

and The Aggression-Approval Proposition. 'Success' proposition states that "For all actions taken by persons, the more often a particular action of a person is rewarded, the more likely the person is to perform that action" means children who performed cycling demonstrative movements such as the figure of "Udin" on soap opera GO BMX, when more and more often got the reward or praise, then the child will often play bike.

While the value proposition states that "the higher the value of a person's actions for themselves, the more likely he is to perform that action" means that the more often children perform cycling with his friends, and feel the benefit, then the child will more often play bicycle. For that reason, it can be said that the social exchange by Homans is more or less as an exchange of gifts (reward) or cost (cost) between two or more people. [4]

### 3.2. *The social behavior of children outside home*

Social behavior outside home were: (a) children were being active at sports and / or playing cycling with friends; (B) children could not set up the time for having break, playing bike or reading Al Qur'an time; (C) children sometimes disputed with friends when they played a bicycle; (D) children occasionally played bike racing with friends; (E) there was the emergence of social attitudes such as cooperation, spirit, competition, pray (spiritual) as practiced by the casts, "Udin"; (F) children could interpret the characters in soap opera show "sport" Go BMX which was good and bad; and (g) children could imitate the characters in Go BMX.

The findings were relevant with the views that (1) the sport into a psychosomatic activity is loose and open where the mind, body, and feelings are involved simultaneously in sports; (2) The sport includes cognitive and utilitarian nature though not in nature; (3) The sports include the processing and development of skills, expertise, and mental and motor sensitivity, which can be taught and learned; (4) Sport is part of history and cultural phenomenon, also social and interpersonal. [5]

Another view about sports should not be construed in a narrow scope, competitive exercise, but its meaning is included into physical activity, whether formal or informal in nature, even in the form of fundamental activities such as physical fitness training. [6] The phenomenon of motion in the context of sport became very complex because it contains a payload of biological, psychological and anthropological.

Sport is a form of human behavior motion which is specific. Direction and purpose of the exercise including the time and location of the activities are carry out in such a variety. It shows that sport is a phenomenon that is relevant to a social life and cultural expression. In this case, the examples are the typical tendency of ideology, organization, profession, education and science. While, the properties of universality demonstrate the diversity of sports that are influenced by social and cultural diversity and specific geographical conditions. [6]

Based on some of those views, it is clear that cycling is a real contribution to the development of the child. It is not only to the development of motor skills, but also to physical development, education, and even social, emotional, socio-cultural, and other social behaviors.

## 4. Conclusion

Based on the results of the discussion above, it could be concluded that the positive impact of the soap opera show "sport" Go BMX on social behavior of children at and outside home were (1) fostering a culture of motion (culture motoric) "sport" biking in children which led to the improvement of children physical fitness (physical fitness); (2) there was a growing number of children like cycling and it provided opportunities of bicycles power purchase in society; (3) fostering the values of characters such as togetherness, joy, competitive, spirit, and other social attitude.

While other negative effects were: (1) the time for the afternoon Al Qur'an reading time and private lesson relatively undisturbed, sometimes the children were being lazy to do those activities (2) the time for learning in the evening was disturbed because of fatigue after playing bike in the afternoon, and children became too fast to sleep at night (3) the children directly watched YouTube "Go BMX"; after getting up from bed or arriving at home after school and (4) They forced to buy a new bike.

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