

The Influence Of Legal Profession Interest On Teens Through Netflix Viewing In Indonesia

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ABSTRACT

This study aims to determine the extent of the influence of using the Netflix application on the interest levels of teenagers in Indonesia with regard to working in the field of law. Given the development of science, technology, and information due to globalization that cannot be stopped in the world, including in Indonesia, it has resulted in anyone being able to easily access various things via the Internet, including just for entertainment. It is not surprising that currently teenagers in Indonesia access a lot of watch-on-demand applications, especially Netflix. The many choices of films that can be easily accessed by teenagers make them fond of watching Netflix to find entertainment, including films that have legal themes/elements or are related to the world of law. Considering that adolescence is a time of searching for identity or self-identity, which makes teenagers vulnerable to interference or influence, whether in the form of ideas, feelings, behavior, intellectual capacity, or new dreams to be achieved. Therefore, at this age/phase of adolescence, teenagers generally begin to determine the direction and attitude related to their profession in the future. Of course, teenagers in determining their professional interests are influenced by various factors, one of which is the influence of shows accessed by teenagers on Netflix.

Keywords: Teenagers, Netflix, Legal Profession

Introduction

Adolescence is a transitional period for humans from childhood to adulthood. Adolescence is often interpreted as an extension of childhood before entering adulthood." Adolescence itself is divided into several phases, namely early adolescence, middle adolescence, and late adolescence. In this phase, adolescents generally form many interests due to specific characteristics and begin to interact with the lives of people in adult society. Adolescents are very vulnerable to various disturbances or influences, be it in the form of ideas, feelings, behavioral problems, intellectual capacity, stress, or new hopes. Therefore, adolescents are inseparable from the nature of doubt. Adolescence is the age at which they have entered junior high or high school education, so of course generally adolescents have begun to think about and determine their ideals. This may be especially true when related to professions that are likely to be of interest to them and can be done when they are adults. Therefore, they have begun to determine the education they must take, and this can have a correlation with the ideals they are aiming for (Ngalimun, 2019).

Nowadays, every educational institution, including universities, has its own selection mechanism to accept people who will study there in the future. Be it through exams/tests, grade reports from school education results, talent/achievement selection, or other selection mechanisms that need to be taken by students in order to

be accepted at the university and the study program of choice. One of the most popular study programs in Indonesia is the "Law/Legal Science" study program. This is due to several factors, including one of which is the massive socialization related to the legal profession both in various mass media, social media and in various works of art such as films or dramas, so that now many teenagers are interested in working in the legal field. There are few to no studies in relation to the influence of Netflix series based on the legal profession in an Indonesian context. Through watching such series, teenagers may be influenced into choosing law as a future career. To examine adolescence's use of Internet streaming services in an Indonesian context. To investigate Internet streaming services influence on adolescent career choices in an Indonesian law context.

In addition to social media, it turns out that the watch-on-demand applications, which are now increasingly easy to access anytime, anywhere, and by anyone. This includes teenagers, which can determine their interest in the profession in the legal field. One of the most popular watch-on-demand applications among Indonesian teenagers is the "Netflix" application. Based on this explanation, the authors are interested in further examining the "influence of legal profession interest for teenagers through Netflix watching in Indonesia.". The terms adolescent and teenager are defined in context to the study.

The term "teenager" or "adolescent" comes from the Latin word "adolescencia." This word was first used in the 15th century. UNICEF (United Nations Children's Fund, 2024) defines adolescents "as the period of life spanning between the ages of 10 and 19". Likewise, the WHO (World Health Organization, 2024) defines adolescents as "the phase of life between childhood and adulthood, from ages 10 to 19". Meanwhile, Gouws and Kruger (2014) are of the view that the term adolescent derives from the Latin 'adolescere', which means to grow or develop into an adult, and refers to a stage of development in the human life cycle that falls somewhere between childhood and maturity. Because of the vast cultural variances, it is difficult to link the periods of adolescence." which in essence literally means that adolescence is a time to grow and develop into an adult and is a cycle of human life that will be lived, which lies between childhood and adulthood.

After a review of the literature, it can be suggested that early adolescence (ages 10-14 years) is the point individuals begin to leave the role of a child and try to develop as different individuals who are independent of their parents. Acceptance of physical form and condition, as well as significant conformity with peers, are the focal points of this stage. Middle adolescence (ages 13-17 years) is distinguished by the emergence of new cognitive capacities. Adolescents at this age really need friends. Peers continue to play an important role, but have been able to become more independent. Adolescents begin to gain behavioral maturity, learn to regulate impulsivity, and make initial assessments of career goals to be achieved during this period. In addition, acceptance from the opposite sex becomes very important for individuals. Late adolescence (Age 17-19 years) is the formal operational stage, where they are able to think abstractly and use deductive reasoning. At this stage, adolescents begin to question general rules and values and develop a more complex understanding of morality and culture. Furthermore, late adolescence is a time when individuals begin

to experience greater emotional and social maturity, and begin to set clearer life goals (Ramadhan, 2024).

Daradjat (1974) suggests adolescence is a phase that seems to have a different category. It does not belong to the group of children, nor does it belong to the group of adults. Adolescence is often associated with a temporary or transitional phase that still requires adult guidance because adolescents have not yet mastered their physical or psychological capacities (Setiawan, Awaludin, & Maulana, 2021). According to Hall (1905) adolescence is a period of "storm and stress". This shows that adolescence is a period of "mental storm and stress", or a time when a person's physical, intellectual, and emotional transformations result in unhappiness and doubt (conflict) in the individual concerned, as well as conflict with their environment. Adolescence is a very fragile phase of development, with substantial changes that are very likely to cause conflict. Based on the explanations above, it can be concluded that adolescence is a period of time where children enter a new "level" of life and are learning what is right and wrong. At this stage, they must be ready for everything and ready to face various life problems that must be faced in the future.

Netflix started as a DVD rental business that sent DVDs to their customers' addresses. Then the business transformed into a DVD rental and sales site called netflix.com. The netflix.com site business continues to grow with various innovations, one of which is the film recommendation system. Netflix, in 2002, conducted an IPO (Initial Public Offering) Public offering of shares on NASDAQ. Furthermore, in 2007, direct streaming was introduced via the website so that its customers could directly watch the films and series they wanted more easily. Then from 2010 to 2012, Netflix was launched via the television remote button so that streaming could be accessed via television. Until 2016, Netflix continued to grow and succeeded in bringing its services to more than 190 countries in the world, including Indonesia. Netflix's service mechanism is a video streaming provider in the form of films or series from various countries with various genres and in various languages. The technicalities for enjoying Netflix services are that consumers must pay a special fee to subscribe to Netflix in order to access various film/series entertainment anywhere, anytime, and through any device such as mobile phones, laptops, PCs and televisions (Jenner, 2018; Rayna, & Striukova, 2016).

The legal profession is one of the most popular professions in Indonesia. There are many figures and officials in the government or in private companies who have a Bachelor of Law education background and work in the legal field or related to law. The increasing popularity of the legal profession in Indonesia has finally made many students in their teens interested in becoming law graduates. The interest in law majors in the joint exam selection process shows an increasing trend among teenagers in the Faculty of Law (Febriandika et al., 2023). This is certainly due to many factors, such as the massive information related to the legal profession through social media and other media, so that many teenagers in Indonesia are interested in the legal profession.

Since Indonesia is a legal nation, all of its residents are required to abide by the laws in place and have the right to legal protection in line with the relevant laws and regulations. High school pupils should be aware of the law in order to inspire and

serve as an example for them to abstain from bad habits and promiscuity. Consequently, this improves mental intellect, and emotional well-being and offers inspiration for accomplishing each objective. An understanding of the law can avoid bad habits and exposure to damaging influences, as well as foster a feeling of responsibility. The results showed that the pupils' behavior, mental toughness, intellectual development, and emotional health all improved as a result of the program's successful raising of their legal awareness (Abdulkadir, 2024; Ermis, 2023; Latumahina et al., 2023).

The modern legal profession and education in Indonesia were initially brought by the Dutch colonial to the archipelago. During the colonial period, the Dutch East Indies Government introduced legal education as professional education in Indonesia. This was the forerunner to the birth of legal education and profession in Indonesia.

Initially, legal education was only at the Senior High School level since 1908. Then in 1924 legal education was taught at university. However, now, there are many universities, both state and private, in Indonesia that have law or legal study majors. Now many law enforcers and other legal professions are born in Indonesia (Waluyo, 2002).

Netflix streaming service may be a factor in increasing the interest levels of teenagers in Indonesia in the legal profession. In the past, the internet did not contribute significantly to the development of children and adolescents because the frequency of use was still low and internet access was still difficult at that time. The Indonesian Internet Service Providers Association (APJII) has released data related to the "2022 Internet User Profile". In the report, APJII revealed that Indonesia's internet penetration reached 77.02% in 2021-2022 (APJII, 2022).

Based on age, the highest internet penetration is in the 13 to 18 age group. Almost 24 million of the adolescent age group are connected to the internet. This is due to the easy access to various services available on the internet or internet-based applications. One of the popular applications in Indonesia is video streaming or watch-on-demand applications that can be accessed anytime and anywhere with a variety of film or drama series choices with various genres. Now people no longer depend on linear schedules on television and wait for new episodes every week (Elsa, 2020; Luthfia, & Triputra, 2019; Reza, 2022).

According to Stenovec, (2015), this has implications for the increase in users of video streaming or video on demand applications since 2010. Almost 30% of people stream videos using Netflix, YouTube, or Hulu. The implication is that there has been a decrease in users of traditional television and pay television by 10%. This fact shows that entertainment enthusiasts have switched to the world of digital entertainment such as video streaming. Furthermore, based on the 2023 quarterly earnings report, in the first quarter of 2023, Netflix had 232.5 million subscribers. This number has shown an increase since 2022 when Netflix users increased by 1.75 million compared to the previous quarter.

Based on a survey conducted in the United States in March 2020, it was found that 65% of Netflix users were aged 18-29 years. It can be concluded that the largest number of Netflix users are teenagers. Netflix provides a variety of films or series from various countries and genres, such as romance, slice of life, horror, thriller, mystery,

and films with a legal theme. There are many popular films or series with a legal theme on Netflix, such as the drama series *Law School*, *Brooklyn 99*, *Vicenzo*, *Juvenile Justice*, or films such as *Making a Murder*, *The Trial*, *The Lincoln Lawyer*, *Legally Blonde*, and many other legal-themed series or films available on Netflix (Muhamad, 2023; Netflix, 2024; Rahman, & Arif, 2021).

Gehrau et al. (2016) suggest that career choices are important decisions for adolescents. Their study examined the effects of television on career choices. An analysis of television usage correlated with career aspirations. Di Pietro (2016) found that a one percentage point rise in a career-related television series viewership was linked to a 0.25–0.35 percentage point increase in the percentage of lower secondary school seniors who were willing to enroll in vocational programs. The research raises the possibility that well-known television shows could be a valuable addition to government initiatives that support young vocational training.

Methods Research

Research is basically a scientific activity based on certain methods, systematics, and thoughts which aims to study one or several specific phenomena by analyzing and conducting in-depth examinations of the factors. This research is included in the type of empirical research, also called field research, that examines what happens in reality in society. It can be concluded that this type of research method is carried out on conditions that occur in society with the aim of knowing and finding facts and data needed to identify problems that ultimately lead to problem solving. The study uses primary, secondary, and tertiary materials. The empirical approach referred to in this study is that in analyzing problems or situations. Researchers examine existing materials, namely related to the influence of interest in the legal profession for teenagers through Netflix watching in Indonesia (Cholid, & Abu, 2003).

Results and Discussion

Many people often consider the legal profession to be very rigid, boring, or even scary. Films or series can explore the other side of the legal profession, which turns out to be more than just attending trials. Legal-themed films and drama series available on Netflix make viewers finally understand and see more interesting aspects of the legal profession. These can be such aspects as scenes of lawyers arguing to convince a panel of judges or scenes of law enforcers solving mysteries or problems. In addition, these shows can even depict the excitement of law school students' lives.

The development of technology has resulted in easier access for teenagers to the Netflix streaming platform. In turn, this application has finally become popular and is often accessed by the teenage age group. However, exposure to media such as Netflix certainly has great potential to influence the psychology and mindset of teenagers. Given the basic nature of teenagers, such as being easily influenced by the media they consume, including Netflix. This is due to the characteristics of teenagers, who generally tend to be more sensitive to role models shown in the media, be it in terms of lifestyle, social values, or norms accepted in society.

Conclusion

Therefore, it can be concluded that there is a relationship between the nature and behavior of teenagers and the shows consumed on Netflix. Netflix films or series watched by teenagers have an impact on the formation of adolescent identity and behavioral patterns. This may influence career choice in terms of interest in working in the legal field due to the effect of consuming legal-themed films on Netflix.

Future Research

Future research could use a quantitative approach to obtain data on the level of influence that streaming services have on teenagers' career choices.

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