THE INFLUENCE OF POPULAR MOVIE SHOWS ON NETFLIX ON ENTERTAINMENT NEEDS AMONG STUDENTS OF THE KWIK KIAN GIE INSTITUTE OF BUSINESS AND INFORMATION

Yohana[1]
Siti Meisyaroh [2]

[1] Institut Bisnis dan Informatika Kwik Kian Gie, DKI Jakarta, Indonesia
Jalan Yos Sudarso Kav 85 No.87, Jakarta, yohanaaja38@gmail.com
[2,] Institut Bisnis dan Informatika Kwik Kian Gie, DKI Jakarta, Indonesia
Jalan Yos Sudarso Kav 85 No.87, Jakarta,
siti.meisyaroh@kwikkiangie.ac.id

Abstract

Netflix is a subscription-based streaming service that allows its customers to watch TV shows freely anytime and anywhere, as the use of this streaming becomes more widespread. As Reed Hastings and Mac Randolph are entrepreneurs of the video on demand streaming application, namely Netflix. Netflix's development from year to year Netflix's own subscribers are increasing. It's no surprise that Netflix has experienced many changes in dividing the film categories that customers will be interested in.

The theory used in this research is a basic theory, namely the Uses and Gratification theory by Dennis McQuail. This research uses a quantitative descriptive method with a purposive sampling technique. Data was obtained by distributing questionnaires to approximately 95 respondents. There are motives that can influence, namely personal identity motives and entertainment motives on personal satisfaction..

The research method used is quantitative which is based on positivistic (concrete data) which means research data is based on numbers that are measured using statistics, namely IBM SPSS 27 software and has results in the form of numbers that have been researched to obtain conclusions. In connection with the problem of Positivistic Philosophy used in certain existing populations or samples.

Keywords:

Popular Film Uses and Gratification Theory, Entertainment Needs

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INTRODUCTION

In April 2017 Netflix and JTBC, South Korea's leading media companies for the first time signed an International licensing agreement for a collection of Korean TV shows. This shows that Netflix and JTBC will work together to develop and introduce Korean TV dramas globally (Netflix, 2019, accessed on 18 June 2021). On November 21, 2019, Netflix also signed a content production and distribution agreement with CJ ENM (2019 Media Limits, accessed June 18, 2021). CJ ENM is the number one entertainment and media company in Korea.

Korean dramas are also an alternative entertainment that is currently popular among Indonesian people. According to Agniya Khoiri (2020, accessed on March 30 2021) the reason fans like Netflix shows is because Netflix shows are numerous and varied so that viewers do not find it difficult or difficult to find films to watch.

The LIPI Society and Culture Research Center (Rastati, 2020, accessed on April 28 2021) states that there is a difference in the average viewing duration of Netflix film shows. Every day Netflix shows experience the latest updates which make the films included in the in the popular Netflix film category which makes viewers interested in watching shows on Netflix in the popular film section.

Based on the explanations above, the researcher is interested in conducting further research on the deeper level of interest of Netflix users in the student environment at the Kwik Kian Gie Institute of Business and Informatics and the community outside by using the theory of Uses and Gratification was popularized by Blumer and Elihu Katz.

Along with the increasingly widespread use of 4G networks in Indonesia, 2016 is the starting point for the presence of streaming services in the archipelago. This is what was marked by the public due to the entry of the Netflix streaming service in Indonesia in January 2016 (CNN Indonesia 2020, accessed on April 25 2021). Then Netflix's footsteps in Indonesia were followed by many other streaming services such as HOOQ in April 2016, Viu in May 2016, Iflix in June 2016, Disney+ Hotstar in September 2020, Online Cinema in 2020, and many others.

Netflix is a subscription-based streaming service that allows customers to watch local and international TV shows and films without ads on devices connected to the internet. The subscription fee offered by Netflix consists of four packages, starting from IDR 54,000 to IDR 186,000 for a month (Netflix accessed on April 25 2021).

Not only providing films that have been shown in cinemas, Netflix also produces its own films. The Night Comes For Us is the first Netflix original film from Indonesia produced by XYZ Films and Screenplay Infinite Filma (Zulfikar, 2018, accessed 25 April 2021). The film won an award at the 2018 virtual cup for the Special Mention category: Indonesian Films on Digital Platforms (Marvina 2019 accessed on 25 April 2021).

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The shift from distribution to circulation signals a movement towards a more advanced and developed culture. The emergence of the digital era, which is characterized by the development of computer technology and the birth of internet network networks, makes it easier for people to receive information faster. According to We are Social and Hootsuite, as of January 2021, internet users in Indonesia have reached 73.7 percent.

Research said data Insight Center (2020) states that at this time the condition of the internet in Indonesia has improved compared to last year. These results are based on the responses of 71.2 percent of respondents who stated that the extent or coverage of internet coverage has increased and 68.7 percent who stated that the condition of internet speed has also increased drastically.

Over time, the development of technology and communication has made the internet useful in all aspects of life. This gave birth to the existence of media convergence Burnett and Marshall (Iskandar 2018: 3) define media convergence as the merger of the media, telecommunications and computer industries into a unified form and functions as a communication medium in digital form.

The number of subscribers continues to increase and develop, until now the number of subscribers to the Netflix streaming service has exceeded 300 million subscribers. According to Adinda Pryanka (2021, accessed on 23 May 2021), the continued increase in television series and films is an attraction for Netflix itself, especially when many people spend most of their time at home.

Based on the background above, the problem can be formulated as follows:

1. How big is the influence of popular films on Netflix among students at the Kwik Kian Gie Institute of Business and Informatics?

2. How big is the influence of the need for entertainment on Netflix among students at the Kwik Kian Gie Institute of Business and Informatics?

LITERATURE REVIEW

The object of this research is popular film shows where Netflix has summarized several films that are currently trending and are at the top of the film category and are in great demand by the wider community, especially students at the Kwik Kian Gie Institute of Business and Informatics.

New media explains the emergence of digital, computerized and networked media as a result of the increasing development of technology and information and communication. Apart from that, new media can make it easier for users to access and obtain various unlimited content using various electronic devices. In this research, the new media in question is Netflix. Netflix is a

new form of media in streaming According to McQuaill (in Gotami 2021), New media or new media is a communication technology device that implements a digitalization system and the function of personal announcements as a communication tool. Digitalized forms of communication mean that all forms of information can be disseminated efficiently and intermingled widely.

In television broadcast media itself (conventional media) there is a television broadcast system that is transmitted by cable, namely cable television, through cable television itself the audience can access a greater number of channels compared to analog television. Cable television is paid or subscription.

In the new media there is also a paid broadcasting system, namely movie streaming services. The emergence of movie streaming services or also known as Video On Demand (VOD) has made the use of VCDs and DVDs begin to be abandoned.

Popular film language itself is a combination of language, sound, images and ratings that have been chosen by various groups of people who watch applications and TV programs. And of course it can be well received. Meanwhile, according to Gerzon R. Ayawaila (2008:3), in 1872 Leland Stanford also stated that in the future the function of film itself will experience advances in technology that has already developed.

In the current era, popular films themselves are increasingly growing in existence, where the Netflix application is always updating their methods to provide information about popular films that are currently trending in this increasingly advanced and modern era.

Entertainment has the meaning of a form of activity that attracts the attention and interest of the audience or provides pleasure and is just fun. This can be an idea or thing you want to do but is more likely to be one of the activities or events that has developed rapidly over thousands of years specifically for the purpose of keeping an audience's attention.

In general, entertainment can take the form of games, videos, music, films, opera, drama, or even sports. Traveling can also be said to be an entertainment effort by exploring nature or studying culture. Doing activities in your free time, such as watching your favorite film, can be categorized as entertainment.

The Uses and Gratification theory was popularized by Herbert Blumer and Elihu Katz in 1974 through their book The Uses of Mass Communications: Current Perspective on Gratification Research (in Oktariana and Abdullah, 2017: 92). This theory has the idea that each individual uses and responds to media content differently. (in Morissan, 2018: 508), This is caused by various social and psychological factors according to each individual's environment. Audiences are considered to be aware of their needs and are responsible for the media they choose according to their individual needs.

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According to Elihu Katz, Jay Blumler and Michael Gurevitch (in Rakhmat, 2011: 203), Uses and Gratification theory examines the origin of psychological and social needs that generate certain expectations from mass media or other sources, then lead to different patterns of media exposure, and lead to fulfillment of needs and other undesirable consequences. Uses and Gratification theory views that individuals are suprational and highly selective beings.

Peminat has its own meaning in the Big Indonesian Dictionary (KBBI) is pe.mi.nat (n) a person who takes an interest in something whatever it is. Setiyowati Ryski (2018: 2) Netflix enthusiasts themselves are more interested in the Netflix application because Netflix is known to have many movies with various age categories, ranging from genres suitable for children and even adults. In addition, even though Netflix fans/watchers have to pay a subscription fee, it is not a problem.

Viewers and fans of the Netflix application have spread widely, they use watching as a hobby or activity when they have free time to fill the free time or boredom they often face. In an era where technology has often developed and advances in films of various genres can be accessed very easily, where everyone can access the Netflix application which is already worldwide with various film genres.

Starting from an idea to rent DVDs online, Reed Hastings and Marc Randolph founded Netflix in 1997. Hastings realized that customers were dissatisfied when watching conventional television broadcasts. This was due to the presence of advertisements. The following year, in 1998, Netflix launched their first DVD rental and sales site, netflix.com. Through the site, people could rent or buy the DVDs they wanted online.

The presence of Netflix was welcomed by the Indonesian people. However, not with one of the local telecommunications operator companies in Indonesia. Netflix, which entered Indonesia on 7 January 2016, was blocked by PT Telkom Indonesia on 27 January 2016 at 00.00 WIB, on the grounds that Netflix had not complied with regulations (Sebayar, 2019, accessed on 1 May 2021). Telkom feels that the steps they are taking are a form of support for the government as the regulator.

Research on film circulation along with the development of the industry Jenner (2016) said and argued that the Netflix distribution system itself fosters an individualistic model of viewing practice where viewers can set their own viewing schedule. Meanwhile, Kim & Park (2008) also researched that TV programs in South Korea offer a video-on demand (VOD) system after being broadcast on television.

RESEARCH METHODS

The research design is a quantitative research method and The sample for this research was taken from the Kwik Kian Gie Institute of Business and Informatics student population of 1,703 data obtained from the campus administration. From this number, if calculated using the Yamane formula, it is rounded up to 95 respondents. The following is a sample calculation using the Yamane formula, based on the population size of the study. In this study, it is very difficult to find a reality that has a hobby of watching movies with descriptive methods. Researchers will see and measure how the price obtained by enthusiasts and adjusted to the quality of the product they get after making purchasing decisions on the Netflix streaming application itself.

RESULTS AND DISCUSSION

Since 2007, for example, the distribution of movies and TV programs has been initiated by Netflix through a video-on-demand system that signals a change in the digital television landscape (Jenner, 2014). In this system, audiences can order movies or TV programs in the form of digital data directly to their viewing devices without going through storage mediums such as VCDs or DVDs. This video on demand system continues to evolve to a system where consumers can pay for content according to the form of access, whether streaming or downloading.

The digital era brings various changes to aspects of human life. In the current digital era, humans cannot be separated from technological developments where technology continues to develop very rapidly. The more sophisticated digital technology is, the greater the changes that occur in this world to be more developed and more advanced in this world.

The rapid progress of technological development is very fruitful in something that wants to be achieved in fulfilling the needs of new media or what is called New Media. In this existing new media phenomenon, various movie streaming service applications have emerged, namely Netflix itself, for example, activities that are very popular among the Indonesian people themselves.

The dynamics of this new media brings the spread of media in a concept that Henry Jenkins etc. (2013) in his book Spreadable Media referred to as "circulation" as well as "distribution", circulation is a process between production and consumption. However, unlike distribution, which is top down and generally commercial in nature, circulation refers to the spread of media content that is both top down and bottom up as well as commercial and grassroots.

The shift from distribution to circulation signals a movement towards a more advanced and developed culture. The emergence of the digital era, marked by the development of computer technology and the birth of the internet network, makes it easier for people to receive information

more quickly. According to We are Social and Hootsuite, as of January 2021, internet users in Indonesia have reached 73.7 percent.

The advances that occur are very influential to real life as well and cause significant changes. Moreover, in the world of movies, which from time to time is getting easier and experiencing updates both from the system to the user application, as well as the movies in the application used today. The phenomenon of pirated sites still appearing and surviving certainly requires a new understanding of how audiences of films and TV programs still access these sites.

The results of research on the influence of Entertainment Needs (Y) can be seen that this variable has 2 dimensions and has 10 statements whose validity has been tested using IBM SPSS 27 Software. And it can be concluded that the influence of Entertainment Needs on Kwik Kian Gie Institute of Business and Informatics Students has an influence which is large for students as much as 95%.

From the calculation of the validity test whose data shows that in Variable X the test results r count> from r table, Variable Y which shows the number r count greater than r table. Validity test with the Popular Movie Showing variable X which has 20 items with the number R count must be greater than the number R table, the results that the researchers have calculated X.1 show a number of 0.659 compared to 0.169 which where these results show greater than r table.

The Popular Movie Impressions variable (X) Cronbach's Alpha is 0.865 and the Entertainment Needs variable (Y) Cronbach's Alpha is 0.896. All variables are worth Cronbach's Alpha> 0.60, which means that all variables studied are called reliable.

The Popular Movie Impressions variable (X) contained in the "Movie Selection" dimension with the largest mean (average) data information is item X.2, which is 4.34 with the statement "Watching Movies on Netflix is more time-saving and pocket-friendly than having to go to the cinema. Furthermore, in the dimension of "Genre Movie Selection" which has the largest mean (average) data information is item X.10, which is 4.35 with the statement "There are many movie genres provided by Netflix that make me confused about watching popular movies."

Next, in the dimension of "Visual impressions and movie quality" with the largest mean (average) data information is X.11, which is 4.40 with the statement "Netflix has always been my favorite thing to do in my spare time because the quality is good for watching movies". Then in the dimension of "Features in the Netflix Application" with the largest mean (average) data information is X.19 with data acquisition of 4.37 which mentions the statement "I feel that the features in the Netflix application are easy to remember parts."

Based on the data on the Entertainment Needs Variable (Y) with the first dimension, namely "Media Needs" which with the largest mean (average) data information is Y.5 with data acquisition of 4.34 which states the statement "I bought a Netflix account because I felt safe and confident compared to watching movies on illegal movie sites which caused viruses." Then continued with the last dimension, namely "Interest in Watching" with the largest mean (average) data information is Y.8 with data acquisition of 4.56 which mentions the statement "I can easily customize the genre of movies on Netflix according to my personal needs.".

the results of the normality test, the author found that the significance value was 0.165> 0.05. Therefore it can be said that the data does not reject H0 or has a normal distribution. The test results use the Monte Carlo theory in M.Haviz Irfani (2017) Monte Carlo is a stochastic engineering method based on the use of random numbers and statistical probability.

Based on the calculations obtained in SPSS 27, the tolerance value is 1,000> 0.10, so there is multicollinearity, while if the VIF value is 1,000 <10, there is no multicollinearity. The variables in this study can be evaluated objectively or reasonably because there is no significant intercorrelation or relationship between independent variables or other predictor variables in a regression model.

The sig value of Popular Movie Impressions (X) is 0.416> 0.05 so there is no Heteroscedasticity.The regression coefficient value for the Popular Movie Showing variable (X) is 0.79, which means it shows that it has a positive influence. However, the amount of influence is not significant due to several assumptions and statements that are less relevant to respondents.

The descriptive approach is defined by Sugiyono (2017) as a descriptive research technique in order to find out the existence of independent variables, which include one or more variables (independent variables or variables that stand alone) by not comparing these variables and searching for correlations with other variables.

Research that has the aim of examining interest, product quality, price and purchase decision making in the Netflix application itself. The method when researching is in the form of a survey by distributing questionnaires to the respondent audience. When researching, the population is fans of the Netflix streaming application, movie fans who are often watched in their spare time.

In this research, it really tries to match the reality that has a hobby of watching movies with descriptive methods. Researchers will see and measure how the price enthusiasts get and adjusted to the quality of the product they get after making purchasing decisions on the Netflix streaming application itself.

The research method is a scientific way to obtain data with specific purposes and uses." Quantitative research is a research method based on the calculation of certain populations and samples of the object to be studied.

The object of this research is popular movie shows where Netflix has summarized several films that are trending and are ranked at the top in the film category environment and are in great demand by the wider community, especially students of the Kwik Kian Gie Institute of Business and Informatics.

Along with the widespread use of 4G networks in Indonesia, 2016 was the starting point for the arrival of streaming services in the archipelago. This was marked by the public due to the entry of the Netflix streaming service in Indonesia in January 2016 (CNN Indonesia 2020, accessed on April 25, 2021). Then Netflix's footsteps to Indonesia were followed by many other streaming services such as HOOQ in April 2016, Viu in May 2016, Iflix in June 2016, Disney+ Hotstar in September 2020, Online Cinema in 2020, and many others.

Netflix is a subscription-based streaming service that allows subscribers to watch local and international TV shows and movies uninterrupted on any internet-connected device. The subscription fee offered by Netflix consists of four packages, ranging from IDR 54,000 to IDR 186,000 for a month (Netflix accessed on April 25, 2021).

Not only does it provide movies that have been shown in theaters, Netflix also produces its own movies. The Night Comes For Us is the first Netflix original movie from Indonesia produced by XYZ Films and Screenplay Infinite filma (Zulfikar, 2018, accessed on April 25, 2021). The movie won an award at the 2018 maya cup for the Special Mention category: Indonesian Film on Digital Platform (Marvina 2019, accessed on April 25, 2021).

CONCLUSIONS

The conclusion regarding the influence of popular movie shows on the entertainment needs of students of the Kwik Kian Gie Institute of Business and Informatics can be concluded as follows:

1. From the calculation of the validity test whose data shows that in Variable X the test results r count> from r table, Variable Y which shows the number r count greater than r table. Validity test with the Popular Movie Showing variable X which has 20 items with the calculated R number must be greater than the R table number, the results that the researchers have calculated X.1 show a number of 0.659 compared to 0.169 which these results show greater than r table. The next test carried out is the Reliability Test where the Popular Movie Showing Variable (X) Cronbach's Alpha is 0.865 and the Entertainment Needs variable (Y) Cronbach's Alpha is 0.896. All variables are worth Cronbach's Alpha> 0.60, which means that all the variables studied are called reliable. Then in the classic assumption test the author found that the significance value

was 0.165> 0.05. Therefore it can be said that the data does not reject H0 or has a normal distribution.

2. The significance value is 0.165> 0.05. Therefore it can be said that the data does not reject H0 or has a normal distribution. The test results use Monte Carlo theory.

In this study, the influence of popular movie impressions on the Netflix application is in great demand by many people, especially students of the Kwik Kian Gie Institute of Business and Informatics because the Netflix application itself proves that it can access a wide variety of worldwide film genres and films that are popular at certain times and of course it is easy to access, easy to subscribe to, pocket-friendly and can fill empty time. Of the 30 statements on 2 variables, namely the Popular Movie Showing variable (X) which has 4 dimensions and 20 valid statements with a student percentage of 95% of respondents using IBM SPSS 27 software which can prove overall that the influence of Popular Movies among Students of the Kwik Kian Gie Institute of Business and Informatics can be declared very influential.

The results of research on the influence of Entertainment Needs (Y) can be seen that this variable with 2 dimensions and has 10 statements that have been tested for validity using IBM SPSS 27 software. And it can be concluded that the influence of Entertainment Needs on Students of the Kwik Kian Gie Institute of Business and Informatics has a great influence on its Students as much as 95%.

The theory used in this research is the basic theory, namely the Uses and Gratification theory by Dennis McQuail.This research uses a quantitative descriptive method with purposive sampling technique. Data was obtained by distributing questionnaires to approximately 95 respondents. The existence of motives that can influence, namely personal identity motives and entertainment motives on personal satisfaction.

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PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

Telah terima dari

Nama Mahasiswa / I : Yohana

N I M : 63190034   Tanggal Sidang : 14 September 2001

Judul Karya Akhir : Pengaruh Tayangan Film Populer Di Netflix terhadap kebutuhan Hiburan Di Kalangan Mahasiswa Institut Bisnis dan Informatika Kwik Kian Gie

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Mahasiswa/I

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Pembimbing

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