

THE INFLUENCE OF BOLLYWOOD PHENOMENON TO DAILY ACTIVITIES OF HOUSEWIFE

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Abstract— Television media is a mass media equipped with audio-visual capabilities, this is the advantage that makes tv being most popular to be used by audience between newspaper or radios. By watching television audiences are not only able to collect new information, but also get a new entertainment. Even in Indonesia based on Nielsen's research on television viewer measurement in 2012, shows in a day, viewers can spend about 4.5 hours sitting in front of the television, and 24 percent of their total watch time spent watching sinetron (quoted from: mix.co.id). Due to the culture of watching television programs, the daily activities audience be able to changed. For example which watching the drama series India very intense has brings back the phenomenon of Bollywood in Indonesia. Increasingly of the broadcasting of the drama series of India has made a local drama series into less enthusiasts of audience. With the reappearance of Bollywood phenomenon has make a conversation of the housewives who previously discussed about price of household needed being talking about the synopsis of Indian drama series when meeting other housewife. This makes the transition of motive to fulfilling the needs using media to watch foreign broadcasting.

Keywords— *Phenomenon, Bollywood*

I. PRELIMINARY

Media television today is not only a means to obtain information, but also a medium of entertainment that can not be separated from the daily life of Indonesian society. This can be seen from the increasing number of users of electronic media on this one. Even in Indonesia Nielsen's own research results about television viewers measurement 2012, shows that until now, the consumption of television media still leads total media consumption, which is 94 percent of the total population of conventional media in the country. This means that in a day, viewers can spend about 4.5 hours sitting in front of the television, and 24 percent of their total watch time spent watching the soap opera

1. This also raises an assumption that in the public television media more popular, with the birth of culture Watching as the daily life of the community. Besides watching the information from the television has more appeal because the community

can enjoy every program of his show safely and comfortably in the house.

Surely this is not surprising for the mass media who began to enter in Indonesia on July 25, 1961 this. Because television is able to present the audio and visual characteristics that make any information or impressions witnessed by the audience seemed real, and this character is not owned by mass media predecessor (Newspapers and Radio). So it is not surprising that the perpetrators of the television industry are competing to present an event program that attracts audiences in the hope of achieving a high rating on their broadcast media. Especially with the presence of the era of globalization, create new colors and diversity in the program impressions.

Media function Television as a means of entertainment to be a means of the audience in releasing fatigue after daily routine. This shows that indirectly through its programming, television brings an influence on its heterogeneous audience. Television stations are currently competing to build a broadcast program that is considered capable of drawing the attention of the audience, thus making the program appearance of the program flooded by different types of different programs from different television agencies. The presence of various types of event programs seemed to indicate the high intensity of competition in the television industry, in order to attract the masses to watch for big profits.

The mushrooming of the private television industry in the country, certainly would not survive if without the loyalty of viewers who watch the show displayed. So that every media crew in television institutions is intended to develop a strategy that is creative, observant and selective in seeing the audience interest in an information, in order to create a program that will be broadcast. This is absolutely owned by media agencies in order to achieve a high rating in order to attract the advertisers, with the number of sponsors who received profits or profits generated will be greater. This is considered reasonable because in Broadcasting Act (Act) no. 32 year 2002 article 16 paragraph 1, states that "Private television stations are broadcasting institutions that are commercial berbentuk legal entities.

Television media itself to answer the challenges of viewers in terms of entertainment needs, gave birth to various programs such as reality shows, quiz shows, music shows or soap operas / dramas and movies. And soap opera categories into broadcast programs enjoyed and awaited by audiences. This can be seen based on the author's observations of 14 National Television Stations (TVRI, TRANS TV, TRANS 7, TV ONE, SCTV, Indosiar, RCTI, MNC TELEVISION, GLOBAL TV, METRO TV, ANTV, RTV, TV Compass, and NET TV) 9 of 14 Television stations that aired this one entertainment program. There are even from 9 television stations, there are 7 television stations that sing more than 2 sinetron titles at once in a day. And for this type of program from the existing schedule aired on prime time hours (at 18:00 to 21:00).

Seeing the popularity of soap operas as a medium of entertainment in the form of bergama sinetron type, as an effort of media actors in order to achieve the target rating as much as possible. And with the current globalization to make the sinetron industry not only focus on the work of Indonesian filmmakers but also bring drama soap operas from abroad, as well as telenovela which incidentally comes from Latin countries for example Dulce Maria (aired by MNC Tv) or Rosalinda that aired in Global Television. And also Bollywood entertainment industry originating from India as well as Ashoka aired by ANTV. In addition to the two foreign impressions industry above the audience per impressions perTelevisian also served with a variety of dramas Hallyu (Korea), Mandarin (Taiwan), and Holywood from the West (United States).

With the presence of foreign impressions are a new color for the world soap opera Indonesia but also presents new idols for Masyarkat Indonesia. As the entry of the foreign entertainment industry inevitably becomes a new entry point for foreign cultures from various countries into Indonesia.

Every event program presented by television broadcasting station, certainly will not be able to continue and survive if there is no loyalty from the audience of the program broadcast. So it takes a selective action and also carefulness to pay attention to what the program is popular target audience. As well as private television station ANTV that presents the charm of Bollywood drama story in its flagship program. Despite the positive response and enthusiasm of the loyal spectator of private television station which started broadcasting in 1993, there is also a fierce criticism of the choice of ANTV to make the drama series of Indian origin as its flagship program.

Bollywood phenomenon presented by ANTV, seen from bebrapa new activities or habits inspired by the activities featured in the series dramas series of Indian presented Bollywood drama program. When we are busy walking the streets today in the shopping center must have been familiar to find booths that offer services to draw hyena a year lately. Apparently the trend of drawing hyena back to life after the booming impressions of Bollywood presented by ANTV.

Trend henna itself is booming after the presence of various drama shows like Uttaran featuring henna painting culture during wedding procession. In addition to henna culture Fenoma impressions Bollywood apparently also inspired the fashion style of young women lately. Just as the best-selling Jokha Rok is hunted during the Lebaran season of 2015. The presence of this kind of fashion is inspired by Mega Drama Jodha Akbar which is aired by private television station in ANTV and there are many other things that mark the development of Bollywood phenomenon in the country. This phenomenon shows the presence of new popular entertainment in the world perTelevisian Indonesia today, which several years ago enlivened by Korean drama and also Music Girlband and Boyband.

Of course it becomes a big question as to how this Bollywood phenomenon can hit the country and grab the great attention of the homeland community. In the history of Bollywood industry itself in the era of the 90s never stole the attention of Indonesian society when the movie Kuch-Kuch Hota Hai, or Kabhi Kushi Kabhi Gham who brought Shahrukh Khan became an idol actor who always waited for his appearance until then. At that time the songs of Indian mega drama when it was recuptivated by many singers-singers of the 90s era. Although not the first time this phenomenon hit in Indonesia, in fact the trend of India is currently striking not only presents the handsomeness and beauty of the players only but also penetrated the sector Clothing, accessories to food tastes

Actually Indian drama begins in mid-2015 with the presence of the TV series Mahabharata. Drama Television that presents the story of the Pandavas 5 war for the revenge of Drupadi (Wife of Pandawa 5) for the harassment committed by Duryudana (Brother Pandawa 5 who seized the throne of the father of Pandawa 5). Despite the epic story, it is clear that the talents of the players in casting the characters in this series, as well as the beautiful story presented by the writer can draw the attention of many people both in their own country and in Indonesia.

Even when looking at the program's schedule, the Indian Drama Series is dominated compared to the local drama that aired on ANTV as of December 2016. Even for Saturday and Sunday ANTV will broadcast any longer-term Indian program that is 2-3 hours per event. So it is not surprising that the choice of ANTV in its programming arrangements make this station Television is warned from the KPI (Komisi Penyiaran Indonesia). For violating Article 61, Pedoman Perilaku Penyiaran Dan Standar Program Siaran (P3SPS). ANTV is rated too much to show foreign broadcasting with a total of more than 40%, which is meant by foreign broadcast itself is a whole broadcast program imported from abroad of course it is not surprising to see the attitude of this ANTV that seems to be an Indian television, because when you look at the rating generated from each program broadcast the Indian series occupy the program broadcast with the highest rating. Even when KPI conducted an assessment survey on the broadcasting quality of the Television program, the Ashoka

Indian series that aired on ANTV was then chosen as a reference for the drama program in Indonesia.

The phenomenon is nothing but a conscious fact, and enters into human understanding. So a phenomenon of that object exists in relation to consciousness. Phenomenon is not something that seems visible, but it is in front of consciousness and presented with awareness as well (Kuswarno: 2013).

Phenomenon consists of two kinds of natural phenomena and social phenomena. Natural phenomenon is an event that occurred in nature that is not created by humans, but has an influence on the survival of human life. Suppose the volcano's natural phenomenon.

While Social phenomenon can be interpreted as the symptoms or events that occur and can be observed in the social life of society. One of the social phenomena found in our daily lives is the existence of social problems that arise both in family life and society.

Examples of social phenomena as well as the Bollywood phenomenon that is currently re-emerged in the community homeland. The phenomenon that had boomed in the era of the 90s, this again loved the people of Indonesia when one private television that ANTV brings the charm of Bollywood in their flagship drama series. Even the phenomenon of this phenomenon can be seen on the Day of Eid al-Fitr in 2016, where many fashion styles with profiteer or inspired by Indian films aired by ANTV. Just like Jodha skirt that became the target of teenage girls or mothers - mothers to be used as clothing while visiting relatives homes with the intense drama of the Indian drama series raises a new phenomenon in the country, the Bollywood phenomenon. And the emergence of the phenomenon indirectly affects the housewife who likes to watch the intense Indian drama series aired on ANTV.

Bollywood (बॉलीवुड, Urdu: *ہیولیا بڈ*) is the name for the popular Hindi-speaking Indian language industry in Mumbai, India. The term "Bollywood" is sometimes used incorrectly to refer to all Indian films, which actually have many film industry centers, such as Tamil-based Tamil films in Kodambakkam, in the area of Chennai famous for its nickname "Kollywood", a Telugu-based Telugu film based in Hyderabad, Nicknamed "Tollywood". The name "Bollywood" comes from a mixture of Bombay (the old name for Mumbai) and Hollywood. Bollywood is India's largest film producer and one of the largest film producers in the world. (Www: //id.wikipedia.org)

Bollywood industry itself is an Entertainment Industry located in Mumbai City India. This industry produces a variety of art creations that cultivate the culture of Indian culture in it, be it drama or Indian musical theater. The artwork of Bollywood is renowned for its blend of acting as well as the art of dance and a sustained drag sound presenting a storyline. Bollywood itself at the beginning of the stand was given the name Tollywood.

And the Entertainment Industry was the first to show its existence in Indonesia in the 90s era. Its heyday is marked by the emergence of Kuch Kuch Hota Hai drama series. And as the turn of the introduction of Hallyu and Mandarin industries made Bollywood less existent, until in the middle of ANTV began airing the Mahabarata Indian Drama series, and with the success of Mahabarata ANTV also presents various other Indian drama series, which apparently revive Bollywood fever in Indonesia.

After a few years ago the Asian film industry enlivened with the phenomenon of Korean Pop (K-Pop) including one in the country, now people again made stunned by Indian pop culture. Indian fever occurs in the country and is experienced by all walks of life, social status, and demographics. After the success of the Mahabrata series on ANTV, now almost all TV stations have impressions of Indian film series, such as Naagin on MNC TV, Aladin on Trans TV, Mahadewa, The Adventures of Hatim, and Jodha Akbar at ANTV. Indian film stars become new idols such as Shaheer Sheikh, Rohit Bhardwaj, Saurav Gurjar, Vin Rana, Lavanya Bhardwaj, Aham Sharma and Arpit Ranka. This phenomenon marks a new chapter in the world perTelevision Indonesia, as a multitalent country, serving spectacle for the society still continues to be dominated by foreign countries, how long will this continue to happen, interesting question amid the increasingly widespread development of information media.

Seeing the phenomenon of Indian fever, a question arises, what's with the people of Indonesia, why we really like the presentation of overseas spectacle than the local. At first glance the emergence of this phenomenon can not be separated from the preference of middle-class consumer entertainment. With the increasing level of knowledge and social connections, their entertainment consumption is becoming more global and modern. Booming K-Pop is a phenomenon of youthful entertainment style. Not much different, Indian fever was loved by in various age groups, but more young women. Although not the "prime fever", the trend of India to be triggered emerging other trends Indian style, such as clothing, accessories, to food tastes. Here are three trends of Indian fever in Indonesia:

Watching Indian drama series certainly can not be separated from scenes featuring cultural culture contained there, for example scenes of tradition such as the ceremony of the Holy, Henna ceremony when going to get married, married Indian women must use Sari and Sindur and Manggal Sutra, and several other traditions. And as indirectly the intense housewives watch the drama is inserted insight and new knowledge of each tradition. Certainly it can be said that housewives in an effort to add a new repertoire of knowledge conveyed by watching the Indian series indirectly add and learn new information related to India. Even the watch time series of Indian marathon this, according to housewives in accordance with spare time. Even for the sake of catching up to avoid the Indian storyline in ANTV, household activities such as cutting cooking or sweeping materials are done in front of the Television or interspersed watching Indian drama

when it enters intermezzo then work is resumed and will stop when the Ad has finished.

Indian drama series has a high magnetism as a medium of entertainment by television by the respondents housewife, because it is influenced by the storyline of drama only able to correctly answer the schedule of his favorite drama series only. As for the mention of actors or characters who play a role in the drama series India, all research subjects only mampu mention less than 10 names of Indian serial characters, Even when touched on the original name, actress and actor who collided acting in the Indian series witnessed by respondents. Of the total 10 Respondents find it difficult and admitted to not knowing the real name of the cast in the Bollywood series that aired ANTV.

For the writer is not surprising on the recognition of the respondents who do not recognize the real name of the character who acted in the Indian series that aired on ANTV. Because in addition to the cast in the series is not a celebrity homeland, with no mention of title credits (the name of the player) at the beginning and end of the series of Indian impressions in ANTV, making the respondents just fun enjoying the performance of acting Indian actress, without the desire to know more In the original figure of actor drama series scenes in ANTV.

Based on the above analysis, although each respondent showed a high interest in watching Indian dramas in ANTV, these housewives were limited to the audience or entertainment spectators only. It can be said that if the respondents are only interested in watching the storyline shown in the Indian series on ANTV, and not yet included in the category of fanatical fans of artists and Indian knick-knacks.

II. CONCLUSION

Bollywood phenomenon in the current era is a social phenomenon that struck in Indonesia/ as the effect of the high intensity of the drama series Indian drama that existed in one of the private television in Indonesia// From the broadcasting of the India drama series/ the audience is not only watching the acting of the actors/ but also the transfer of insights about the culture of origin drama which is India// Housewife as family members who spend a lot of activity inside house/ it means her will have a lot of time to watching television// The presence of Bollywood phenomenon making housewives who originally watched the Indian drama series because of the epic storyline different from the story of Indonesian soap opera/ continued to enjoy the looks of the Indian artist who played in Indian drama series// By watching Indian drama series for the housewife can be a tool to socialize with other housewives//

This is because exchanging stories about Indian drama series can build familiarity with fellow housewives// Even with Bollywood phenomenon/ there is a transfer of insight into Indian cultural culture for the Indian drama series housewife// From the story line of India dramas's some part in the world like fashion (eg skirt Jodha) and beauty part (example use of henna) being a new trend that booming in Indonesia//

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