

Examining the motives of the deaf watching news programs on TV related to satisfaction level

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ABSTRACT

Background: Television is still the media of choice used by various layers of society to seek information; one of the programs in question is news programs. On the other hand, television still relies on audiovisuals to convey its information. This phenomenon becomes an obstacle for deaf people to get the necessary information. Therefore, it encourages KPI with the Ministry of Social Affairs of the Republic of Indonesia to work with sign language interpreters to provide access to deaf people to obtain information. **Purpose:** This study aims to test the relationship between the motives of Deaf people in watching news programs on television and the level of satisfaction with news programs after the availability of accessibility. These motives include information, personal identity, integration and social interaction, and entertainment motives. The theory used as the basis for this research is the *Uses and gratification* Theory. **Methods:** The analysis technique used in this research is descriptive and inferential analysis. The target population in this study were West Java Gerkatin members who watched news programs on television and understood BISINDO or SIBI; with probability sampling, We determined a sample of 95 people. **Results:** This study shows a significant relationship between the motives of deaf people to watch news programs on television and their level of satisfaction with news programs after accessibility. There is a moderate relationship between information motives and the level of satisfaction with news programs after accessibility. There is a substantial degree of relationship between personal identity motives and the level of satisfaction with news programs after accessibility. There is a moderate level of relationship between integration and social interaction motives with the level of satisfaction with news programs after accessibility, and there is a moderate level of relationship between entertainment motives and the level of satisfaction with news programs after accessibility. **Implications:** Providing knowledge that sign language interpreters need to be maximized in conveying information so that information can be easily transmitted.

Keywords: satisfaction level; television news program; accessibility; deaf people

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INTRODUCTION

Television exists as a medium to provide information through its news programs. The news program is designed so a broad audience can receive information properly and correctly. From data obtained by Nielsen Television Audience Measurement (TAM) in March 2020, surveying eleven Indonesian cities, the results showed that average TV viewing increased from 12% on March 11th to 13.8% on March 11th. March 18th. The rise of news on many television stations regarding COVID-19 contributed to the increase in television viewing of news programs by (+25%) (Lubis, 2020). This shows that television media, through its news programs, is still needed by various levels of society to access information.

Based on data from the Management Information System for Persons with Disabilities from the Ministry of Social Affairs in Figure 1, which was downloaded on October 8th, 2019, it is depicted that the number of persons with disabilities in Indonesia is 208,898 people and among persons with disabilities in Indonesia,

that is 7.03% or around 13,661 the soul is a person with a hearing disability. In the form of concern for protecting the rights of people who are deaf or hard of hearing and advocating for deaf people, a deaf organization was formed based on the 1945 Constitution, which adheres to the principles of Pancasila, is familial, and is not bound by any political organization. The organization is called the Movement for the Welfare of the Indonesian Deaf with the abbreviation GERKATIN.

Then, back to the television media, if you look at it from the audience's point of view, just like other audiences, deaf people must have certain motives for using it to achieve their goals, be it to access information or as a means of entertainment (Austin, 1984). However, the audio factor hinders Deaf people when using television. It does not rule out the possibility that television can be a means of entertainment for Deaf people through its visuals alone, but what if what is watched is a news program that contains various information? Thus, deaf people will have difficulty receiving information presented



Source: (Halimatussadiyah & Nuryakin, 2017)

Figure 1 Percentage of Persons with Disabilities in Indonesia Based on Type

by television if they only rely on visuals because television is an audiovisual media that focuses on sight and hearing, unlike newspapers, which only use sight to receive information. If the audio factor still prevents Deaf people from receiving information (Strelcyk & Singh, 2018). It can be said that the desire that Deaf people expect from television media will not be following the desires that are obtained, meaning that Deaf people will not be satisfied after using television media, so the information presented by television cannot reach Deaf audiences.

On February 17th, 2016, the Central KPI, together with the Indonesian Ministry of Social Affairs, made a letter of appeal regarding the Implementation of Sign Language Translation in Broadcast Programs, referring to Article 39 Paragraph (3) of the Broadcasting Law and Article 14 of Law no. 39 of 1999. The Central KPI appealed to all broadcasting institutions to implement sign language translation in their broadcast programs. Regarding broadcast programs that will be translated into sign language first, the Central KPI leaves it up to the policies of each broadcasting institution to determine this (KPI, 2022). With this policy, television has provided accessibility through Sign Language Interpreters in its news programs. It aims to provide equal rights to all layers of society in meeting their information needs.

From the results of the data found by the researchers, so far, eleven national television stations have Sign Language Interpreters in

each of their news programs, including TVOne, MetroTV, KompasTV, iNewsTV, RCTI, SCTV, GTV, MNCTV, Trans7, TransTV, and Indosiar (See Table 1). The availability of Sign Language Interpreters in news programs on various national television stations, of course, makes the audio factor no longer an obstacle for Deaf people to receive information. The role of

Table 1 List of National Television Stations that Have Sign Language Interpreters

No	Television Station	News Program	Showtimes
1.	TVOne	Kabar Pagi	Everyday at 04.30 WIB
2.	MetroTV	Top News	Everyday at 21.05 WIB
3.	KompasTV	Kompas Malam	Tue – Fri at 02.00 WIB Sat – Mon at 21.00 WIB
4.	iNewsTV	iNews Siang	Everyday at 10.00 WIB
5.	RCTI	Seputar iNews Siang	Everyday at 11.45 WIB
6.	SCTV	Liputan 6 Siang	Everyday at 12.00 WIB
7.	GTV	Buletin iNews Siang	Everyday at 10.00 WIB
8.	MNCTV	Lintas iNews Siang	Mon – Fri at 11.00 WIB
9.	Trans 7	Redaksi Sore	Everyday at 15.00 WIB
10.	Trans TV	CNN Indonesia Good Morning	Mon – Fri at 07.30 WIB
11.	Indosiar	Fokus Siang	Everyday at 11.00 WIB

Source: Researcher Observations

the Sign Language Interpreter as a moderator who transfers Indonesian or everyday language into this sign language will be able to generate certain satisfaction for the Deaf audience (Castillo Ortiz, 2022).

The news program was chosen by the researcher to be studied in this study, apart from the results of research conducted by Nielsen Television Audience Measurement (TAM) in March 2020, showing that news programs in Indonesia have increased their audience by 25% due to news related to Covid-19 (Lubis, 2020), also because currently, the television programs that every existing national television station gives accessibility in the form of Sign Language Interpreters are only news programs. So with the Sign Language Interpreter, all aspects contained in television media are available, and there are no more inhibiting factors for Deaf people. These aspects include audiovisual and Sign Language Interpreters acting as audio substitutes for Deaf people. So, currently, in television media, only news programs can be assessed relatively by Deaf audiences (De Meulder & Heyerick, 2013).

Regarding the role of the Sign Language Interpreter himself, various aspects need to be considered by television stations in using the services of a Sign Language Interpreter, such as their proficiency in mastering sign languages such as SIBI and JBI (Aji et al., 2023) skills processing and providing information. Then, there is the visual aspect, in the form of image display, size, and colour. The visual aspect

supports Sign Language Interpreters when they appear on television screens. Later, accessibility, one of which is the role of the Sign Language Interpreter, will affect the motives and satisfaction of Deaf people with news programs on television.

Based on the audience who actively uses the media, sorting the messages presented according to meeting their needs is a uses and gratification approach. Previous similar research by Lukman Hakim from the Faculty of Da'wah and Communication Sciences, Syarif Hidayatullah State Islamic University, entitled "Level of Satisfaction of Deaf People in Watching News Programs on National Television, research equally focuses on the level of satisfaction of Deaf audiences with news programs on various national television stations that already have Sign Language Interpreters have become a reference for researchers using the same theory, namely the uses and gratifications theory, which will later look at the motives of Deaf people in watching news programs after the role of Sign Language Interpreters and what their motives are. This can be fulfilled after deaf people watch the news program. This previous research shows that the average value of expected satisfaction (gratification sought or motive) is still more significant than that obtained (gratification obtained or satisfaction). This means that deaf people in South Tangerang are still unsatisfied with national news programs even after using a sign language interpreter. So, after the existence of Sign Language Interpreters, national

television news programs are still ineffective in meeting the needs of the Deaf audience (Hakim, 2019).

Another research that has been carried out is from Zulfa, namely the use of internet media by deaf people in Surabaya. In this research, we want to see the pattern of using internet media for deaf people in the Gerkatin community. This research shows that the motive for using the internet is to understand the use of search engines, websites, online journals, and messaging. Internet media is also used as a source of information (Dewi, 2015)

The uses and gratification theory explains that audiences actively and selectively use media based on their needs. The audience performs media selection as a form of adjustment to fulfill needs to suit their motives. Each audience actively chooses media because each user has a different level of media utilization (Kurniawan et al., 2022). According to McQuail, there are four motives for consuming media (television, radio, newspapers, and so on): information, personal identity, social integration, interaction, and entertainment.

An information motive is a motive that refers to the desire to find information that someone needs with a specific purpose (Wardani, 2014). Because the motive for this information is associated with the use of media, someone will look for this information using media, which can be television, radio, internet, and others—looking for information through television media, which will be in this research.

Television, through news programs, provides various information to its audience. Because Deaf audiences will be used as respondents in this research, a news program was chosen that only has accessibility in the form of a Sign Language Interpreter. The information motive for using television media consists of several indicators, namely the desire to know about events and conditions related to domestic conditions.

This personal identity motive relates to the drive to reinforce personal values, according to Calandra et. Al self-identity motives are related to self-esteem, efficacy, continuity, distinctiveness, belonging, and meaning (Calandri et al., 2020). This involves the desire to increase insight into one's strengths, meaning trying to understand the extent to which one's strengths can be developed or improved further. The more insight into one's strengths, the higher the self-confidence that will emerge because of the advantages one has. Meanwhile, the desire to identify oneself with the values in the media means the desire to imitate the attitudes or behavior of other people in the media. Self-identification with values in this media can have positive or negative impacts; this depends on what or who they are imitating—furthermore, the desire to find support for personal values related to personal life.

Integration and social interaction motives are related to the individual's drive to relate (interact) with others. This involves the desire to acquire knowledge related to social empathy

(Contractor & DeChurch, 2014). Social empathy refers to a person's ability to feel what others are feeling, simply understanding how others feel. Then, they desire to find material for conversation and social interaction with other people around them. Conversation material is often needed when we are going to or are interacting with other people, whether it is a long conversation or to build an atmosphere. Television media, through its news programs, can provide various types of information that can be used as material for conversation, a small example of which is political news, such as corruption cases.

Finally, the motive for media consumption is entertainment, which is related to someone's desire to seek entertainment (Xu, 2022). In the use of media, entertainment motives include the desire to channel emotions, the desire to relax and fill free time, and the desire to get away from problems. The desire to channel emotions is a way to overcome boredom that comes to us during uncertain times. Watching the news on television can be an option or a place to channel emotions. Relax; this desire arises when someone wants to enjoy the time between their busy routines. Then, to fill free time, the desire arises when someone feels he should not waste his time. This desire to relax and fill in free time can be overcome by watching the news on television. Finally, the desire to get away from problems is to get away from unpleasant conditions for a while to prepare yourself to return to dealing with the problems

you are facing.

Not only media consumption motives but also satisfaction. In life, humans are always side by side with desire or a sense of desire (Schäfer & Miles, 2023). This desire arises naturally in a person in any condition, so an action or method is needed to achieve this desire. Some people find that their desires can be fulfilled properly, while others are the opposite. If the desire is fulfilled correctly, a response will appear in pleasure or satisfaction in him. Satisfaction comes from the word "satisfied," a feeling of pleasure (relief, happiness, fullness, and so on because a desire in one's heart has been fulfilled). Even if only some of his desires are fulfilled, satisfaction will still arise as a response from someone. For example, if not all of these desires are fulfilled, a response will appear in the form of feelings of anger or disappointment.

According to Herzog (Phillips et al., 2015), satisfaction can be defined as a feeling of achieving desired desires or more than expected. Let us look at the connection between feelings of satisfaction and the media. It can be interpreted that satisfaction is a condition where media audiences feel that the media have fulfilled their motives and goals. Conversely, if the media do not fulfill the motives and goals of the audience, the result obtained by the audience is dissatisfaction. So, whether the media can provide satisfaction or dissatisfaction depends on the audience. So here, the media acts as a provider who tries to meet the needs of its audience. In this research, the satisfaction

that will be sought is Deaf people's satisfaction with news programs on television through a Sign Language Interpreter and Deaf people's satisfaction with news programs on television without using a Sign Language Interpreter as a moderator. So, we can see how vital the role of a Sign Language Interpreter is in television news programs. According to McQuail (Herzog & Rodgers, 1981), there are four categories for media consumption: information satisfaction, personal identity satisfaction, integration and social interaction satisfaction, and personal satisfaction.

By using the uses and gratifications theory, the researcher wants to determine whether there is a relationship between information motives and the level of satisfaction of deaf people with news programs after accessibility, private motives with the level of satisfaction, integration motive with the level of satisfaction; and entertainment motives and satisfaction levels.

RESEARCH METHOD

Quantitative research method used in this study. Quantitative research methods are based on the philosophy of positivism used to research specific populations or samples; sampling techniques are generally carried out randomly; data collection uses research instruments; and data analysis is quantitative or statistical to test what hypotheses have been established (Sugiyono, 2018). The quantitative research method emphasizes its analysis of numerical

data (numbers) processed using statistical methods (Azwar, 2016).

Based on the exposure to the formulation and purpose of the problem, this research uses a correlational approach. Correlational is discovering why certain situations or conditions occur or what influences something to happen (Stefany et al., 2017). Researchers do not just describe the phenomenon's occurrence but have tried to explain why the phenomenon occurs and what the effects are. In other words, researchers must explain the relationship between two or more variables. Researchers are required to make hypotheses as initial assumptions to explain the relationship between the variables studied (Kriyantono, 2021)

As has been explained, this correlational approach explains the relationship between two or more variables, whether there is a relationship or not, so the researcher uses a correlational approach in this study to explain whether there is a relationship between Deaf people's motives for watching television and the level of satisfaction with news programs after the existence of interpreters. Sign language. This is also supported by Sukardi's statement (Muhidin & Abdirrahman, 2007) that research with a correlational approach involves collecting data to determine whether there is a relationship and the level of relationship between two or more variables. The following criteria in the population in this study include Deaf members of the West Java Gerkatin organization, Deaf people who understand BISINDO or

SIBI. Furthermore, Watch news programs on television that have Sign Language Interpreters.

Validity testing is related to the suitability of a concept and the indicators used to measure it. According to Sugiyono (Sugiyono, 2018), research results are valid if there are similarities between the data collected and the data that occurs on the object studied. A valid instrument is the measuring instrument used to obtain valid results. According to Singarimbun and Effendi (Budiasuti & Bandur, 2018), validity states that a measure truly measures what is being measured. In this research, the validity test uses the Spearman Rank correlation test formula.

According to Sugiyono (2018), the reliability test is carried out to determine how far the measurement results remain consistent if measurements are made twice or more on the exact symptoms using the same measuring equipment. According to Indrawati (Indrawati, 2015), reliability concerns the level of trust, reliability, consistency, or stability of the results of a measurement. Reliability is an index that shows how much a measuring instrument can be trusted or reliable. The Spearman–Brown technique reliability test was used to test reliability in this research.

Researchers will first focus on the Gerkatin organization as a research subject because this organization is a place for deaf people in Indonesia to socialize and develop their culture. Second, within the environmental community organization, Gerkatin acts as a bridge (mediator) between deaf people and

the partnership and empowers deaf people to participate as actors in national development. Third, it is inevitable that deaf people who are members of the Gerkatin organization use sign language in communicating, whether using BISINDO or SIBI. Fourth, by having a Sign Language Interpreter in news programs aimed at accessibility for deaf people. So, it can be concluded that Deaf members of Gerkatin can assess the extent to which the accessibility available in news programs on television can provide satisfaction for Deaf people.

Population, according to Sugiyono (Akbar et al., 2018), is not just the number of subjects or the object being studied but includes all the characteristics of the subject or the object. The population in this study were Deaf members of the West Java Gerkatin DPD (Regional).

Subjects in the form of informants in this study were the Satu Persen Community members (Suhaemi et al., 2023). Using probability sampling, researchers used a sample of 95 people. Researchers also use validity tests to measure whether the questionnaire is valid, while in the reliability test, researchers use the Spearman-Brown technique.

RESULTS AND DISCUSSION

In this study, the frequency distribution of the sex of the respondents was dominated by men, namely as many as 50 people, and women, as many as 45 people, with a total sample of 95 people. The average age of the respondents is 21-30 years old. This table

shows which television stations are often watched by respondents who are members of Gerkatin West Java. Respondents can choose more than one television station they often watch in this item because the accessibility of sign language interpreters on television is still limited. Until now, 11 news programs from 11 national television stations have Sign Language Interpreters. This means there is only one news program per television station featuring a Sign Language Interpreter. The description of the television station data that is often watched is as follows in Table 2.

Based on the table above, it can be seen that in this study the most watched television stations were MNC TV and Trans 7 with 26 viewers (27.4%) of 95 people, then RCTI and SCTV with 25 viewers (26, 3%) of 95 people, Trans TV with an audience of 21 people (22.1%) of 95 people, TV One with an audience of 20 people (21.1%) of 95 people, GTV with an audience of 19 people (20%)) of 95 people, Kompas TV with an audience of 16 people (16.8%) of

Table 2 Frequency Distribution of Frequently Watched Television Stations

Television Station	f	%
TV One	20	21,1
Metro TV	9	9,5
Kompas TV	16	16,8
iNews TV	14	14,7
RCTI	25	26,3
SCTV	25	26,3
GTV	19	20
MNC TV	26	27,4
Indosiar	13	13,7
Trans 7	26	27,4
Trans TV	21	22,1

Source: Researcher Observations

95 people, iNews TV with an audience of 14 people (14.7) of 95 people, Indosiar with an audience of 13 people (13.7%) from 95 people, and finally Metro TV with nine viewers (9.5%) out of 95 people.

The inferential analysis is intended to conclude hypothesis testing. Inferential statistical analysis is used to analyze samples to determine the degree of relationship between the independent and dependent variables. It is needed as a statistical procedure to produce research results that can be generalized to the population. In this research, the statistical analysis used is Spearman Rank correlation analysis (see Table 3). Research data was obtained through distributing questionnaires with a sample size of 95 respondents.

Correlation shows indications of a relationship between the motive variable for Deaf people watching news programs on television (X) and the variable level of satisfaction with news programs (Y) which

Table 3 Results of Correlation Coefficient Between Variables (Spearman's rho)

	Satisfaction level with News Programs (Y)
Motives for Deaf People Watching News Programs on Television (X)	.825**
Information Motive (X1)	.555**
Personal Identity Motive (X2)	.613**
Integrity Motive and Social Interaction (X3)	.568**
Entertainment Motive (X4)	.535**

****.** Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher Observations

has been influenced by the moderator variable (Z), as well as the relationship between the sub-variables information motive (X1), motive personal identity (X2), integration and social interaction motives (X3), and entertainment motives (X4) with the variable level of satisfaction with the news program (Y) which has been influenced by the moderator variable (Z). Referring to the SPSS program significance testing study, if the probability value of 0.1 is smaller than the Sig probability value or $[0.1 < \text{Sig}]$, then H_0 is accepted, and H_1 is rejected, meaning it is insignificant. Meanwhile, if the probability value of 0.1 is greater than or equal to the probability value of Sig or $[0.1 \geq \text{Sig}]$, then H_0 is rejected, and H_1 is accepted, meaning it is significant.

Spearman's Rank Correlation (rs) was used in this research to determine the relationship between Deaf people's motives for watching news programs on television (X) and the level of satisfaction with news programs (Y) after accessibility (Z). So, a statistical t-test is carried out to determine whether or not there is a relationship between variable X and variable Y, which has been influenced by the moderator variable (Z). Results of the Relationship Between Variables The results of statistical tests obtained a count value of 14.078, then a table value of 1.661 (using $\alpha=0.1$ and $df = n - 2 = 93$), so it can be determined that count (14.078) > table (1.661) so that H_0 is rejected, H_1 is accepted. Suppose H_0 is rejected and H_1 is accepted. In that case, it means that there is a very significant

relationship between Deaf people's motives for watching news programs on television (X) and the level of satisfaction with news programs (Y) after accessibility (Z). As well as with a correlation coefficient of 0.825, indicating a powerful closeness relationship.

Spearman rank correlation (rs) is used in this research to determine the relationship between information motives (X1) and the level of satisfaction with news programs (Y) after accessibility (Z). So, a statistical t-test is carried out to determine whether or not there is a relationship between variable X1 and variable Y, which has been influenced by the moderator variable (Z). It can be explained that the Spearman rank correlation coefficient (rs) is 0.555. The results of statistical tests obtained a count value of 6.434, then a table value of 1.661 (using $\alpha=0.1$ and $df = n - 2 = 93$), so it can be determined that count (6.435) > table (1.661), so that H_0 is rejected, H_1 is accepted. Suppose H_0 is rejected and H_1 is accepted. In that case, it means that there is a significant relationship between the information motive (X1) and the level of satisfaction with the news program (Y) after accessibility (Z). Furthermore, with a correlation coefficient of 0.555, it shows a moderately close relationship.

Spearman rank correlation (rs) is used in this research to determine the relationship between personal identity motives (X2) and the level of satisfaction with news programs (Y) after accessibility (Z). So, a statistical t-test is carried out to determine whether or not there

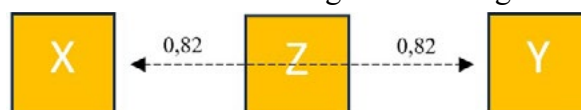
is a relationship between variable X2 and variable Y, which has been influenced by the moderator variable (Z). It can be explained that the Spearman rank correlation coefficient (r_s) is 0.613. The results of statistical tests obtained a count value of 7.482, then a table value of 1.661 (using $\alpha=0.1$ and $df = n - 2 = 93$), so it can be determined that count (7.482) > table (1.661), so that H_0 is rejected, H_1 is accepted. If H_0 is rejected and H_1 is accepted, it means that there is a significant relationship between personal identity motives (X2) and the level of satisfaction with news programs (Y) after accessibility (Z). As well as with a correlation coefficient of 0.613, indicating a solid close relationship.

Spearman's rank correlation (r_s) is used in this study to determine the relationship between integration motives and social interaction (X3) with the level of satisfaction with news programs (Y) after accessibility (Z). Then, a t-test statistic is carried out to determine whether there is a relationship between variable X3 and variable Y, which has been influenced by the moderator variable (Z). It can be explained that the Spearman rank correlation coefficient (r_s) is 0.568. The results of statistical tests obtained a count value of 6.655, then a table value of 1.661 (using $\alpha=0.1$ and $df = n - 2 = 93$), so it can be determined that count (6.655) > table (1.661), so that H_0 is rejected, H_1 is accepted. If H_0 is rejected and H_1 is accepted, it means that there is a significant relationship between integration motives and social interaction (X3) and the level

of satisfaction with news programs (Y) after accessibility (Z). As well as with a correlation coefficient of 0.568, indicating a moderate closeness relationship.

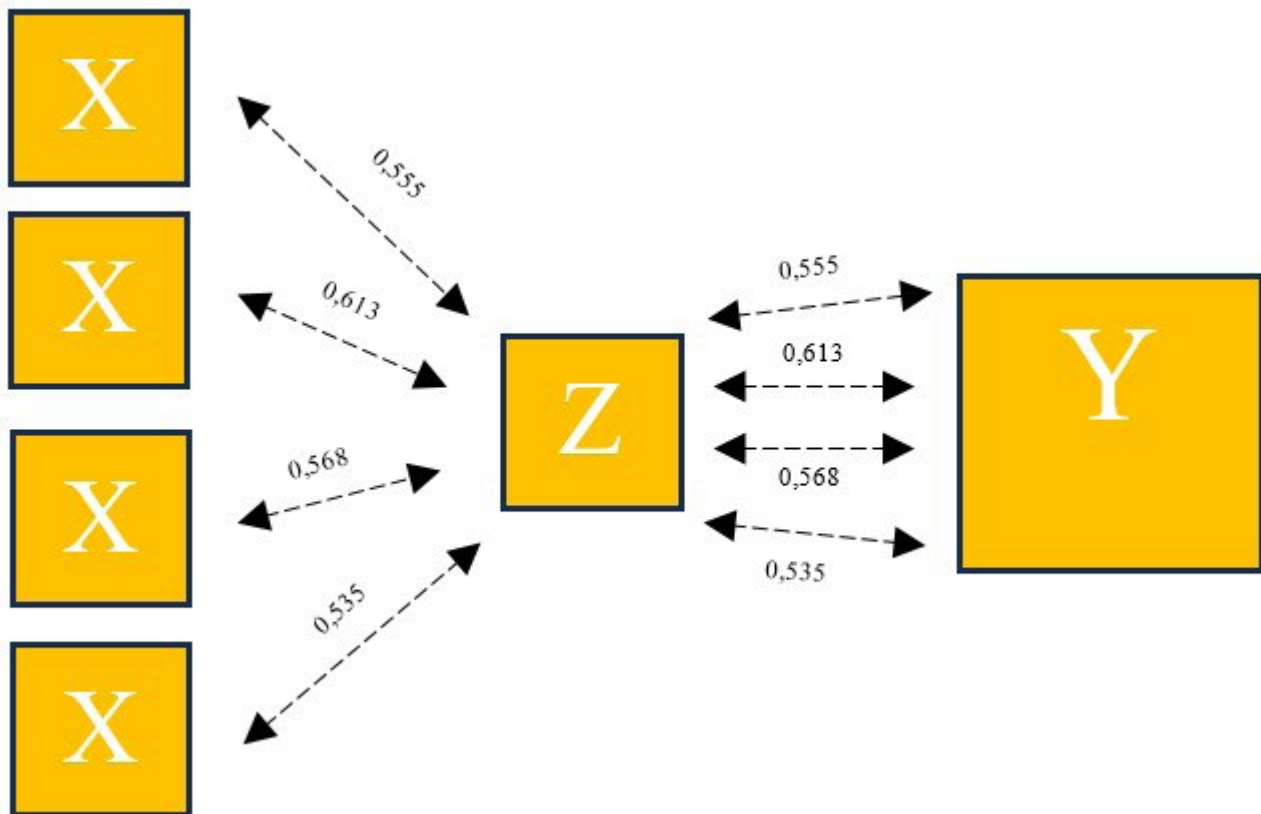
Spearman rank correlation (r_s) is used in this research to determine the relationship between entertainment motives (X4) and the level of satisfaction with news programs (Y) after accessibility (Z). So, a statistical t-test is carried out to determine whether or not there is a relationship between variable X4 and variable Y, which has been influenced by the moderator variable (Z).

It can be explained that the Spearman rank correlation coefficient (r_s) is 0.535. The statistical test results obtained a count of 6.106, then a table value of 1.661 (used $\alpha = 0.1$ and $df = n - 2 = 93$), it can be determined that count (6.106) > table (1.661) so that H_0 is rejected, H_1 is accepted. If H_0 is rejected and H_1 is accepted, it means that there is a significant relationship between entertainment motives (X4) and the level of satisfaction with news programs (Y) after accessibility (Z). As well as with a correlation coefficient of 0.535, indicating a moderate closeness relationship. The results of the correlation coefficient can be described as follows in Figure 2 and Figure 3.



Source: Research Results

Figure 2 Correlation Diagram of Motive Variables for Deaf People Watching News Programs on Television (X) with the Level of Satisfaction with News Programs (Y) After Accessibility (Z)



Source: Research Results

Figure 3 Correlation diagram between sub-variables X1, X2, X3, and X4 with variable Y, which has been influenced by the moderator variable (Z)

Overall, there is a significant relationship between the research variables and the level of closeness of the relationship, namely very strong, strong, and medium.

The research aims to determine the relationship between Deaf people's motives for watching television and their satisfaction with news programs after accessibility. This research consists of the independent variable, namely the motives of deaf people for watching television news programs (X), and the dependent variable, namely the level of satisfaction with the news program. There is a moderator variable, namely the availability of accessibility in the form of a Sign Language Interpreter. This research uses quantitative methods with a correlational

approach. The data collection technique used to obtain information in the form of respondent data is a questionnaire distributed virtually in g-form via several social media, including WhatsApp, Instagram direct messages, and literature studies, which researchers use as writing references. The population in this study were deaf people who were members of Gerkatin West Java. The number of Gerkatin West Java members is 2094 as of March 23rd, 2023. The sampling technique uses non-probability sampling, namely purposive sampling. So, before submitting the questionnaire, the researcher must ask each person who will be a respondent whether they are included in those who meet the criteria for being a respondent. By calculating the Slovin formula with an error rate

of 10%, the number of samples obtained in this study was 95 people. Data analysis was carried out using descriptive and inferential statistics and the Spearman Rank correlation test.

The theory used in this study is the theory of usability and satisfaction. According to Ardianto et al., in the book *Mass Communication: An Introduction* (2007: 73), the theory of uses and satisfaction (motives and satisfaction) is the opposite of the hypodermic needle theory; this model is not interested in what the media does to a person but is more interested in what people do with the media. One of the basic assumptions of the uses and gratifications theory is that the audience is considered active, meaning that the audience, as an essential part of mass media use, is assumed to have a purpose.

The theoretical assumptions that can be applied to this research are that deaf people act as active audiences using television media based on certain motives. In other words, Deaf people will use a medium influenced by certain motives. These motives are based on motives that fulfill the needs they want to fulfill so that after Deaf people use mass media, a certain satisfaction will arise. The level of satisfaction that will be obtained is based on how much the motives of the Deaf will be fulfilled. The more fulfilled motives, the higher the satisfaction obtained, and vice versa.

Based on the results of hypothesis testing in this research, namely the relationship between the motives of deaf people for watching news programs on television and the

level of satisfaction with news programs after accessibility, which is the central hypothesis, shows a correlation coefficient (r_s) of 0.825, indicating a solid relationship.

The results show that after having a Sign Language Interpreter appear on a news program, it becomes a determining role for Deaf people in enjoying the broadcast. The level of satisfaction that Deaf people get from news programs on television can be said to be high and positive. So, having a Sign Language Interpreter appearing on news programs influences the level of satisfaction of Deaf people watching news programs on television. The results of the first minor hypothesis in this research show that there is a significant relationship between the information motive (X_1) and the level of satisfaction with the news program (Y) after accessibility, with a correlation coefficient (r_s) of 0.555 indicating a moderate relationship.

The results show that after having a Sign Language Interpreter appear on a news program, it becomes a determining role for Deaf people in enjoying the broadcast. So that news containing political, economic, and social information in news programs can be conveyed and well received by deaf people. The level of satisfaction obtained by Deaf people with news programs is still in the medium category, meaning that only some of the information motives of Deaf people have been fulfilled. The results of the second minor hypothesis in this research show that there is a significant relationship between personal identity motives (X_2) and the level

of satisfaction with news programs (Y) after accessibility, with a correlation coefficient (rs) of 0.613 indicating a solid relationship.

The results show that having a Sign Language Interpreter appearing on a news program becomes a determining role for Deaf people in enjoying the broadcast. So that news containing political, economic, and social information in news programs can be conveyed and well received by deaf people. The level of satisfaction obtained by Deaf people with news programs is still in the medium category, meaning that only some of the information motives of Deaf people have been fulfilled. The results of the second minor hypothesis in this research show that there is a significant relationship between personal identity motives (X2) and the level of satisfaction with news programs (Y) after accessibility, with a correlation coefficient (rs) of 0.613 indicating a strong relationship. The results show that after having a Sign Language Interpreter appear on a news program. It becomes a determining role for Deaf people in enjoying the broadcast so that the information received by Deaf people can be used as a reference and guide to increase insight into their personality and increase their self-confidence. The level of satisfaction Deaf people get from news programs is included in the strong category, meaning that most of Deaf people's personal identity motives have been fulfilled.

The results of the third minor hypothesis in this research indicate that there is a significant

relationship between integrity motives and social interaction (X3) and the level of satisfaction with news programs (Y) after accessibility, with a correlation coefficient (rs) of 0.582 indicating a moderate relationship.

The results show that after having a Sign Language Interpreter appear on a news program, it becomes a determining role for Deaf people in enjoying the broadcast. So, news that contains information from various aspects of social life in news programs is often used to encourage and build social interaction. The level of satisfaction Deaf people get from news programs is still in the medium category, meaning that only some of the motives for integration and social interaction among Deaf people have been fulfilled. The results of the fourth minor hypothesis in this research show that there is a significant relationship between entertainment motives (X4) and the level of satisfaction with news programs (Y) after accessibility, with a correlation coefficient (rs) of 0.535, indicating a moderate relationship. This shows that after having a Sign Language Interpreter appear on a news program, it becomes a determining role for Deaf people in enjoying the broadcast. Apart from being a medium for obtaining information, news programs are also often used to fill free time, relax, and eliminate boredom. The level of satisfaction that Deaf people get from news programs is still in the medium category, meaning that only some of Deaf people's entertainment motives have been fulfilled.

CONCLUSION

Through analysis of 96 samples of 50 men and 45 women, the respondents' ages were dominated by those aged 21-30 who watched television shows more often (Trans 7 and MNCS TV). Researchers looked for a correlation between deaf people's motives for watching television programs and their level of satisfaction, a correlation between self-identity and satisfaction levels, motives of integration and social interaction on the level of satisfaction, and entertainment motives on satisfaction levels. As described in the previous chapter, the conclusion obtained in this study is that there is a significant relationship between motives and the level of satisfaction of deaf people with the following news programs. Accessibility: After the Sign Language Translator appeared on the news program, some information about the motives of West Java Gerkatin members was fulfilled, and they were pretty satisfied. The more information motives are fulfilled, the higher the satisfaction obtained. To make it easier, the researcher describes some of the results of drawing conclusions that have been made.

First, there is a significant relationship between information motives and the level of satisfaction of Deaf people with news programs after accessibility, So it can be concluded that after the Sign Language Interpreter appeared on the news program, some of the information motives held by Gerkatin West Java members had been fulfilled, and they were pretty satisfied.

The more information motives are fulfilled, the higher the satisfaction obtained. Second, there is a significant relationship between personal identity motives and Deaf people's level of satisfaction with news programs after accessibility. So it can be concluded that after the Sign Language Interpreter appeared on the news program, most of the personal identity motives held by Gerkatin West Java members had been fulfilled, and they were satisfied. The more personal identity motives are fulfilled, the higher the satisfaction obtained.

Third, there is a significant relationship between integrity motives and social interaction with the level of satisfaction of Deaf people with news programs after accessibility. After Sign Language Interpreters appeared on news programs, it can be concluded that some of the integration and social interaction motives possessed by Gerkatin West Java members have been fulfilled, and they are pretty satisfied—the more integration and social interaction motives that are fulfilled, the higher the satisfaction. Fourth, there is a significant relationship between entertainment motives and Deaf people's level of satisfaction with news programs after accessibility. After Sign Language Interpreters appeared on news programs, some of the entertainment motives possessed by Gerkatin West Java members have been fulfilled, and they are pretty satisfied. The more entertainment motives that are fulfilled, the higher the satisfaction obtained.

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