

## Changes in Social Behavior of Children Who Watch the Soap Opera of *Bond of Love*

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### Abstract

This research aims to identify how the patterns and changes in the behavior of children who watch soap operas love bonds in RW 03 Kartini Village, Sawahbesar District, Central Jakarta, DKI Jakarta. This research uses the S-O-R Attitude Change theory from Carl Hovland, which sees changes in behavior occur when the stimulus in a soap opera enters a person or organism which then creates a reaction that is felt by close residents and the family of the child or organism. The method used in this research is a descriptive method with a qualitative approach that analyzes the information obtained, then describes it in the form of a narrative. This research information was obtained through primary information gathering with the children of the soap opera audience of 'bonds of love' (*Ikatan Cinta*). Information collection procedures are used in interviews, observations, and documentation, and equipped with secondary information in books relevant to the research theme. Based on the results of research, the attitude pattern of children who view love bonds is positive at the beginning of watching. Still, since they watch soap operas, love bonds occur due to negative consequences in the form of imitating the attitude of actors and imitating these attitudes into their area. And the change in attitude is seen in the form of bullying between groups.

**Keywords:** behavioral patterns; behavioral sciences; sociology of communication; media influence; stimulus theory

### Abstrak

Riset ini bertujuan untuk mengenali bagaimana pola serta perubahan perilaku anak penonton sinetron *Ikatan Cinta* di RW 03 Kelurahan Kartini Kecamatan Sawahbesar, Jakarta Pusat, DKI Jakarta. Riset ini menggunakan teori Pergantian Sikap S- O- R dari Carl Hovland yang di dalamnya memandang pergantian perilaku terjalin kala stimulus dalam suatu sinetron masuk kedalam diri seorang ataupun organisme yang setelah itu menciptakan suatu reaksi yang di rasakan oleh warga dekat serta keluarga dari anak ataupun organisme. Metode yang digunakan dalam riset ini merupakan metode deskriptif dengan pendekatan kualitatif yang menganalisis informasi yang didapat, setelah itu menguraikan dalam wujud narasi. Sumber informasi riset ini didapatkan lewat pengumpulan informasi primer dengan kanak-kanak penonton sinetron *Ikatan Cinta*. Tata cara pengumpulan informasi yang digunakan berbentuk wawancara, observasi, serta dokumentasi. Dan dilengkapi dengan informasi sekunder berbentuk buku yang relevan dengan tema riset. Bersumber pada hasil riset, pola sikap anak penonton *Ikatan Cinta* bersifat positif diawal menonton, namun sejak mereka nonton sinetron *Ikatan Cinta* terjadi akibat negatif berbentuk peniruan sikap aktor serta menirukan sikap tersebut kedalam area mereka. Dan pergantian sikap dilihat berbentuk terdapatnya bullying antar kelompok.

**Keywords:** pola perilaku; ilmu-ilmu perilaku; sosiologi komunikasi; pengaruh media; teori stimulus

## INTRODUCTION

TV media is included in the mass media along with radio and film. They are also listed in electronic media, TV can deliver the message directly with the support of technology-assisted by electricity. The growth of television mass communication has had a significant impact on the life of the international mass communication system, especially on the print and radio mass communication systems. TV media provides data and general human needs, such as weather news, financial data, entertainment, and even advertisements for necessities. Because since 1949, the tendency of citizens to be more interested in TV mass media because it has photos that move and sound different from the radio, which only makes a sound, and print media, which only has writing (Kuswandi, 1996). For the sociologist Marshall McLuhan in his book *Mass Communication*, commented that the arrival of television made the world a "global village", that is, from a world citizen whose boundaries are penetrated by the television media. The emergence of TV also introduced a new civilization in the community, especially in the communication process and entering data into the community. This certainly raises a social impact in the form of a change in social values or human culture.

TV has a great attraction so that the patterns of human life before the advent of tv changed entirely and were significantly inversely proportional to the time after the emergence of tv or the "magic box". TV makes all data enter quickly and easy to share, TV also makes all data look more interesting with the effects of animation, sound, and photos that show data clearly. In contrast to radio and newspapers, which describe data only in the form of sound and writing only. There is indeed a lot of entertainment in TV media, different from print media and radio, though. On TV, there are various broadcasts every hour. Humans can also freely choose which TV program they want to watch and which TV program is displayed, make negative consequences arise, and grow knowledge about the effects of television broadcasting itself. This result cannot be avoided considering the rapid growth of communication media.

The result is formed indirectly through the contents of TV activities provided by the community, which the people themselves do not properly digest. Over time, the contents of these TV activities enter and practice values and norms indirectly into human life without being realized by humans. The impact was felt at first by the city residents because the first to accept the sophistication of technology were themselves, city residents; the city residents received technology before the villagers enjoyed the culture of technology, it will feel the consequences that are felt, of course the first affected are city residents.

The growth of television in today's era is indeed running fast and cannot be dammed anymore. It can be observed that many private TV broadcasts have sprung up competing to present TV activities, ranging from news activities, talk shows, infotainment, comedy, religion, cartoons and soap operas. Of the many TV programs broadcast, soap operas are among the most popular TV programs. This is because soap operas describe everyday life so that viewers feel carried away by the atmosphere that is being held and make them imaginative.

The number of TV channels that broadcast soap operas makes them compete to present interesting soap operas so that sometimes the content of soap operas is no longer relevant. According to a 2016 survey by the Indonesian Broadcasting Commission (KPI) on the quality index of TV broadcast programs, soap operas are always below a good measure, and if they are good, the index score is at least 4.0. 1-5 Periods (March-April 2016: 2.94), (May-June 2016: 2.70), (July-August 2016: 3.08), (September-October 2016: 2.96) Last (16 November-22 December) (Indonesian Commission Broadcasting, 2016).

From the data above, it can be seen that Indonesian soap operas still lack supervision, the contents of their broadcasts do not have national and state regulations, and there are scenes of violence and adult elements, which have elements of lies, which affect children's psychology and allow children to mature first. It can be concluded that soap operas that feature violence, romance, and lies negatively impact children who tend to follow the behavior they see at that time.

In this study, researchers are interested in the soap opera *Ikatan Cinta*, because the soap opera has quite a lot of fans, especially children aged 11-15 years. This soap opera displays many scenes that should not be shown, leading to bad norms and values. The Indonesian Broadcasting Commission has repeatedly rebuked this soap opera because its scenes are considered to have too many intimate scenes and violent behavior.

The behavior imitated by the children in Katani Village is a kind of social style. The social style shown in the TV series "Icatán Cinta" is reflected in the actors who act as husband and wife. too affectionate, say impolite, and adult behavior that is inappropriate for children to see. Not just imitating the behavior of actors and how to interact, there are many other things that children can imitate. For example, the way they dress can sometimes affect children, the way they dress will attract children to buy things such as torn clothes. So that forces parents to ask for

money to buy things like what they see on the soap opera *Ikatan Cinta*. In summary, the influence of TV programs is not directly felt, but TV programs have a particular influence on children's behavior patterns. Children cannot digest their own values and norms without the help of their parents, because children can no longer determine which ones are good and bad.

The theory used in this study is Carl Hovland's SOR (Stimulus-Organism-Response) theory. This theory is very influential in this research, because it has a strong rationale for analyzing this research. Especially in research that discusses the problem of behavior change (Sarwono, 1995). A material object is a person whose mind contains components such as attitude, opinion, behavior, cognition, attachment, and empathy. According to this model, the organism can expect and predict the correspondence between the message and the carrier's response. The organism produces a specific action in the presence of a certain stimulus condition and the evoking effect is a specific response to a particular stimulus. The basic assumption of this model: the media has a direct, immediate and direct impact on the bearer.

This means that this model assumes that verbal words, nonverbal cues, certain symbols will trigger other people to share reactions in certain ways. This SOR pattern can be positive or negative; For example, if someone smiles, they want to smile in return, this is a positive response, but if they smile, they return it with a smile, so this is a negative response. After being influenced by a classical theory of communication called the Hypodermic needle or syringe theory, this model is. The assumption of this theory is not much different from the SOR model, namely that the media directly and immediately has a strong impact on the communicant. This means that the media is likened to a large syringe that has the capacity as a stimulant (S), people who watch (O) and create assumptions (R) that are mutually sustainable. So the factor of this model is, according to Djuarsa Sendjaya (2008) there is a single message (stimulus), two communicants (organism), and three impacts (response).

In changing attitudes, it seems that attitudes can only be changed if the stimuli that hit them exceed their original state. Mar'at (1982) cites the views of Hovland, Janis, and Kelly in their book "Human Attitudes, Change, and Measurement", and points out that when learning new attitudes, there are three important variables, namely, attention, understanding, and acceptance. Reaction or attitude change depends on the process of treating the individual. Can accept or reject the stimulus information conveyed to the communicator. If the communicator pays attention to the stimulus presented to him, he can communicate. Until the communication process considers it to understand and accept its emergence, or vice versa. Attitude changes can occur in cognitive, emotional or behavioral changes.

Changing behavior is essentially the same as learning (Selwyn, 2019). The process of behavior change describes an individual's learning process consisting of stimuli that can be accepted or rejected by the body. If a stimulus is not accepted or rejected, the stimulus does not affect the person's attention, then stop there. However, when the body receives a stimulus, it means that the person has been noticed and that the stimulus is effective. It can be understood that if the stimulus has received the organism's attention (reception), then the stimulus will move to the next process. The body then processes the stimulus to prepare it to act according to the stimulus it receives. Finally, the stimulus affects individual behavior (behavior change) when supported by environmental conditions and rewards (McQuail, 2011).

In addition, this theory believes that if the given stimulus exceeds the original stimulus, the behavior will change. Stimulus that can exceed the original stimulus means that the given stimulus must persuade the organism, and reinforcing factors play an essential role. You can accept or reject the information provided to the correspondent. If the communicator pays attention, communication will occur, and the communicator will understand the following process. This ability to communicate continues to the next cycle. Once the communicator has dealt with this and accepted it, he is willing to change his attitude. This theory assumes that the cause of behavior change depends on the quality of the stimulus delivered by the body.

SOR theory originated in psychology and later became communication theory. Because psychology and the material object of communication are the same, the human soul includes elements, attitudes, opinions, behaviors, cognitions, emotions, and ideas (spiritual movements). When assessing new attitudes, there are three important variables: attention, understanding, and acceptance (Shuhaiber & Mashal, 2019). In the process related to attitudes, it is the "how" aspect, not "what" or "why" how to change attitudes, how to change the attitude of communicators in the process of changing attitudes.

The notion of behavior is a personal reaction or reaction that is shown through motion (attitude), not just body or speech. Behavior is the actions/behavior and words of a person that can be observed, described, or recorded by other people or the person who does it (Fang et al., 2021). Behavior in language refers to how to do or run

something according to human nature. Society means everything about society or society. Simultaneously the term is explained as follows: Social behavior is a person's physical and psychological activities to meet the needs of oneself or others or vice versa according to social needs (Orben et al., 2020).

Social behavior is any human behavior that has a subjective meaning. According to Weber, social behavior arises from changing pressures on social members' beliefs, motives, and goals (Rahman, 2021). Behavior is considered social if it contains three elements: behavior has a subjective meaning, behavior affects the behavior of other subjects, and behavior is influenced by the behavior of other issues (Ajzen, 2020). The element that Weber emphasizes in understanding is the subjective meaning of an actor. Weber's social behavior should not be limited to positive behavior that can be directly observed (Rahman, 2011). The concept of social action has been given a behavioral orientation that can be experienced subjectively only present as a person's behavior or certain people subjectively present only as the behavior of a particular person or human. This problem is interpersonal interaction.

Rationality is the basic concept that Weber uses to classify types of social action, the main distinction being made between rational action and non-rational action. In short, reasonable action refers to the conscious consideration and choice of action. Two main aspects of analytical and non-rational activity differ (Klitkou et al., 2022). knowledge, what is meant by a child is someone born from a male-female relationship. While a child is defined as someone who has not reached a certain age and has not reached a legal age and is not married, this understanding is an understanding that is often used guidelines in studying various issues related to children. It states that when a person becomes an adult, he/she is a married person leaves his mother's house and his father or mother-in-law lives in another house because youth are independent families (Zorlu & Kooiman, 2019). Television programs result from the coverage of sound and images organized in an audiovisual program and broadcast to the public through media in audiovisual programs or television. Television is a long-distance communication, namely seeing pictures and listening to sound, either by cable or wireless electromagnetics. According to television which comes from the Greek "tele" which means far, and "vision" which means vision, the format of television shows is divided into drama (fiction), non-drama (non-fiction), news, and sports (Johnson, 2021).

Television shows that a channel or broadcast is a place or way where our various messages flow in communication (Oltarzhevskiy, 2019). In personal touch, we use the forms of sight, sound in speaking and communicating our messages. This mass communication uses technological tools to share the message, one of which is television (Wei et al., 2018). The audience is a group of people who become readers, listeners, and viewers in various media or components and their contents, such as radio listeners or viewers. The word public itself is best known by the wider community because the 'receptor' is one of the actors in the communication process, so the public element should not be ignored, because the success or failure of the communication process is largely determined by the audience themselves (Cangara, 2007).

## METHOD

This study aims to provide an overview of the current phenomenon. Linguistically, descriptive research seeks to create a description (description) of an ongoing situation or event (Mustari & Rahman, 2014). collect primary data in simple descriptions, there is no need to find or explain relationships, test hypotheses, make predictions or derive meaning and implications. However, research that aims to find these things includes descriptive methods (Caswell & Dörr, 2018).

In this study, the author will describe how the patterns and changes in children's behavior watching soap operas, the bond of affection in RW 03, Kartini District, Sawah Besar District, Central Jakarta, DKI Jakarta, then a research report is produced. Qualitative research, narrative strategies, and open interview methods. The research technique used is qualitative. This technique is often considered a natural paradigm (Alharahsheh & Pius, 2020; Cristancho et al., 2018). Kirk and Miller (Hayashi Jr et al., 2019), explained that qualitative research is a particular tradition in the social sciences that fundamentally relies on the essence of a qualitative approach by observing people in their lives and interacting with the world around them.

## RESULTS AND DISCUSSION

### Overview of the Kartini Village

Kartini Village, is located in the Sawah Besar sub-district, Central Jakarta, and Kartini is one of 5 villages in the Sawah Besar sub-district, Central Jakarta. Kartini Village has an area of 56.8 hectares. Kartini Village has 9 Neighborhoods (RW) and 125 Neighborhood Units (RT) with 28,360 people. Kartini Village has 7201 families (KK),



the male population is 14,284 and the female population is 14,076. Kartini Village is located on Jl. Kartini VIII number 18, Kartini Village, Sawah Besar District, Central Jakarta City. Postal code 10750, RW 03 has an area of 8500-sqm. RW 03 has 14 Rukun Tetangga (RT). The population of RW 03 is 2778 people, consisting of 1360 men and 1418 women, and consists of 898 families. Over the last three years, population development has been high due to the increase in the population of RW 03 by 201 people every third year, which averages around 34 people every year.

### **The Soap Opera of Bound of Love (*Ikatan Cinta*)**

*Ikatan Cinta* is an Indonesian soap opera produced by MNC Pictures, which premiered on RCTI on October 19, 2020 at 19.30 WIB. This soap opera stars Amanda Manopo, Arya Saloka. *Ikatan Cinta* tells the story of two brothers, Andin (Amanda Manopo) and Elsa (Glenca Chysara), without them knowing they love the same man, Nino (Evan Sanders). Their bond, which had never been good, became more complicated and rushed when Elsa found out that Nino would marry Andin. Nino's desire to marry Andin is encouraged by Pak Surya (Surya Saputra). However, Andin and Nino's marriage is opposed by Elsa and Mrs. Sarah (Natasha Dewanti). Andin finds out that Nino is the ex-girlfriend of his sister, Elsa. This woman named Elsa also does not want her sister to marry Nino. Moreover, Elsa is her mother's favorite youngest girl, Sarah's mother. The mother loves Elsa so much, that whatever she wants will always be fulfilled. So this condition is used by Elsa. Elsa's devious scenarios began to run. However, this does not affect the bond between Nino and Andin. In conclusion, they are both married (Inews.id. Accessed October 22, 2020).

After getting married Andin was accused by Elsa of killing Roy, Aldebaran's younger brother, and Roy's two children. Meanwhile, Elsa, who is Roy's two children, kills him. Andin was also imprisoned. Although there are no facts that say Andin is guilty. Elsa also uses this situation to win Nino's heart back. Elsa ends up marrying Nino. In prison Andin gave birth to Nindi, his son and Nino. But Nino didn't want to keep the child because it was Roy's child for him. Elsa recognizes that it is Nino's child; she throws Nindi into an orphanage and says Nindi died. After 4 years after that, Andin got out of prison and Aldebaran secretly approached Andin to avenge the death of his beloved brother, Roy. Where another fact says it was Elsa who killed Roy. From this misunderstanding, Andin and Aldebaran began to marry and live together. After marriage, Aldebaran also uses the situation to adopt Nindi (changed her name to Reyna) because he thinks Nindi is Roy's child. Starting from the Navy's indifferent, stiff and cold character, his heart slowly began to melt with Andin's love. And the conclusion makes them love each other, and Andin is currently two bodies (rctiplus.com. Accessed February 7, 2021).

### **Behavioral Patterns of Audience Children**

According to human nature, behavior in language means how to do or manage something. Socially, it means everything about society. While the term is defined as follows: social behavior is the physical and psychological activity of an individual towards others and vice versa to meet the needs of oneself or others following social needs (Trigueros et al., 2019). A term used to describe the general behavior of individuals in society, especially in response to what is considered acceptable or unacceptable in an individual's age group. Social behavior is an individual's physical and psychological activity concerning and otherwise to satisfy himself or others following social requirements (Hurlock, 2003).

According to Weber (Vuori et al., 2020), social behavior arises from changing pressures on social members' beliefs, motives, and goals. Behavior is considered social if it contains three elements: behavior has a subjective meaning, behavior affects the behavior of other subjects, and behavior is influenced by the behavior of other issues (White et al., 2019). At first, the behavior patterns of children in Kartini Village were still at a normal stage, playing like children in general, they still played traditional games such as hide-and-peek, soccer, *congkak* and others, but over time the researchers noticed a change in the children every year, which I used to know seeing them playing is cool, now they are cool sitting around just talking to each other.

Children's behavior patterns can be influenced by several internal and external aspects. Internal factors can be in the form of interaction patterns that exist within the child's own family, if at first the upbringing of the parents who brought the child was not good then the child will automatically have a deviant effect, if the child has good external or external relationships, the child may not bring too much bad influence in his life. As the results of observations and interviews, researchers in the field see that family factors are very important and cannot be taken lightly, because in the field researchers see the occurrence of social deviations or juvenile delinquency caused by

a lack of family supervision, so that children commit misbehavior such as bullying their playmates. until a member of his own family, namely his sister (Nina, interview on May 2, 2021).

The SOR theory says that the stimulus given by the soap opera *Ikatan Cinta* can be in the form of information that can be obtained or it can also be in the form of new knowledge that children do not yet know. Children are organisms or objects of receiving stimulation from the soap opera *Ikatan Cinta*. Children are easily influenced because they do not know the good or bad of the stimulus or the message contained in this soap opera itself. The child's response determines how much influence the media has on the child's life and interactions. Where good children's responses can be seen through the activity of watching the soap opera *Ikatan Cinta*, the more often children watch, the better the response of the child to the soap opera *Ikatan Cinta* so that it is easy to enter the stimulus or message contained in this soap opera, because the organism, namely the child, is not easy to distinguish which one to use in the example or not. Suppose the child's response is not good. In that case, the child will automatically dislike the soap opera *Ikatan Cinta* and will not be easily influenced by the media itself because basically the child does not like this soap opera and the stimulus does not enter and does not provide knowledge that can be imitated and imitated by children who don't watch. It is different in the field, researchers see that it is true that there is new information that children get in the form of how they mix, dress and other adult behavior. Children imitate or imitate, regardless of the age and ability of their parents how to get what they wear and want, resulting in parents experiencing difficulties from the impact of what they watch (Yanti, interview on May 3 2021).

Carl Hofland said that behavior change in someone who is influenced by the media takes place through three processes, namely SOR which is explained as the stimulus process to the organism and the organism's process of response which if this process exists there will be a change in behavior towards the organism in which children . Because basically the child can digest the stimulus and respond to the stimulus quickly without having to think about whether the stimulus impacts changing behavior for the better or even making changes in behavior deviant or not good. With the child's fast-catching power, the stimulus from the soap opera *Ikatan Cinta* brings a response in which the child imitates or demonstrates the displayed scene. The scenes that are displayed in the form of slang words, harsh behavior, and adult attitudes that they do not deserve they have exemplified in their playing environment without them realizing it and feeling their behavior has been carried away by what they watch (Alma, Viona Esa, Khodijah, and Gusti, interview on 27-28 April 2021).

### Forms of Behavior in Children

Attitude or behavior is a disposition (a state of being easily influenced) towards a person, idea, or object that has cognitive, affective, and behavioral components (Herz et al., 2020). According to WJ, Thomas defines attitudes as individual perceptions that determine actual or possible behavior in social activities. A person's attitude is directed towards something real or that might happen in life. And a person's attitude is always directed towards a certain thing or object; there is no attitude without a particular object. Supported by children's attitude in the Kartini Village, especially RW (Neighborhood) 03, which is in the field, children's attitude is very vulnerable to being influenced by both the environment and the mass media (Hamjah, interview on May 3 2021).

A behavior will have a visible or invisible impact on the environment, and vice versa an event that occurs in the environment will influence a person's behavior, which causes a change for the individual or society itself. Every behavior must be value-oriented, where behavior is regulated by the values and norms that exist; when someone does not conform to his behavior, such as values and standards that live in society, the behavior is called deviant or not oriented to the values adopted by the surrounding community. Abnormal behavior has social sanctions, each depending on the law in society. This sanction can be applied to a small family where a mother sees her child misbehaving after adapting or communicating with her environment, making the child's attitude and behavior change. So the first action that you take is to limit the movement of playing and to be busy with positive activities such as the Koran, providing additional virtual lessons, cleaning the house and positive attitudes that are beneficial for children in facing the future (Ita, Veni, Lina, Halimah , and Ani interview on 27-28 April 2021).

From the many forms of behavior described above, it can be concluded that behavior can be divided into several types, both visible and invisible behavior. As well as rational and non-rational behavior, this behavior is distinguished itself, whereas invisible behavior is behavior that many people do not feel. Visible behavior is behavior that many people feel. While rational behavior is behavior based on values and norms that exist in society, irrational behavior is behavior that does not have a basis on values and norms that live in society. A person's behavior can not be separated from problems regarding work problems, ethnic problems, social class, and history.

The children who watched the *Ikatan Cinta* said they were not aware that there was a stimulus coming from the media or the soap opera *Ikatan Cinta* because for them, as long as it is exciting and makes them like it, then they will watch it. However, sometimes they realize that they like to imitate both the behavior and appearance of the soap opera. The form of conduct of the Kartini Village community is more inclined to behavior that follows the current topic in the community; the issue is created and constructed by the mass media itself.

Because at first, the public did not know what the topic was if the artist or public figure did not demonstrate it. Because the attitude of the children are very curious and want to try new things that they see and just receive information from the outside, they will imitate the behavior that they have been able to through the environment and TV media in a secret way so as not to be seen by their parents who have forbid it (Kayla, interview on May 2 2021).

The Rukun Warga (Neighborhood) 03 community is a society that is not oriented to the values and norms that exist in society; they ignore the values and norms themselves even though there are sanctions that will be obtained if they violate the values that are set hard-line by existing law. However, as the media progressed and soap operas appeared, especially *Ikatan Cinta*, people who thought that bullying and fighting were bad now believe that bullying is the last way to solve problems without fighting. There have been many changes in the form of society, which was negative in terms of the values and norms of society, since the existence of soap operas featuring scenes of contention between values and norms that are considered good and bad by the community has also changed following the currents of the society.

The research results in the RW 03 Kartini Village are changes in children's behavior who watch the soap opera *Ikatan Cinta* in the form of children's behavior and speech style. In the past, children never shouted or said rudely to their parents, while now they dare to speak in high tones to their parents, consider that underage courtship is normal, and feel proud to show their intimacy in front of their friends.

### Changes in Children's Behavioral Patterns

Behavioral change is a branch of psychology that analyzes and modifies human behavior. Behavior change is the planned and systematic application of predetermined learning principles to change adaptive behavior. Maladaptive behavior is behavior that causes unpleasant consequences for the perpetrator and the environment, is not following the individual roles and functions of the perpetrator, and has characteristics that are not by the stimuli produced by the environment. According to common sense, a child is understood as someone born due to the relationship between a man and a woman. Meanwhile, children or minors are apprehended as those who have not reached a certain age, have not reached adulthood, and are not married (Santrock, 2011).

The conclusion from the explanation above is that a change in children's behavior is a planned implementation of the child's learning process that has been done to change a behavior that is in the child. The reality that there is a change in children's behavior caused by the soap opera *Ikatan Cinta* is the existence of behavioral deviations in the form of bullying between children of various ages; this is influenced by many factors, either because of jealousy of other characters. According to research sources, this has only happened in the last few years in this area because basically, the children here are easy to imitate from the media, especially what they watch (Ita, Veni, Lina, Halimah, and Ani interview on 27-28 April 2021).

### Stimulus in Children

Stimulus is a complicated thing to define, it is necessary to consider the whole process, indeed the first thing that plays a role is direct stimulation in the form of images or actions. A stimulus is a stimulus from a message that enters a person obtained from the social reality in society. The stimulus is a message received from both mass media and social reality that individuals experience. The stimulus enters because of a person's response to the social fact that causes a reaction to the stimulus (Pandita et al., 2021). Likewise, the response he received from the children in RW 03 was triggered by a stimulus from the soap opera *Ikatan Cinta* in the form of bullying friends and other groups, using language that was not appropriate for their age and forming small groups in their environment (Ita, Yanti Lina, Nina, and Ani, interview in April-May 2021)

Stimulus arises and is created because of the interaction in it even though it is only the interaction of the mass media with the individual itself, the stimulus is a reaction that is generated from the mass media, especially the soap opera *Ikatan Cinta*. The soap opera *Ikatan Cinta* provides a stimulus in the form of scenes and messages from the soap opera *Ikatan Cinta* which is then accepted by the organism, namely the children of the audience, the children of the sky, and the emergence of a response because of the stimulus (Kamboj et al., 2018). After the stimulus enters the child, a reply arises from the inspiration; the audience or children usually realize that the stimulus

enters them after this response. Still, children typically know it after their parents are sensitive to the stimulation. That sensitivity exists because of a change in the attitude of the children themselves and in addition to changes in the behavior of their children (Ita, Yanti Lina, Nina, Ani, Veni, and Halimah interview in April-May 2021).

The stimulus in the soap opera *Ikatan Cinta* comes from the behavior and appearance of the soap opera actor *Ikatan Cinta*, the interest starts from the artist playing *Ikatan Cinta*, who then idolizes the artist, this adds to the stimulus that will enter the children of the audience of the soap opera *Ikatan Cinta*, some stimuli from the soap opera *Ikatan Cinta* There indeed love that gets a good response until there is no response itself. According to the mother of the children who watch the soap opera *Ikatan Cinta*, they are not aware of the stimulus that goes into the soap opera *Ikatan Cinta*. Still, they think that every soap opera that is watched with supervision must be no incoming stimulus even though they do not deny that children are their children receive inspiration from the soap opera *Ikatan Cinta*. Initially, the children who watched the soap opera *Ikatan Cinta* were not children who liked this soap opera; they were influenced by their parents who, on average, liked to watch this soap opera almost every day; because of this, the children became fond of the soap opera *Ikatan Cinta* plus players who handsome and beautiful became the motivation of several children to watch the soap opera (Ita, Yanti Lina, Nina, Ani, Veni, and Halimah interviewed in April-May 2021).

In the theory of SOR (Stimulus, Organism, and Response) which is where when a stimulus is given to an organism which then this organism produces a response, the response can be felt indirectly for the community but is not realized that the answer is in the audience or children who often watch soap operas *Ikatan Cinta*. Stimulus is a reaction or message content in the soap opera *Ikatan Cinta*, in a soap opera must produce a stimulus even though the stimulus is not immediately seen and realized by the audience of the soap opera *Ikatan Cinta*; this they only realized after the response from individuals to the soap opera *Ikatan Cinta* resulted in a behavior audience social. The stimulus given by the soap opera *Ikatan Cinta* is the behavior of actors and the appearance of the actors in the soap opera *Ikatan Cinta*; many children imitate the actors they like even though they do not know whether imitating is good or bad for them, the result of imitating and imitating it is premature adults and create social deviations in the form of bullying between groups. The stimulus generated in the soap opera *Ikatan Cinta* in Kelurahan Kartini Rukun Warga 03 is in the form of children's behavior which is more dominant in the negative behavior of children in the form of bullying which starts from the creation of play groups in the children's environment which then arises competition between certain groups which causes conflict within the child that environment.

## CONCLUSION

Behavioral patterns in children who watch the soap opera of *Ikatan Cinta* in RW 03, Kartini Village of Sawah Besar Subdistrict, Central Jakarta City, seemed as busy as usual was well guided by their parents. There was no significant change in behavior since the soap opera *Ikatan Cinta* was introduced; at first, did not know how to fight; now, children have become aware that then the children practice how to fight in the circle of friends who watch the soap opera *Ikatan Cinta*. Changes in children's behavior watching the soap opera *Ikatan Cinta* occur over time; when children watch the soap opera, the behavior change can be seen in bullying between groups, daily appearances, and speeches to friends such as abbreviated words, and other changes. This change occurred as children watch soap operas often, changes are more visible when children watch and admire soap operas and the players in soap operas more often. This change in behavior changes not only the stimulus that is obtained from the soap opera *Ikatan Cinta*, but also the role of the environment and the role of the environment parents also influence changes in the behavior of children who watch soap operas, the background of the change is parental supervision which is then supported by the stimulus that children get from soap operas, then applied to the environment around the children who watch the soap opera *Ikatan Cinta*. This article recommends that in making entertainment products such as soap operas, producers should see the impact, especially for children who are developing their outlook on life, to bring up good behavior. For future researchers, it would be better to examine it in social psychology to lead to a more in-depth study of the psychological aspects of society.

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