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## Entertainment Strategies in Digital Content: A Uses and Gratifications Study on *Going Seventeen* Variety Show Program

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**Abstract:** This study aims to analyze the variety show program as Variable X1, Content Quality (Variable X2), and Fulfillment of Entertainment Needs (Variable Y). The research object is the variety show program 'Going Seventeen' aired through the YouTube channel, analyzed through the Uses and Gratifications Theory. This research is quantitative, using a positivistic paradigm, with a non-probability sampling method, specifically purposive sampling. Determination of the sample size using the Slovin's formula, with the assumption that the number of followers is known, a margin of error of 0.5%, totaling 400 respondents. Findings: This study found a significant influence between the variety show program 'Going Seventeen' and content quality on the fulfillment of entertainment needs for Seventeen fans. Analysis through the Uses and Gratification Theory found that Going Seventeen can be accessed through the Going Seventeen YouTube channel, indicating that the variety show significantly influences the fulfillment of entertainment needs. Content quality (X2) also significantly affects variable Y, and simultaneous testing shows that the variety show program significantly influences variable Y.

**Keyword:** *Entertainment Strategy; Digital Content; Going Seventeen; Uses and Gratifications*

### INTRODUCTION

The change in lifestyle of society became evident after the discovery of the internet (Sungkawaningrum & Mubarak, 2020), which transformed human communication and interaction in various aspects, and also built a new civilization, significantly altering human living patterns (Ahmadi & Ibda, 2019). The existence of the internet has created changes in the way humans communicate, send, and receive information. If previously people obtained information through mass media (conventional), now through the internet, people can both receive and send information through new media, including social media, which has somewhat influenced the way people interact with each other. Social media has evolved into

a fun place with many features. Communication through social media is no longer limited by time and space barriers. Someone can communicate anytime and anywhere as long as the device is connected to the internet (Pratyaksa & Putri, 2020).

The existence of the internet has changed many things, including the way we communicate. The presence of social media is gradually threatening the existence of conventional media; the internet poses a threat to mass media due to its ease of access, and social media is also digitizing to remain relevant. Currently, people are more inclined to carry devices like mobile phones for various uses and access media whenever they want. Through this device, people can access various entertainment content according to their desires and needs, and the internet allows people to obtain content that cannot be accessed through TV or other conventional mass media.

The YouTube application is a video-based social media platform that allows people to easily enjoy entertainment without using television. YouTube's ability to present audiovisual entertainment across social media platforms makes it a competitor to television media (Wijaksana & Ismail, 2023). YouTube provides unlimited access to various types of content, including vlogs, music, tutorials, entertainment, and much more. This phenomenon reflects a significant shift in the way consumers seek and consume entertainment.

One of the entertainment industries that has dominated the YouTube platform is the Korean entertainment industry, more commonly known as K-pop and K-drama. South Korea has produced a variety of entertainment content that is very popular on the YouTube platform (Jin and Lee, 2019). K-pop groups and solo artists, along with various variety shows and dramas, have attracted the attention of fans from all over the world. "Going Seventeen" is a variety show program starring the K-Pop group Seventeen. This show is designed to give fans a deeper insight into the daily lives and dynamics among the members of the group. In addition, "Going Seventeen" also features various entertainment segments, challenges, and other exciting activities designed to entertain the audience. This variety show is usually broadcast on Seventeen's official channel on the YouTube platform. The members of Seventeen will be involved in various activities that include interview sessions, games, challenges, exploration of interesting places, and funny behind-the-scenes moments. Over the past few years, this program has become one of the most sought-after contents by fans. The object of the research is the variety show "Going Seventeen." The reason for choosing the variety show "Going Seventeen" as the research object is because this program is very popular among Seventeen fans and is known for its high-quality content. By focusing on this program, the research can provide in-depth insights into how "Going Seventeen" meets the entertainment needs of fans, as well as measure the impact of content quality on follower satisfaction.

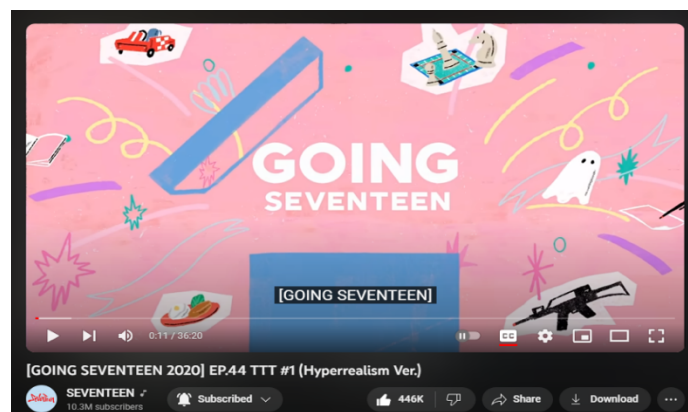


Image 1: One of the Youtube Shows Going Seventeen  
Source: Seventeen's YouTube Account

The analysis was conducted through the Uses and Gratifications Theory, developed by three researchers: Elihu Katz, JJ Blomler, and Michael Gurevich (Hajdarmataj & Paksoy, 2023). The findings of these three researchers indicate that audiences have the ability to choose (psychologically and socially) media content as the first characteristic of the consumption and production theory (Karunia, Ashri, & Irwansyah, 2021). The core of this theory is to explain how people use mass communication to meet their needs, "investigating" people's motivations for using media and finding the positive and negative effects of media use by society. Previous research was conducted on the Influence of Jerome Polin's Content on the Entertainment Needs of Teenagers in Bandung City by Faras Arya Wijaksana and Oki Achmad Ismail. This research uses the variety show "Going Seventeen" as its subject to analyze the extent of the impact of the variety show program and the quality of its content on fulfilling the entertainment needs of Seventeen fans

## **THEORETICAL FRAMEWORK**

### ***Uses and Gratification Theory***

The concept of the Uses and Gratification theory was developed by three researchers: Elihu Katz, Jay Blomler, and Michael Gurevich (1974). The main characteristic of the Uses and Gratification theory is that the audience has the power to choose (psychologically and socially) what they want from a media presentation (Karunia, Ashri, & Irwansyah, 2021). This first Uses and Gratification study focuses on the practical needs of newspapers and radio broadcasting institutions, specifically on how radio listeners can be motivated to serve them better. There is little theoretical cohesion because it is inspired by research. The main concept of this theory is that the focus now is on how the media affects the audience rather than how the audience affects the media. According to the research by Riley & Riley, children use television adventure stories to daydream and fantasize. According to these figures, society uses mass media for various purposes (Hadi, Wahjudianata, & Indrayani, 2021). The core of this theory is to explain how people use mass communication to meet their needs, "investigating" people's motivations for using media and discovering the positive and negative effects of the use of media by society.

Basic assumptions of the uses and gratifications theory according to Jay Blumer, Elihu Katz, and Michael Gurevitch (in Fajrie, 2015):

- 1) The audience actively chooses the media;
- 2) The initiative to choose media is taken by the audience;
- 3) Media competes with other sources for the satisfaction of needs;
- 4) People have self-awareness to use the chosen media;
- 5) The evaluation of media content is conducted by the audience. In the process of mass communication, the main goal is to connect the best interests to meet media needs.

## **METHOD**

### **Research Objects and Subjects**

The research object can be individuals, objects, transactions, or events collected from the research object, which show the state or value of each research object (Ulfa, 2021; Samatan, 2018). In this study, the research objects are the variety show 'Going Seventeen' (X1) and the content quality (X2). object or activity that has certain variables that must be examined and concluded. The research object is conducted through the YouTube channel Going Seventeen: <https://www.youtube.com/channel/UCfkXDY7vwkcJ8ddFGz8KusA>

Meanwhile, the subject of the research is the attributes, characteristics, or values of people, objects, or activities that have certain variables set for study and conclusion. In this research, the subjects of the study are:

- 1) Fans of the group Seventeen.
- 2) Watching the variety show 'Going Seventeen.'
- 3) Generation Z aged 15-27 years.
- 4) Residing in Jabodetabek (Jakarta-Bogor Depok-Tangerang-Bekasi) great area.

Quoted from the RRI.co.id website (accessed on July 17, 2024), Generation Z refers to those born between 1997 and 2012. In 2024, they will be 12–27 years old, but the author has set the age range for the research subjects to 15–27 years for the purpose of adjusting the content displayed on the variety show "Going Seventeen." The data collection method used a questionnaire. To obtain relevant data, the researcher formulated a series of statements that align with the issues and variables being studied, namely the influence of the variety show program "Going Seventeen" and the quality of content on fulfilling the entertainment needs of Seventeen fans. Next, the questionnaire was distributed using online media through Google Form via Instagram and X. The researcher used the non-probability sampling method, which is a sampling method where each element or member does not have the same opportunity to be selected as a sample (Samatan, 2018). The sampling technique used in this study employed a purposive sampling approach (Samatan, 2018), with specific requirements that have been mentioned previously. The sampling in this study was conducted using the Rao Purba formula with the assumption that the population is infinite (Samatan, 2017), with a margin of error of 0.5%, resulting in a sample size of 400 respondents.

### Operational Definition of Variables

This study measures 3 variables, with 2 X variables, namely: the Going Seventeen Variety Show Program (X1 variable), Content Quality as the X2 variable, and Entertainment Needs Fulfillment as the Y variable. Variable X1 is based on Wilti and Harmonis (2022), with indicators: [1] Duration, [2] Frequency; [3] Intensity. Variable X2 is based on Runiasari (2021) with indicators: [1] Educate; [2] Inform (Providing information); [3] Connect; [4] Entertains; [5] Create Trustworthiness. Meanwhile, variable Y is based on the study by Muhammad, Humaizi, & Pohan (2021), with indicators: [1] Cognitive Needs; [2] Affective Needs; [3] Personal Integrative Needs; [4] Social Integrative Needs; [5] Escapist Needs.

## RESULTS AND DISCUSSION

### Validity Test

Validity testing is a test to determine whether a measuring instrument is valid or not. The questionnaire statements are the measurement tools that will be tested. If the survey statements are validated, the statements are categorized as valid (Janna & Heriyanto, 2021). Here are the criteria for assessing the validity of decisions on each statement:

- 1) If the calculated  $r$  value  $>$  table  $r$  value, then the statement is considered valid.
- 2) If the calculated  $r$  value  $<$  table  $r$  value, then the statement is considered invalid.

Table 1: Results of the Validity Test for the Influence Variable of the Variety Show 'Going Seventeen' (X1)

Statement	R Calculation	R Table	Explanation
1	0,623	0,361	Valid
2	0,662	0,361	Valid
3	0,618	0,361	Valid
4	0,658	0,361	Valid

5	0,614	0,361	Valid
6	0,702	0,361	Valid
7	0,645	0,361	Valid

Source: Researcher Data Processing Results, 2024.

Table 2: Results of the Validity Test for the Content Quality Variable (X2)

Statement	R Calculation	R Table	Expalanation
1	0,512	0,361	Valid
2	0,571	0,361	Valid
3	0,844	0,361	Valid
4	0,442	0,361	Valid
5	0,771	0,361	Valid
6	0,680	0,361	Valid
7	0,579	0,361	Valid
8	0,633	0,361	Valid
9	0,511	0,361	Valid
10	0,689	0,361	Valid
11	0,788	0,361	Valid
12	0,716	0,361	Valid
13	0,418	0,361	Valid
14	0,663	0,361	Valid
15	0,783	0,361	Valid

Source: Researcher Data Processing Results, 2024.

Table 3: Results of the Validity Test for the Entertainment Needs Fulfillment Variable (Y)

Statement	R Calculation	R Table	Explanation
1	0,676	0,361	Valid
2	0,670	0,361	Valid
3	0,570	0,361	Valid
4	0,718	0,361	Valid
5	0,708	0,361	Valid
6	0,729	0,361	Valid
7	0,696	0,361	Valid
8	0,696	0,361	Valid

9	0,709	0,361	Valid
10	0,697	0,361	Valid
11	0,666	0,361	Valid
12	0,708	0,361	Valid
13	0,687	0,361	Valid
14	0,621	0,361	Valid
15	0,471	0,361	Valid

Source: Researcher Data Processing Results, 2024.

The output data from the SPSS program in Tables 2, 3, and 4 display the validity test results for each statement regarding the indicators of variables X1, X2, and Y. The validity of each statement is determined based on the calculated  $r$  value  $>$  table  $r$  value, which is considered valid.

### Reliability Test

Samatan (2017) states that reliability is the level of consistency of a test or procedure in producing similar results according to the established criteria each time it is conducted. Measurement is considered reliable if the results are relatively consistent when repeated several times on the same group of subjects, as long as the measured aspects do not change.

Table 4: Results of the Reliability Test for the Influence Variable of the Variety Show 'Going Seventeen' (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.770	7

Source: Researcher Data Processing Results, 2024.

Table 5: Results of Reliability Test for Content Quality Variable (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.910	15

Source: Researcher Data Processing Results, 2024.

Table 6: Results of the Reliability Test for the Entertainment Needs Fulfillment Variable (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.888	15

Source: Researcher Data Processing Results, 2024



The results of the reliability test in Tables 4, 5, and 6 show the Cronbach's Alpha reliability coefficient for X1 (calculated  $r$ ) of  $0.770 > 0.5$ . For X2 (calculated  $r$ ) of  $0.888 > 0.5$ , and for Y (calculated  $r$ ) of  $0.910 > 0.5$ . Therefore, it can be concluded that the research instrument items assessing variables X1, X2, and Y are reliable.

### Normality Test

The normality test is used to indicate that the data sample comes from a population with a normal distribution. If the significance is greater than 0.05, the sample is considered normal, and if the significance is less than 0.05, the sample is considered not normal (Setiawan & Yosepha, 2020).

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.27162754
Most Extreme Differences	Absolute	.042
	Positive	.029
	Negative	-.042
Test Statistic		.042
Asymp. Sig. (2-tailed)		.200 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 2: Results of the Normality Test

Source: Researcher's Data Processing Results, 2024.

In Figure 2, it can be seen that the Sig. (2-tailed) value is  $0.200 > 0.05$ . Therefore, the sample data for variables X1, X2, and Y are normally distributed.

### Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether the regression model differs from the residuals of two observations. The Glesjer test and scatter plot are used to conduct this test. There is no similarity in the equilibrium differences between one observation and another, or there is no heteroskedasticity in the regression model. The results of the scatter plot test show that the points are normally distributed and do not form a pattern. (Purba, Tarigan, Sinaga, & Tarigan, 2021).

Coefficients <sup>a</sup>				
Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
4.785	1.285		3.724	.000
-.056	.033	-.088	-1.697	.090
-.030	.023	-.068	-1.313	.190

Figure 3: Heteroskedasticity Test Results

Source: Researcher Data Processing Results, 2024.

Figure 3 shows that the results of the heteroscedasticity test data processing indicate the variable the influence of the variety show (X1) on its absolute residuals obtained a sig value of  $0.090 > 0.05$  and the content quality variable (X2) on its absolute residuals obtained a sig value of  $0.190 > 0.05$ , which means each independent variable on its absolute residuals has a sig value  $> 0.05$ , so it can be concluded that there is no heteroskedasticity in this research data.

## Multicollinearity Test

In a multiple linear regression model, the multicollinearity test is used to identify whether there is a significant correlation between independent variables. If the correlation level among independent variables is high, then the correlation between independent variables and the dependent variable is mixed (Budi, Septiana, & Mahendra, 2024).

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	The Influence of Variety Show	.781	1.280
	Content Quality	.781	1.280

Figure 4: Results of the Multicollinearity Test  
Source: SPSS Data Processing Results by the Researcher

Based on Figure 4, as a result of processing the multicollinearity test data, it is known that the tolerance value of both variables is  $0.781 > 0.10$  and the VIF value is  $1.280 < 10$ , so it can be concluded that there is no multicollinearity in the data.

## Multiple Linear Regression Test

Multiple linear regression analysis is used to determine the effect of the tested independent variables on the dependent variable. Some effects may be caused by data processing results. Here are the results of the Multiple Linear Regression Test:

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	4.900	3.691		1.328
	The Influence of Variety Show	.584	.070	.353	8.404
	Content Quality	.643	.069	.389	9.253

a. Dependent Variable: Fulfilling Entertainment Needs

Figure 5: Results of Multiple Linear Regression Test  
Source: SPSS Data Processing Results by the Researcher

The results shown in Figure 4 can be explained as follows:

- 1) The constant (a) is 4,900, meaning that if the independent variables (X1 and X2) are assumed to be zero (constant), then the dependent variable (Y) will be 4,900.
- 2) The variable (X1) has a positive value (+) of 0.584, which means that if the influence of the variety show variable (X1) increases, the entertainment needs fulfillment variable (Y) will also increase, and vice versa.
- 3) The variable (X2) has a positive value (+) of 0.643, which means that if the content quality variable (X2) increases, the entertainment needs fulfillment variable (Y) will also increase. In other words, the better the content quality (X2) provided by the variety show "Going Seventeen," the higher the level of entertainment needs fulfillment (Y) felt by the audience.

## Coefficient of Determination Test (R<sup>2</sup>)

Each independent variable is weighted according to its dependent variable, and the coefficient of determination, represented by R<sup>2</sup>, indicates the extent of the influence of the



independent variable on the dependent variable. If the coefficient of determination of a regression model is low or nearly zero, then all independent variables have a decreasing influence on the dependent variable (Sahir, 2021). The results of the Coefficient of Determination test are shown in the following Figure 6:

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 <sup>a</sup>	.689	.687	2.836

a. Predictors: (Constant), Quality of Content, Impact of Variety Show

Figure 6: Results of the Coefficient of Determination Test

Source: Researcher Data Processing Results, 2024.

Figure 6 shows that the variables of variety show influence and content quality have an impact of 68.9% on the fulfillment of entertainment needs, with an R Square value of 0.689 or 68.9%. Other variables not examined in this study have an influence of 31.1%.

## Hypothesis Testing

### T-Test

The t-test is an individual partial regression coefficient test used to determine whether the independent variables (X1 and X2) individually affect the dependent variable (Y). Here are the results of the T-test:

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.798	1.678		2.263	.024
	Impact of Variety Show	.160	.052	.097	3.047	.000
	Quality of Content	.858	.035	.780	24.623	.000

a. Dependent Variable: Fulfilling Entertainment Needs

Figure 7: T-Test Results

Source: SPSS Data Processing Results by the Researcher

Based on Figure 7, the results of the T-test are as follows:

- 1) Based on the significance value (sig) from the table above, a significance value of  $0.000 < 0.05$  is obtained, thus it can be said that the variable variety show (X1) affects the fulfillment of entertainment needs (Y).
- 2) Based on the significance value (sig) from the table above, a significance value of  $0.000 < 0.05$  is obtained, which indicates that the content quality variable (X2) has an effect on the fulfillment of entertainment needs (Y).
- 3) At a 5% significance level with  $df_2 = 397$ , the t-table value obtained is 1.966.
- 4) The calculated t-value for the variety show variable is  $3.047 >$  the table t-value of 1.966 and the sig value of  $0.000 < 0.05$ , indicating that the independent variable has a partial effect on the dependent variable. Therefore, it can be concluded that  $H_01$  is rejected and  $H_{a1}$  is accepted.
- 5) The calculated t-value for the content quality variable is  $24.623 >$  t-table 1.966 and the sig value is  $0.000 < 0.05$ , indicating that the independent variable has a partial effect on the dependent variable. Therefore, it can be concluded that  $H_02$  is rejected and  $H_{a2}$  is accepted. F Test.

The F test or combined regression coefficient test is used to determine whether the independent variable significantly affects the dependent variable or not. The F test also has a significance level of  $\alpha = 0.05$  (5%). The decision-making criteria for the F test used are:

- 1) If  $F_{\text{calculated}} > F_{\text{table}}$ , sig value  $< 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted
- 2) If  $F_{\text{calculated}} < F_{\text{table}}$ , sig value  $> 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected

**ANOVA<sup>a</sup>**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7060.405	2	3530.202	438.784	.000 <sup>b</sup>
	Residual	3194.035	397	8.045		
	Total	10254.440	399			

a. Dependent Variable: Fulfilling Entertainment Needs

b. Predictors: (Constant), Quality of Content; Impact of Variety Show

Figure 8: F-Test Results  
Source: Researcher Data Processing Results, 2024

Based on Figure 8, it is known that the calculated f value is 438.784, which means the calculated f value is greater than the table f value, namely  $438.784 > 3.018$ , with a significance (sig) value of  $0.000 < 0.05$ . Therefore, it can be concluded that  $H_{03}$  is rejected and  $H_{a3}$  is accepted.

The analysis in this research uses the Uses and Gratification Theory, which at its core explains how individuals use mass communication to fulfill their needs. It is known that the R square value is 0.689 or 68.9%. Other variables not examined in this study have an influence of 31.1%. In this study, the researcher used the Uses and Gratification theory, the core of this theory is explains how individuals use mass communication to meet their needs.

The results of the analysis on the variables of variety show (X1), content quality (X2), and entertainment needs fulfillment (Y), on the variable X1 which is the variety show, after conducting the analysis on variable X1, it was found that the dimension with the duration indicator received a high score on statement 2 “I often watch the variety show ‘Going Seventeen’ for more than 30 minutes.” Then, on variable X2 which is content quality, the highest score was obtained in the dimension with the entertain indicator on statement 18 “‘Going Seventeen’ always makes me smile and laugh.” Subsequently, on variable Y which is entertainment needs fulfillment, the highest score on the affective needs indicator was on statement 28 “I feel happy and joyful when watching ‘Going Seventeen’.”

In the process of mass communication, the main goal is to connect the best interests to meet media needs. Seventeen fans choose the variety show "Going Seventeen" to fulfill their entertainment needs. From the survey conducted by the researcher, respondents or fans agreed that what is presented in the variety show "Going Seventeen" aligns with their desires. choosing Strongly Agree (SA).

Based on the assumptions built by the Uses and Gratifications Theory, namely: [1] The audience actively chooses media; [2] The initiative to choose media is taken by the audience; [3] Media competes with other sources for need satisfaction; [4] People have self-awareness in using the chosen media; [5] The audience evaluates the content of the media. These assumptions emphasize the "active audience" in choosing media that suits each individual's needs. Overall, Seventeen fans have a strong tendency to choose the variety show Going Seventeen, even though this entertainment media competes with other media. Thus, all assumptions can be accepted through research and analysis of 2 variable X and 1 variable Y.

## CONCLUSION

Research on Entertainment Strategies in Digital Content: A Uses and Gratifications Study on Going Seventeen, shows that variable X1, the variety show Going Seventeen, significantly influences fans' entertainment needs; the content quality variable as variable X2, also significantly influences fans' entertainment needs. Simultaneous testing of variables X1 and X2 against Y yielded significant results, concluding that the content presented in the variety show 'Going Seventeen' can meet fans' entertainment needs. Analysis through the Uses and Gratifications Theory shows that the assumptions of Uses and Gratifications, namely [1] The audience actively selects media; [2] The initiative to select media is taken by the audience; [3] Media competes with other sources for need satisfaction; [4] Individuals have self-awareness in using the chosen media; [5] The audience evaluates media content, indicate that all five assumptions built by the Uses and Gratifications theory can be adapted in this study through testing Variable X1 (Variety Show); X2 (Content Quality); and Variable Y (Entertainment Needs Fulfillment), in line with the assumptions of the Uses and Gratifications Theory.

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