



MOTIVES AND SATISFACTION OF INDONESIAN WOMEN IN WATCHING THAI SERIES "KINNPORSCHÉ THE SERIES"

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Abstract

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The internet does not only impact communicating media, but broadcast media is also affected by the emergence of internet-based broadcasting platforms. Through this platform, audiences can watch foreign shows with various genres, including the boys' love genre, such as KinnPorsche The Series, which comes from Thailand. This study aims to determine the motives and satisfaction of Indonesian female audiences in watching the boys' love series "KinnPorsche The Series." Researchers use the Uses and Gratification theory with four indicators: entertainment, social integration and interaction, personal identity, and information. This type of research is quantitative research with online survey research methods. The data analysis technique used is *quantitative descriptive analysis*. The results of this study show that the highest motives and satisfaction are on the entertainment indicators, and the lowest is on the integration and social interaction indicators. Female viewers get satisfaction in indicators of integrity and social interaction, personal identity, and information, and do not get satisfaction in entertainment indicators. Although the entertainment indicator has the highest motive value and satisfaction, it is not satisfied. Thus, subsequent researchers should analyze what factors make the entertainment indicator occupy the highest value.

Keywords:

Uses and Gratification, Motives, Satisfaction, LGBT, Women

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INTRODUCTION

The rapid development of information and communication technology is the cause of the decline in the use of television, so other mass media also follow these developments, which can be called digitalization. Through these developments, the internet has become the media most often loved by the public. Due to its easy use and a large amount of online information and entertainment, people now prefer to use the internet and are starting to leave television behind. Based on the results of a survey conducted by the Indonesian Political Indicator Survey Institute in the period 21 February - 16 March 2022, it was found that as many as 55.3% of Indonesians claimed to use internet media more frequently, followed by television media as much as 36.1%, and others (Karnadi, 2022).

The emergence of the internet opened a new era for media, which is now referred to as new media. New media, or new media, according to Puspitasari, is the process of delivering communication that is carried out using digital technology based on the internet and is formed through human interaction with computer networks (Fitri et al., 2021). This is in line with data obtained from We Are Social, which found that the use of new media that people in the world widely use with an age range of 16-64 years is to stream movies, which is as much as 31.3%, followed by other purposes (Pahlevi, 2021).

Now, video streaming service applications have been created, ranging from paid to free, one example is IQIYI, a film streaming service application from China, which contains various types of television shows to foreign films, accompanied by various genres. One example of the genre presented by this application is boys' love (Agustananto, 2021).

The boys' love genre is a genre that carries romantic stories between same-sex men (Sheva & Roosiani, 2022). This started with a manga originating in Japan and was later adapted into animation and even a television series (Fitria, 2022). One country that often produces the boys' love genre is Thailand. Thailand is a country that supports LGBT, and one of its forms of support is by producing series in the boys' love genre.

This makes Thailand the country with the most boys love serial production worldwide. Thanks to its popularity, The Bangkok Post stated that the boys' love series production in Thailand was a significant source of profit (Haris, 2022). The boys' love series that is produced is then broadcast internationally through specific platforms, one of which is IQIYI. One of the boys' love series widely discussed throughout 2022 is "KinnPorsche The Series."

This boys' love series is being discussed in Thailand and in foreign countries, including Indonesia. Every week of broadcast, the "KinnPorsche The Series" audience will increase the hashtag related to this Boys Love series, for example, #KinnPorscheEp1. Based on data obtained

from Get Day Trends, every time a new episode of KinnPorsche The Series is broadcast, the hashtag has successfully become a trending topic worldwide. In Indonesia alone, the hashtag related to screening a new episode of KinnPorsche The Series has always been a trending topic, making the television series Boys Love even more popular in Indonesia. The following is data on the trending position of the KinnPorsche The Series in Indonesia during its broadcast:

Table 1. Data Trending hashtag "KinnPorsche The Series"

<i>Hashtag</i>	<i>Posisi Trending</i>
#KinnPorscheEp1	#2
#KinnPorscheEp2	#3
#KinnPorscheEp3	#1
#KinnPorscheEp4	#1
#KinnPorscheEp5	#1
#KinnPorscheEp6	#1
#KinnPorscheEp7	#1
#KinnPorscheEp8	#1
#KinnPorscheEp9	#1
#KinnPorscheEp10	#1
#KinnPorscheEp11	#1
#KinnPorscheEp12	#1
#KinnPorscheEp13	#1
#KinnPorscheEp14	#5

Source: Get Day Trends, 2022

The presence of the television series boys love genre is a form of support for the existence of LGBT people in society. Of course, this invites controversy, especially in a country where most of the population is Muslim, such as Indonesia. The boys' love genre is still considered taboo and immoral by society because it is contrary to moral and religious values (Niko et al., 2021). However, seeing that the television series boys love can occupy a trending topic in Indonesia means that many Indonesian people consume this show.

This study aims to determine the motives and satisfaction of the audience for the Thai series 'KinnPorsche The Series' by using the uses and gratification theory for Indonesian female viewers through a quantitative perspective. This is because the writer wants to know and understand the number of motives and audience satisfaction in watching the boys' love series "KinnPorsche The Series."

Based on the main problems found, the researcher identified the problem that became the focus of this research, as follows: How big is the motive and satisfaction of the audience of the Thai series 'KinnPorsche The Series' by using the uses and gratification theory for Indonesian female viewers?

The object of this research is the KinnPorsche The Series series, which contains 14 episodes with a broadcast duration of 60 minutes each episode because it has a high rating and the genre has pros and cons in Indonesia. The theory used in this study is Uses and Gratification with Palmgreen's Gratification Sought and Gratification Obtained theory models (Kriyantono, 2019).

Katz, Bumler, and Gurevitch popularize the uses and gratification theory. This theory views audiences as audiences who actively use the media to meet their needs. Furthermore, Katz, Bumler, and Gurevitch argue that the uses and gratification theory is related to the social and psychological origins of audience needs, which then creates certain expectations from the mass media, in which the mass media brings patterns of media exposure to audiences, in the form of meeting audience needs including by unwanted consequences (Kriyantono, 2019).

According to Palmgreen, gratification sought is the satisfaction the audience seeks when using certain media to meet their needs and satisfaction. The existence gratification sought is formed by the audience's trust in the content provided by the media and the audience's assessment of the media content (Kriyantono, 2019).

Gratification Obtained or satisfaction is the satisfaction the audience obtains after using certain media to fulfill their needs. In other words, gratification obtained discusses specific matters related to the reciprocity obtained after consuming media by mentioning certain events in detail (Kriyantono, 2019). McQuail categorizes audience motives and satisfaction in consuming media into four categories, namely: (1) Entertainment (Diversion), (2) Personal Relations and Social Integration (Personal Relationship), (3) Personal Identity, (4) Information or Surveillance (Gunawan, 2016).

This theoretical model helps compare gratification sought and obtained to assess how audience satisfaction is obtained after using the media. There are three levels of satisfaction in this theory, namely: satisfied, mediocre, and dissatisfied (Setyanto & Afnetta, 2021). The level of satisfaction is measured based on the difference between the average value of gratification sought and gratification obtained, which the final result is called the satisfaction gap.

According to Kriyantono, the satisfaction gap is the difference in satisfaction obtained between the GS and GO scores in consuming media. The smaller the gap obtained, the more media is satisfying. To find out whether or not there is a satisfaction gap, it can be seen from the following indicators: (1) If the average score (mean score) GS is more excellent than the mean GO (mean GS > mean GO), then a satisfaction gap occurs because the needs obtained are more significant little compared to what is needed.

In other words, the media does not satisfy the audience, (2) If the mean GS score is the same as the mean GO score (mean GS = mean GO), then there is no satisfaction gap because the number of desired needs are fully met. (3) If the mean GS score is less than the mean GO (mean

GS < mean GO), then a satisfaction gap occurs because the needs obtained are more than the needs required. In other words, the media has succeeded in satisfying the audience (Kriyantono, 2019).

The boys' love series is a form of support to appreciate the existence of LGBT people. The presence of LGBT in itself is one of the social problems resulting from globalization, in which this globalization is an opening for access to foreign cultures in a country which then becomes one of the factors of social change and also raises social problems in that country (Ardi et al., 2018). In general, Muttaqin explained that LGBT is often associated with the term "homosexual," namely a person's interest in having relationships with other people of the same sex as sexual partners or other sexual relations (Rumata, 2020).

RESEARCH METHODS

This research uses a descriptive quantitative approach which aims to explain and provide elaboration, justification, and explanation of the phenomenon being studied (Ramdhan, 2021). The research instrument is a questionnaire. The data in this study were obtained by distributing questionnaires on social media Twitter.

The population used is followers of the Twitter account @beoncloud_th, which are 632,000 followers (data as of December 16, 2022), because Be On Cloud is an agency that produces the television series Boys Love "KinnPorsche The Series" and followers of this account are audiences who have interest and keep attention for the work and activities of his idol under the auspices of the Be On Cloud agency.

The sampling technique used in this study is non-probability sampling, namely purposive sampling, in which the sample is determined through specific considerations in accordance with the research objectives (Kriyantono, 2019). This is because the author provides specific criteria for respondents who fill out the questionnaire: a woman of Indonesian citizenship, aged over 16 years, and watching KinnPorsche The Series series. The sample used is 100 people. Data analysis techniques were carried out using quantitative descriptive analysis, namely analyzing data through the depiction or description of data (Sugiyono, 2017).

RESULTS AND DISCUSSION

The boys' love series "KinnPorsche The Series" is produced by an agency in Thailand, Be on Cloud. This series tells about the life of a mafia child, Kinn Theerapanyakul (Mile Phakphum Romsaithong), entrusted with continuing his father's business, Korn (Kob Songsit Rungnopakunsi). The business run by Kinn keeps him in a dangerous situation until one day, when Kinn is cornered, Kinn meets Porsche (Apo Nattawin Wattanagitiphat), a bartender, and is asked to help save his life for a hefty fee. Furthermore, Porsche later became Kinn's bodyguard, and in

doing his job, Kinn and Porsche fell in love. This series airs every Saturday at 23:00 on a video streaming service, IQIYI, for 60 minutes per episode.

Respondents in this study totaled 100 respondents who were female Indonesian citizens with an age range of 16-27 years and had watched the boys' love series "KinnPorsche The Series." Based on the age range, respondents aged 16-19 were 27%, respondents aged 20-23 were 45%, and respondents aged 24-27 were 21%.

Motive and satisfaction tests in this study are based on four indicators, according to McQuail, namely entertainment, social integration and interaction, personal identity, and information (Kriyantono, 2019). The four indicators are then subdivided into several statement items. Namely, the entertainment indicator has 7 statement items, the integration and social interaction indicator has six statements and 4 statement items, and the information indicator has five statements.

In the entertainment indicator, the statements given to respondents were: (1) feeling happy, (2) getting entertainment from other ways, (3) releasing fatigue, (4) getting calm after a day's activities, (5) seeing idols, (6) fill free time, and (7) relax. In the indicators of integration and social interaction, statements are given such as: (1) adding friends, (2) interacting with friends on Twitter, (3) being in a community with the same interests, (4) being able to discuss boys love series, (5) can answer questions about the boys love series, (6) tell the storyline to friends.

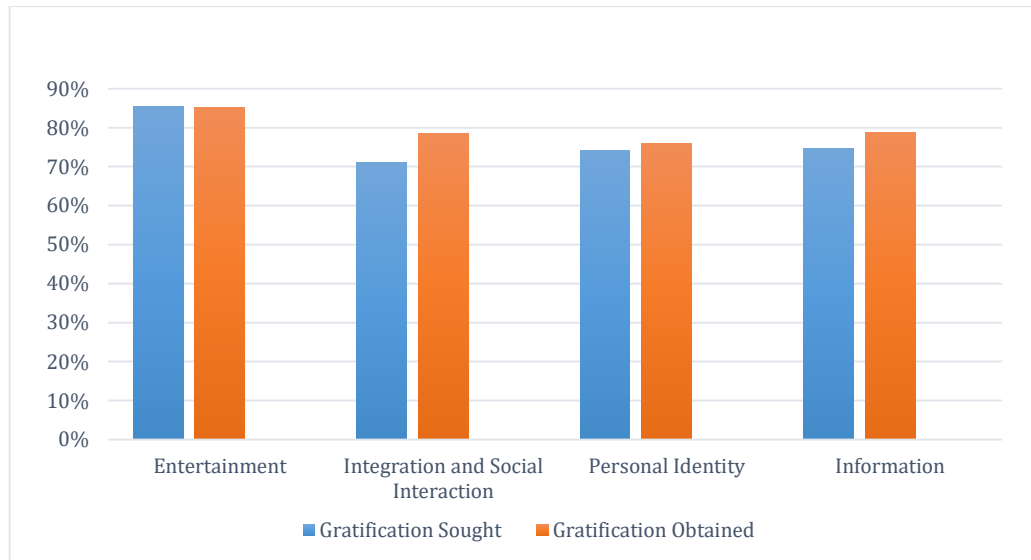
In the personal identity indicator, statements are given such as: (1) expressing yourself, (2) understanding yourself, (3) being interested in the storyline, and (4) self-encouragement. Finally, in the information indicator, statements such as: (1) want to know about the boys' love series, (2) want to know the overall storyline, (3) want to know about same-sex love stories, (4) want to know and learn the Thai language, and (5) want to get a new perspective on same-sex love.

Based on the *figure 1*, it is known that integration and social interaction, personal identity, and information motives have a greater gratification obtained (GO) value than the gratification sought (GS) value. This means that the three motives have been satisfied, and the needs of the respondents have been fulfilled. Meanwhile, the entertainment motive has a smaller gratification obtained (GO) value than the gratification sought (GS) value, which means that this motive is not satisfied and the respondents' unmet needs.

More specifically, it can be seen that the highest motive of the respondents in watching the boys' love series "KinnPorsche The Series" is the entertainment motive, with an average score of 85.29%, and the highest satisfaction is entertainment satisfaction, with an average score of 85.04%. However, based on the value of the satisfaction gap, the entertainment motive is not satisfied because the value of gratification sought is more significant than gratification obtained, which is 0.29%. However, several aspects are satisfied when viewed from every aspect of the

motive indicator. According to McQuail, the motive for entertainment is related to the need to escape from daily activities and release emotions (Kriyantono, 2019).

Figure 1. Comparison of Motive Mean Scores and Satisfaction of Female Audiences Aged 16 - 27 Years



Source: Processed by Researchers, 2023

In the entertainment motive, several aspects have yet to be satisfied, namely, to get entertainment from other ways, to unwind and relax. While respondents got satisfaction in terms of feeling happy, getting peace after a day's activities, seeing idols, and filling in their free time. According to Pratomo, women aged 16-27 seek entertainment by watching serials to relieve stress and replenish lost energy because serials are visualizations of imaginations turned on so that the audience feels fatigued due to the activities that have been carried out. Because entertained and fascinated by the visuals presented (Pratomo, 2019).

According to McQuail, motives for integration and social interaction are related to the need to carry out social roles and find material for conversation to interact with people around them (Kriyantono, 2019). In this study, the average score of integration and social interaction motives was 71.04%, and integration and social interaction satisfaction was 78.54%. This indicator has a minor gratification sought value than gratification obtained.

Thus, indicators of social integration and interaction with the series "KinnPorsche The Series" are satisfied in all aspects, where respondents get satisfaction in terms of adding friends, interacting with new friends on Twitter, being in a community that has the same interest, discussing the series boys love, answer questions about the boys love series, and tell the storyline to friends, which involves interaction between 2 or more individuals. According to (Widjaja & Ali, 2015), the age of 16-27 years is when someone starts to worship their idol. This behavior

encourages someone to interact with new people and exchange information about their preferences (Anwar, 2018).

McQuail then explained that the motive for personal identity is related to using media as a means of self-exploration (Kriyantono, 2019). The average value of personal identity motive is 74.06%, and the average satisfaction value is 76.06%. That is, the average value of gratification sought on this indicator is less than that obtained. Thus, indicators of personal identity for the boys' love series "KinnPorsche The Series" are satisfied in all aspects, which include respondents being able to express themselves, being able to understand themselves better, watching series with exciting storylines, and finding self-encouragement.

The "KinnPorsche The Series" series has a unique storyline, which is rare in the Indonesian serial industry because it contains LGBTQ elements. Following what has been described by (Ayudyasari, 2016) that women aged 20-23 years like LGBTQ series because they feel jealous of the female characters for the special relationship between men and women, especially if the male character has a handsome face and is romantic for this girl.

Furthermore, McQuail also explained information motives related to seeking information to increase knowledge (Kriyantono, 2019) This indicator has an average motive value of 74.65% and an average satisfaction value of 78.80%. Therefore, the information indicated on the boys' love series "KinnPorsche The Series" is satisfied because it has a minor gratification sought value than gratification obtained. On the information indicator, the aspects that satisfy the respondents include knowing the boys' love series, the storyline, knowing the Thai language, and getting a new perspective on same-sex love.

Then, to see the satisfaction gap contained in the "KinnPorsche The Series" series, Palmgreen explained that this could be obtained by comparing the average scores of all indicators on gratification sought and gratification obtained (Kriyantono, 2019). Therefore, the following results were obtained:

Table 2. Discrepancy of Gratification Sought and Gratification Obtained

Indicator	Mean
<i>Gratification Sought</i>	74,65%
<i>Gratification Obtained</i>	78,80%
Difference	4,15%

Source: Processed by Researchers, 2023

The table above shows that the average value of gratification sought is 74.65%, and the average value of gratification obtained is 78.80%. Then, the results of the comparison or the difference between the average value of gratification sought and gratification obtained is 4.15%. In this case, the gratification sought has a smaller value than that obtained. So, regarding the satisfaction gap indicators presented by Palmgreen, in the boys' love series "KinnPorsche The Series," respondents feel a satisfaction gap after watching it. In other words, the respondents felt satisfied because their needs in seeking entertainment, interacting with friends, understanding themselves, and increasing knowledge could be fulfilled after watching the "KinnPorsche The Series" series.

Based on the presentation of the data analysis above, it can be concluded that the motives of the audience for the boys' love series "KinnPorsche The Series," if sorted from the highest to the lowest value, are (1) entertainment, (2) information, (3) personal identity, and (4) integration and social interaction. While the satisfaction obtained by the viewers of the boys' love series "KinnPorsche The Series" according to the highest order to the lowest is (1) entertainment, (2) information, (3) social integration, and interaction, and (4) personal identity.

Furthermore, based on the satisfied category, the highest to lowest indicators are (1) integration and social interaction, (2) information, and (3) personal identity, while the indicators that are not satisfied are entertainment indicators. Overall, based on the results of comparing the values of gratification sought and gratification obtained, it was found that the "KinnPorsche The Series" series was satisfactory for the respondents.

CONCLUSIONS

Based on the research that has been performed, a few conclusions can be obtained are as followed:

1. Based on the results of data analysis and processing that have been carried out following the formulation of the problem in research related to "Motives and Audience Satisfaction of the series "KinnPorsche The Series" in Indonesian Female Spectators, it is found that
2. The main motive of female respondents aged 16-27 in watching the boys' love series "KinnPorsche The Series" is the entertainment motive, with the highest score of 85.29%. The second motive needed by respondents is the information motive, with a score of 71.04%. The third motive is occupied by personal identity motives, with a score of 74.19%. The lowest motive is the personal identity motive, with a score of 71.04%.
3. The highest satisfaction indicator felt by respondents was entertainment satisfaction, with a score of 85.04%. The second satisfaction is information satisfaction, with a score of 78.80%. The third satisfaction is occupied by integrity and social interaction, with a score

of 78.54%. The lowest satisfaction is in personal identity satisfaction, with a score of 76.06%.

4. This study also measured the level of satisfaction gap felt by respondents, which found that three indicators were satisfied, namely indicators of integrity and social interaction, personal identity, and information. At the same time, the entertainment indicator is not satisfied, even though the entertainment indicator has the highest motive value and satisfaction among other indicators.
5. Overall, based on the results of the satisfaction gap, the "KinnPorsche The Series" series succeeded in making respondents feel satisfied in meeting their needs.
6. Based on the results of the research that has been obtained, the researcher suggests that further researchers examine the causes related to the motives and satisfaction of dissatisfied entertainment in the boys' love series "KinnPorsche The Series" and the causes of motives and satisfaction of personal identity which have the lowest value of motive and satisfaction in boys love series "KinnPorsche The Series."

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