

Encouragement Motives Student in Watching the Tonight Show D I Net TV

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Article History: Received on 2 May 2023, Revised on 5 July 2023,

Published on 10 July 2023

Abstract: This research was conducted to determine individual motives in enjoying the Tonight Show on Net TV in order to find out different usage patterns in audiences that will have an impact on different levels of satisfaction. Researchers use students as research subjects because students are a very active audience in using mass media, which will be very helpful in identifying their reasons or motives in watching the Tonight Show. Individual motives are seen from four categories of media consumption motives, namely Surveillance Motives, Personal Identity Motives, Interaction Motives and Social Relations and Diversion Motives. Tonight Show is an evening talk show program that provides information and entertainment alongside four hilarious hosts, Desta, Vincent, Hesti Purwadinata and Enzy Storia. The Tonight Show features guest stars from all walks of life who are performed in a relaxed and humorous manner. The approach in this study is quantitative with a descriptive type of research. The method used in this study was a survey method using interview and questionnaire techniques. The respondents in this study were 82 people, which were obtained from sample calculations and distributed in the FISIP campus area of Pattimura University Ambon using Purposive Sampling. The results showed that the diversion motif was greater, the second order was the surveillance motive, the third order was the personal identity motive and the last sequence was the interaction motive and social relationships.

Keywords: Motive, Talkshow, Television, Tonight Show

A. Introduction

In the current era of globalization, the mass media is a means to obtain information and entertainment which has become a necessity that cannot be separated anymore in everyday life. The mushrooming of several television stations proves that our society needs media that can provide various information as well as entertainment (Bondad-Brown et al., 2012). Light entertainment that does not require a lot of concentration and tension is currently the alternative program that is considered the most profitable for television media (Chang & Peng, 2022). This is in line with one of the functions of television media as an entertainment medium (Cheang & Goh, 2018). So that requires television station managers to provide a variety of entertainment programs with packaging that attracts the attention of the audience (Blumler, 1979).

A talk show featuring celebrities is one of the light informative entertainment programs and is considered capable of easing social tensions (Farrell & Brunton, 2020). This is what makes television stations competing to make similar talk show programs such as ' Brownies ' and ' Rumpi (No Secret) ' on Trans TV, ' Hitam Putih ' on Trans 7 and 'Kick Andy' on Metro TV. Net TV also offers a similar program, namely " Tonight Show ". The Tonight Show program is an evening talk show program providing information and entertainment with four hilarious hosts, Dedi Mahendra Desta , Vincent Ryan Rompies, Hesti Purwadinata and Enzy Storia . This program presents guest stars who come from celebrities as well as inspirational figures who are able to mingle with topics among young people. Program This can then be said to be included in the variety show category, because in one episode, it consists of several program concepts, including talk shows, games, music, and so on. This program airs every Monday to Friday at 21.00 – 22.00 WIB, this program lasts for 60 minutes.

In 2016, NET TV's Tonight Show program has succeeded in becoming the favorite television show for the Indonesian people. This is because the Tonight Show won an award from Rolling Stone Indonesia in the 2016 Rolling Stone Editors Choice Awards for the category The Late Night Favorite. Also in 2019, the Tonight Show program was included in the nomination for the non-news talk show program at the 2019 KPI Award. In addition The Tonight Show received another award as the Most Favorite Entertainment Variety & Talkshow Program at the 2019 Panasonic Gobel Awards.

The main attraction that makes this event attract the attention of the audience, where this event is packed with light and fresh jokes and lots of unexpected humor appears, both when the guest stars are interviewed and when playing games, etc. This is the barometer of the 'success' of this event. The audience's good response to the program was proven by the inclusion of the Tonight Show into the 3 programs with the highest ratings on NET TV and has received several awards.

Based on the above, researchers are interested in examining individual motives in enjoying the Tonight Show in order to find out different usage patterns in audiences which will impact different levels of satisfaction. Apart from that, it is also based on the fact that there is increasing public interest in the Tonight Show talk show. In making this observation, the researcher uses students as research subjects because students are very active audiences in using mass media, both print and electronic media which will be very helpful in identifying their reasons or motives for watching the Tonight program show.

To meet the criteria for who is a respondent, the researcher gave a limit, seeing that there were so many students scattered throughout the city of Ambon, the researcher chose Pattimura University students. The ISIP Faculty of Communication Studies program actively watches the Tonight Show which airs five times a week, at least in the last week. It is from the level of attention and frequency of watching that there is a need for that individual.

B. Methods

Research Conceptualization

The research method used is a research survey method using a questionnaire as the data collection instrument. The aim is to obtain information about a number of respondents who are considered to represent a certain population" (Rachmat Kriyantono, 2006). In survey research, information is collected from respondents using a questionnaire. Generally, the definition of a survey is limited to research where data is collected from a sample of the population to represent the entire population. Thus survey research is research that takes samples from one population and uses a questionnaire as the principal data collection tool (Singarimbun & Masri, 2002). In general, the unit of analysis in survey research is the individual. Survey research can be used for descriptive purposes. Descriptive research is intended for careful measurement of certain social phenomena (Singarimbun & Masri, 2002). The indicators used are media consumption motives consisting of Surveillance Motives, Personal Identity Motives, Interaction and Social Relations Motives and Diversion Motives (Rakhmat & Jalaluddin, 2005) (Asmara et al., 2023).

This type of research is descriptive research with a quantitative approach. "This type of descriptive research aims to make a systematic, factual and accurate description of the facts and characteristics of a particular population or object" (Rachmat Kriyantono, 2006). A quantitative approach is research that describes or explains a problem whose results can be generalized. "Therefore, it is not too concerned with the depth of data or analysis. Researchers are more concerned with aspects of data flexibility so that data or research results are considered to represent a population" (Rachmat Kriyantono, 2006).

Research subject

According to (Sugiyono, 2016) the notion of population is "a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions". Every research implementation is inseparable from the object and research subject. Through this research object will be obtained variables that are the problem as well as a source of data to be studied. The object set for research is the population. The population taken in this study were students of Communication Studies FISIP Pattimura University Ambon. The characteristics of the population are as follows: (1) Student of Communication Studies FISIP, University of Pattimura Ambon, class of 2019 -2022 who are still active in the lecture process. (2) Boy and girl and (3) Have watched the Tonight Show at least in the last 1 week.

The definition of a sample according to (Sugiyono, 2016) is " part of the number and characteristics possessed by the population ". The sample in this study is part of the population mentioned above. The technique used in this research is purposive sampling where is the sampling technique with certain considerations (Sugiyono, 2016). The reason for using this technique is because it is suitable for quantitative

research or research that does not generalize. Purposive Sampling is a sampling technique by providing self-assessment to the sample among the selected population. The assessment is taken if it meets certain criteria according to the research topic (Kim & Kim, 2020).

Data analysis

In this study used descriptive data analysis techniques. The data analysis used is quantitative analysis, which uses the analytical method by calculating the percentage of each answer obtained through distributing questionnaires to respondents and then applying it through table visualization accompanied by a series of logical sentences describing the actual conditions based on theory (Hadi, 1988). For the discussion of data analysis, the formula is used:

$$P = \frac{F}{N} \times 100\%$$

(Hadi, 1988)

C. Results And Discussion

In this section, data analysis will be carried out with data obtained in the field. The questionnaire consists of 3 important parts: the first part contains the demographic data of the respondents; the second part contains questions about media use and the last part is a question about the motives that motivate the respondents. The results of the data findings are explained with a frequency table according to the sequence.

Media Use

Interest Rate in the Tonight Show Show

Table 1. Level of Interest in the Tonight Show

No.	Category	Frequency (F)	Percentage (%)
1.	Unattractive	6	7.3
2.	Less attractive	19	23.1
3.	Interesting	39	47.6
4.	Very interesting	18	22.0
Total		82	100

From table 1 above, it can be seen that most of the respondents said the Tonight Show program interesting, this can be seen from as much as 47.6%. These results indicate that the messages conveyed on each Tonight Show has a strong appeal and is delivered in a relaxed style, so that it is easily understood by the audience.

Level of Attention to Guest Stars

Table 2. Level of Attention to Guest Stars

No.	Category	Frequency (F)	Percentage (%)
1.	Not attentive	8	9.8
2.	Less attention	12	14.7
3.	Attention	42	51.2
4.	Very considerate	20	24.3
Total		82	100

From table 2 above, it can be seen that most of the respondents paid good attention to the guest stars that were presented on every Tonight Show program, where this can be seen from as many as 51.2% stated that they paid attention to every guest star that was presented on the Tonight Show program regularly. This condition is not surprising considering that the guest stars that are presented on every Tonight Show are well-known artists and have quite a lot of fans in Indonesia.

Level of Interest in Each Theme/Topic

Table 3. Level of Interest in Each Theme/Topic

No.	Category	Frequency (F)	Percentage (%)
1.	Unattractive	3	3.7
2.	Less attractive	23	28.0
3.	Interesting	41	50.0
4.	Very interesting	15	18.3
Total		82	100

From table 3 above, it can be seen that most of the respondents have a level of interest in each theme/topic presented in each episode of the Tonight Show, where as much as 50.0% stated that they were interested in the themes/topics aired on the Tonight Show. routinely. This condition shows that the creativity of the theme/topic makers on the Tonight Show quite good where they are able to present different themes/topics in each episode so that it becomes a talk show that is varied, interesting and doesn't bore the audience.

For example event *Tonight Show* provide interesting and useful facts from outside and within the country related to the topic being raised or *current issue* in society which is then packaged into a topic with a current format and presented in a different and comedic way by Desta, et al. Here the mass media is considered to provide entertainment, an opportunity to escape from the daily grind, information and so on. According to Wilbur Schramm, the mass media is a tool to meet the need for entertainment and information. The mass media is expected to be able to package entertainment and information with various variations (Blumler, 1979).

Motivating Motives

This section discusses the factors that encourage respondents to take actions of media consumption in the form of watching the Tonight Show. Here it can be seen how important the students' needs are when they watch the Tonight Show. These motifs are divided into 19 measurement items where an overview of the respondents' assessment of these questions can be seen in the table below:

Surveillance Motive

Surveillance motive is a motive that includes the need for information and social exploration.

Table 4. Want to Get New Information Not Obtained from Formal Education

No.	Category	Frequency (F)	Percentage (%)
1.	Can't	0	0
2.	Moderate	7	8.6
3.	Can	43	52.4
4.	Very sure	32	39.0
Total		82	100

Based on table 4 above, it can be seen that there were no research respondents who rated it as unable, 8.6% rated it as less able, 52.4% rated it able and 39.0% rated it very well, so overall it can be interpreted that the type of need to obtain new information is not obtained from formal education is a type of need that is important or is indeed sought for fulfillment through the Tonight Show program. Respondents who judged that they were lacking in the need to obtain new information that was not obtained from formal education were often a group of respondents who had a high intensity for activities outside the home (Blumler, 1979) so that these types of needs did not seek fulfillment through the mass media or in this case through the Tonight Show broadcast by Net TV.

Table 5. Want to Get Additional Knowledge from Talk Shows with Celebrities

No.	Category	Frequency (F)	Percentage (%)
1.	Can't	0	0
2.	Moderate	10	12.2
3.	Can	51	62.2
4.	Very sure	21	25.6
Total		82	100

Based on table 5 above, it can be seen that there were no research respondents who rated it as unable, 12.2% rated it as less able, 62.2% rated it able and 25.6% rated it very well, so overall it can be interpreted that the type of need to gain additional knowledge from talk shows with celebrities is a type of need that is important or is indeed sought fulfillment through the Tonight Show.

Respondents who assessed that they lacked the need to gain additional knowledge from talk shows with celebrities often paid little attention to what the celebrities were talking about. So, they don't get additional information from talk shows with celebrities.

Personal Identity Motives (Personal Identity)

Personal identity motives are motives shown to strengthen something important in the life or situation of the audience concerned.

Table 6. Wants to Follow Various Programs on TV

No.	Category	Frequency (F)	Percentage (%)
1.	Not agree	3	3.7
2.	Disagree	6	7.3
3.	Agree	43	52.4
4.	Strongly agree	30	36.6
Total		82	100

Based on table 6. above, it can be seen that only 3.7% of respondents who disagree, 7.3% who disagree, 52.4% agree and 36.6% strongly agree. Based on these results it can be interpreted that the type of need to watch the Tonight Show because they want to participate in various programs on television is an important type of need that respondents look for.

This can be seen from the majority of respondents answering agree and strongly agree. Because of the Tonight Show This received great attention from many groups, especially students. It can be interpreted that the respondents want to watch the Tonight Show because I was curious about what and how the Tonight Show was like the.

Table 7. Happy When Idols Become Guest Stars

No.	Category	Frequency (F)	Percentage (%)
1.	Not happy	0	0
2.	Less Happy	0	0
3.	Happy	48	58.6
4.	Very happy	34	41.4
Total		82	100

Based on table 7 above, it can be seen that there were no research respondents who thought they could not and could because all respondents felt happy if their idol became a guest star on the Tonight Show, while 58.6% rated it happy, 41.4% rated it very happy. So overall it can be interpreted that the type of need for pleasure when idols become guest stars is the type of need most respondents choose. This is because most of the respondents felt happy when the respondents' idols appeared and were

able to talk about their daily lives that their fans, in this case the respondents, did not necessarily know.

This is in accordance with the Affiliation theory where humans have the nature of wanting to love and be loved (Ort et al., 2020), in relation to media gratification, as in the example when we see a figure that attracts our hearts on television, we will be happy to see that figure and I love everything that has to do with this character.

Table 8. Want to Get Interesting Things

No.	Category	Frequency (F)	Percentage (%)
1.	Do not want	10	12.2
2.	Less Want	9	11.0
3.	Want to	53	64.6
4.	Really want to	10	12.2
Total		82	100

Based on table 8 above, it can be seen that there were 12.2% of the research respondents who considered not wanting, 11.0% who rated less willing, 64.6% rated wanting and 12.2% rated very willing. Based on these findings, it can be interpreted that the type of need to get interesting things that are expected to be fulfilled through the content of a mass media or in this case is the Tonight Show program.

These findings are in accordance with what was conveyed by Sri Muchati, namely "Actually a strong interest in paying attention because he is interested, interested, requires or likes something indirectly, things related to his interests have attracted attention" (Reid Chassiakos et al., 2016) states that the mass media is able to provide interesting things to its audience that cannot be obtained through other means.

Table 9. Want to Practice What You See and Hear

No.	Category	Frequency (F)	Percentage (%)
1.	Do not want	4	4.9
2.	Less Want	20	24.4
3.	Want to	42	51.2
4.	Really want to	16	19.5
Total		82	100

Based on table 9 above, it can be seen that there were as many as 4.9% of research respondents who considered not wanting, 24.4% who rated less willing, 51.2% rated wanting and 19.5% rated very willing. Based on these findings it can be interpreted that the type of need is to practice what has been seen and heard on the Tonight Show very high. It can be seen from the 42 respondents who answered that they wanted to practice what they had watched on the Tonight Show. Like the funny jokes of the MCs, the jokes, their behavior and so on.

This is an effect of the mass media itself, namely the conative effect or what is often called the behavioral effect, where this effect is related to one's intention, determination, effort, which tends to become an action. The emergence of this cognitive effect after the emergence of cognitive effects and or affective effects (Steiner & Xu, 2020). So, it was clear that there was an action by the respondents who wanted to practice what they saw and heard because they had watched the Tonight Show.

Motives of Interaction and Social Relations

Motives of interaction and social relations, namely motives that refer to the continuity of the individual's relationship with other people.

Table 10. Want to Gain Confidence from an Entertainment Event

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	6	7.3
2.	Disagree	7	8.5
3.	Agree	33	40.2
4.	Strongly agree	36	44.0
Total		82	100

Based on table 10 above, it can be seen that there were 7.3% of research respondents who disagreed, 8.5% who disagreed, 40.2% agreed and 44.0% strongly agreed. Based on these findings it can be interpreted that the type of need to gain self-confidence is expected to be fulfilled through the content of a mass media or in this case the Tonight Show program.

This is in accordance with the expressive theory which states that people get satisfaction in expressing their existence - showing their feelings and beliefs (U et al., 2022). Therefore, the mass media is able to present things that can reinforce or strengthen the psychological condition of the audience which in turn can form a strong sense of self-confidence.

Table 11. Want to Get Material for Conversation with Others

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	5	6.1
2.	Disagree	14	17.1
3.	Agree	43	52.4
4.	Strongly agree	20	24.4
Total		82	100

Based on table 11 above, it can be seen that there were 6.1% of research respondents who disagreed, 17.1% who disagreed, 52.4% agreed and 24.4% strongly agreed. Based on these findings it can be interpreted that the type of need to have material for conversation with other people can be fulfilled through the content of a mass media or in this case the Tonight Show.

This was proven by the 43 respondents who answered while watching the Tonight Show have material for discussion with other people as material for discussion or material for stories with their friends, family and relatives. Respondents often make the Tonight Show program as material or their jokes in joking with their fellow friends on campus.

Table 12. Want to Overcome the Same Problems as Yourself

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	10	12.2
2.	Disagree	11	13.4
3.	Agree	50	61.0
4.	Strongly agree	11	13.4
Total		82	100

Based on table 12 above, it can be seen that there were 12.2% of research respondents who disagreed, 13.4% who disagreed, 61.0% agreed and 13.4% strongly agreed. Based on these findings it can be interpreted that the type of need to know how other people deal with the same problem as me is a type of need that is expected to be fulfilled through the content of a mass media or in this case the Tonight Show program.

This can be seen from the majority of respondents who answered that they felt their needs were met, namely to receive meaningful input when they watched the Tonight Show. Respondents felt that their problems were the same as the guest stars presented, because psychologists and other experts were often present on the Tonight Show talk show so that the respondents got input to solve their problems.

While respondents who rated the categories disagree and disagree indicated that the mass media was considered incapable of satisfying these types of needs and tended to satisfy these needs through other behaviors such as reading books or consulting with those who were considered more capable.

Table 13. Can Spend Time with Family

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	14	17.1
2.	Disagree	16	19.5
3.	Agree	42	51.2
4.	Strongly agree	10	12.2
Total		82	100

Based on table 13 above, it can be seen that there were 17.1% of research respondents who disagreed, 19.5% who disagreed, 51.2% agreed and 12.2% strongly agreed. Based on these findings it can be interpreted that the type of need to spend time with family is a type of need expected to be fulfilled through the content of a mass media or in this case the Tonight Show program.

In accordance with affirmation theory which views that people in certain situations will behave in a way that leads to what they have experienced in the past, people use the mass media because it brings rewards in the form of information, entertainment, relationships with other people, and so on.

In addition to interesting media content, events using media are often associated with a pleasant atmosphere; for example watching television is often done in the midst of the family and reading books is done in a quiet and quiet place, away from distractions, with this the mass media is able to bridge the communication function within the family through the content it conveys (Fachrul Nurhadi & Wildan Kurniawan, 2017).

Diversion Motives (Diversion)

Diversion motives , namely motives that include the need or release from pressure and the need for entertainment.

Table 14. Want to find entertainment

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	0	0
2.	Disagree	2	2.4
3.	Agree	61	74.4
4.	Strongly agree	19	23.2
Total		82	100

Based on table 14 above, it can be seen that there were no research respondents who rated them as disagreeing, 2.4% rated them agree and 74.4% rated them strongly agree. Based on these findings it can be interpreted that the type of need to be entertained is expected to be fulfilled through the content of a mass media or in this case the Tonight Show program.

These findings are in accordance with what is conveyed by the function of television as one of the most powerful mass media industries, namely providing entertainment for its audience, where this function has been carried out since the emergence of television technology for the first time. Comedy is a form of broadcast that young and old can enjoy, because comedy does not require a lot of thinking while watching, so this type of Tonight Show can make the audience feel relaxed and entertained while watching it (Wahyudi, 1994).

Table 15. Want to Just Relax

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	4	4.9
2.	Disagree	15	18.3
3.	Agree	49	59.8
4.	Strongly agree	14	17.0
	Total	82	100

Based on table 15 above, it can be seen that there were 4.9% of research respondents who disagreed, 18.3% who disagreed, 59.8% agreed and 17.0% strongly agreed. Based on these findings it can be interpreted that the type of need to be entertained is expected to be fulfilled through the content of a mass media or in this case the Tonight Show program.

As with the type of need to be entertained, this finding is in accordance with what was conveyed by (Muchati, 1972) who stated that the function of television as one of the most powerful mass media industries is to provide entertainment for its audience, where this function has been carried out since the advent of technology. television for the first time.

Table 16. Want to Release Problems

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	0	0
2.	Disagree	1	1.2
3.	Agree	54	65.9
4.	Strongly agree	27	32.9
	Total	82	100

Based on table 16 above, it can be seen that none of the research respondents rated it as disagree, 1.2% rated it as disagreeable, 65.9% rated it agreed and 32.9% rated it strongly agree. Based on these results it can be interpreted that the type of need to momentarily forget existing problems is a type of need that is important or is indeed sought for fulfillment through the Tonight Show program. Humans need an escape from their daily routine, psychologically a way to fulfill their needs different (Till et al., 2015).

Therefore, respondents who consider it unimportant and less important in terms of momentary needs, forgetting existing problems are often a group of respondents who have a low level of psychological shock with a low mass media exposure environment so that these groups tend not to want fulfillment through events in the mass media. This is in accordance with the way of channeling unifunctional motifs, namely the desire to escape, social contract, or play (Rachmat Kriyantono, 2006) (Rakhmat & Jalaluddin, 2005) (Reid Chassiakos et al., 2016) (Singarimbun & Masri, 2002) (Steiner & Xu, 2020) (Wahyudi, 1994) (Bondad-Brown et al., 2012) (Chang & Peng, 2022) (Cheang & Goh, 2018) (Farrell & Brunton, 2020) (Kim & Kim, 2020) (Koudela-Hamila

et al., 2019), (Ort et al., 2020) (Till et al., 2015) (U et al., 2022) (Fachrul Nurhadi & Wildan Kurniawan, 2017) (Hadi, 1988) (Rachmat Kriyantono, 2006) (Sugiyono, 2016)

Table 17. Want to Forget for a Moment the Tasks Being Done

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	3	3.6
2.	Disagree	8	9.8
3.	Agree	59	72.0
4.	Strongly agree	12	14.6
Total		82	100

Based on table 17 above, it can be seen that there were 3.6% of research respondents who disagreed, 9.8% who disagreed, 72.0% agreed and 14.6% strongly agreed. Based on these results it can be interpreted that the type of need to forget for a moment the task that is being carried out is a type of need that is important or is indeed sought for fulfillment through the Tonight Show program.

Respondents who consider it unimportant and less important in the need to escape from routine activities are a group of respondents who have alternative media that they usually use to be able to channel their needs to carry out activities outside of daily activities and do not want fulfillment through events in the mass media (Blumler, 1979).

Table 18. Want to Overcome Boredom

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	0	0
2.	Disagree	6	7.3
3.	Agree	64	78.0
4.	Strongly agree	12	14.7
Total		82	100

Based on table 18 above, it can be seen that there were no research respondents who disagreed, 7.3% who rated disagree, 78.0% rated agree and 14.7% rated strongly agree. Based on these results it can be interpreted that the type of need to eliminate boredom is a type of need that is highly sought for fulfillment through the mass media or in this study through the Tonight Show program.

This is in accordance with the way of channeling unfunctional motives, namely the desire to escape, social contracts, or play (Rachmat Kriyantono, 2006). Humans have a tendency to be enthusiastic about all new things, and vice versa if humans are faced with monotonous conditions or that's all, boredom arises. Humans need variety in their lives, respondents who do not agree that the Tonight Show is used as a means to relieve their boredom, then these respondents must have other means to relieve their boredom.

Table 19. Want to Overcome Loneliness

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	0	0
2.	Disagree	3	3.7
3.	Agree	63	76.8
4.	Strongly agree	16	19.5
	Total	82	100

Based on table 19 above, it can be seen that there were no research respondents who disagreed, 3.7% who disagreed, 76.8% agreed and 19.5% strongly agreed. Based on these results it can be interpreted that the type of need to eliminate boredom is a type of need that is highly sought for fulfillment through the mass media or in this study through the Tonight Show program.

Humans are social beings, unable to live alone, solitude and loneliness will definitely be avoided by anyone. The Tonight Show format is 100% entertainment, automatically able to entertain the audience under any circumstances. As previously stated, according to (Blumler, 1979), a person does not use a medium to overcome his loneliness, because he has other ways of dealing with the problem, it could be by meeting other people outside the home, and so on.

Table 20. Want to Reduce Tension

No.	Category	Frequency (F)	Percentage (%)
1.	Don't agree	0	0
2.	Disagree	9	11.0
3.	Agree	54	65.9
4.	Strongly agree	19	23.1
	Total	82	100

Based on table 20 above, it can be seen that there were no research respondents who disagreed, 11.0% rated it as disagreeable, 65.9% rated it agreed and 23.1% rated it strongly agree. Based on these results it can be interpreted that the type of need for a moment to reduce tension is an important type of need or it is indeed sought for fulfillment through the Tonight Show program.

This is also in accordance with the way of channeling unfunctional motives, namely the desire to escape, social contract, or play (Rakhmat & Jalaluddin, 2005). Respondents who considered the need to reduce tension to be less important were a group of respondents who had alternatives to meeting these needs in addition to through the mass media, such as by socializing with their surroundings or getting them by visiting their favorite places (Blumler, 1979).

Looking at what is stated in the tables above, compared to the other two percentage figures (namely on the scale "Not Important" and "Very Important") for each Motive it can be seen that the tendency of respondents to consider almost all Motives as

"Important". This means that here the respondent is indeed looking for fulfillment of these types of needs for the mass media by watching comedy talk shows on the Tonight Show broadcast by NET TV.

D. Conclusion

Through the stages of research conducted by researchers it can be seen that the amount of interest or desire of the respondents in watching the Tonight Show program broadcast by Net TV it can be concluded that the interest of the respondents in watching was caused by several factors, such as: (1) The Tonight Show program is uniquely packaged and different from other talk show programs. The Tonight Show program is packed with elements of comedy, gimmicks, sketches, games, standup comedy or things that are funny and light but don't miss useful information, so that it can be enjoyed as a program to lull you to sleep after a tiring day's activities. (2) The Tonight Show it was packaged in a light and relaxed manner and accompanied by fresh jokes brought by the 4 MCs Desta, Vincent, Hesti and Enzy and (3) Besides that, the innocence and humor of the MCs makes the audience feel at home watching the Tonight Show until the event is over.

The results of the study show that the respondents' motives or desires in watching the Tonight Show are so great with the first order, namely diversion motives or motives that include the need for entertainment, the second order is the surveillance motive or the motives that include the need for information, the third order is the personal identity motive or the motive that shows the life or situation of the individual and the last order is the interaction motive and social relations or motives that refer to the continuity of the individual's relationship with others. So, you can say Tonight Show able to fulfill the wishes of the respondents, because of the Tonight Show it's not just entertaining. The Tonight Show was great which aired on NET TV. Based on the order of the variables representing the motive factors, it shows that the motivation to overcome boredom is diversion or entertainment which is the dominant motive that makes the respondents watch the Tonight Show.

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