

Lifestyle Analysis And Factors Affecting Consumer Interest In Post Pandemi Video On Demand Netflix Subscriptions

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ABSTRACT

The impact that has occurred since the presence of the Covid-19 pandemic has led to changes in people's lifestyles in carrying out their activities including carrying out their hobbies. One of the most popular activities for the public during the pandemic is watching online videos through streaming services using Video on Demand such as Netflix, which is known that Netflix is the online streaming application that is most in demand by the public as their choice of watching videos. Given this phenomenon, this study aims to analyze lifestyle and the factors that influence consumer interest in subscribing to Netflix after the pandemic. The type of research used in this study is a qualitative method by using literature/library research to obtain data and information used by researchers to analyze. The results of the study indicate that there are factors that influence consumer interest in subscribing to Netflix, namely, work, hobbies, age, gender, and individual attitude. The results of the analysis show that changes in lifestyle during the pandemic will greatly affect consumer interest in subscribing to Netflix.

Keywords : Lifestyle, Consumer Interest, Netflix

PRELIMINARY

The year 2019 is year Where beginning when the Covid-19 virus appeared in the world , and with fast on the moon March 2020 this virus start spread and enter the territory of Indonesia. The Covid-19 virus disaster certainly had a huge impact life Indonesian people from all aspect , start from aspect education , employment , health , social , economy , industry entertainment , to aspect other . Impact from pandemic This change all habit public For more reduce interactions in the outside world that create all work and school diverted become activity in the place live each. Naturally it really affects in internet use to be Keep going increase fast . this strengthened according report *We Are Social in (Annur, 2022) on Databoks accessed on 01/11/2022* , that there are 204.7 million internet users in Indonesia as of January 2022. Statement the can seen on the chart following in i :

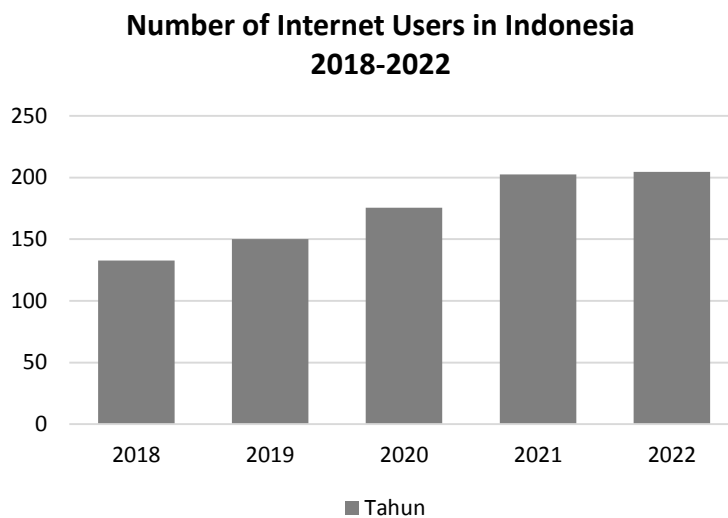


Chart 1: Total Internet users in Indonesia

Based on chart on can is known that amount it rose slightly by 1.03% compared to year before . As of January 2021, total Internet users in Indonesia are recorded as many as 202.6 million while in January 2022 it rose by 204.7 million . In five years final This amount internet users in Indonesia continues increase . this _ can seen in 2018 total internet users in Indonesia as many as 132 million , if compared to with In 2018, internet users have soared by 54.25% in 2019 as many as 150 million and in 2020 an increase of 175.4 million user .

Enhancement the caused many Indonesian people use the internet for activity everyday moment beginning exists pandemic . The more often use the internet, then in a manner No direct will change habit public in enjoy service entertainment . Like change habit in watched the previous film done with come direct to cinema , moment This public more Lots watch movies through impressions *stream* videos for free *online* , p This be one _ method For entertain yourself in a pandemic moment it and be pattern style life new for they until moment this . Through service *streaming* video subscription or normal known *Video on Demand* be one choice possible entertainment done in the house .

Video on Demand is A service Where user usually pay cost subscribe monthly For can choose and enjoy content in a manner free provided by the provider service *VoD* When only and where just during user connected to the internet, without exists scheduling broadcasting program certain (Prabowo, 2019) . Program options available covers various movie titles , TV series, *reality*

shows , video *streaming* , and other programs . User No only can watch selected programmes them , but can save and download it too. Users can too watch through computers , smartphones, and devices communication electronic others can access video and visual content (Audrey, 2021) .

In journal researched by (Muhammadiyah , Nugroho, Kamajaya, 2021) , time This Already There is a number of digital *platforms* or video *streaming* services in Indonesia, including Google Play TV & Movie, Iflix , IQiyi , WeTV , Disney+, Viu , and Netflix. In the list part *platforms* provide product whether movies, series, or TV programs. From several digital *platforms* available in Indonesia , Netflix is one that has level access high user . _

During pandemic nor during the new normal era this , the film industry without realized has experience change . Since cinema closed in a number of a long time , a lot *production house* switch to movies or series that can enter to Netflix content . Business main from Netflix is service subscribe *streaming* offering movies and TV shows, incl some programs created by Netflix itself with quality and speed as well as stability service *stream* (Audrey, 2021) .

With factor the , Netflix is getting Lots of interest to the public from various circles especially child young. Possibility consumer choose a Netflix subscription is as entertainment , do hobby , filling time spare , or even want to watch movies at home Because Still Lots closed cinema consequence exists pandemic . The advantages that Netflix has like collection content or complete film , affordable price , have a number of feature For pleasant consumer like *profiled* that can make different accounts , features _ *playlists* For make movies you like as well as feature *continue* which is feature automatic For play the last video watched . this cause increasing sales and interest consumer to Netflix (Malia, Zakiyah, GR, 2021) .

Based on description background behind on researcher interested For analyze more carry on about connection change style life post pandemic with influencing factors _ interest consumer in subscribe to Netflix. So that researcher decide do research entitled “ Analysis of Lifestyles and Influencing Factors Interest Consumer In Subscribe *Video On Demand* Netflix Post Pandemic ”.

LITERATURE REVIEW

Lifestyle

According to the Big Indonesian Dictionary (KBBI), style life is pattern Act in demand daily batch man in the society . According to Plummer (2001) in journal (Ardista & Wulandari, 2020) said that style life describe activity somebody in matter How they use up time them , interest them on what is considered important , views about self they Alone nor anyone else, and a character that should be they have in life (cycle life), income , education , and where they stay . Understanding other about style life explained in study (Jenita, 2021) , that style life is pattern life somebody in the living world stated daily in activity opinions and interests . From several definition the can concluded that style life somebody Can determined from what is he like and don't like , style life more describe behavior somebody that is How they live , spend the money , and take advantage available time For them .

According to Schiffman and Kanuk (2008) in (Jenita, 2021) , there is three possible indicator used For measure style life a person , namely : 1. Activity (*Activity*) , is How consumer use time . 2. Interests (*Interested*), is choice and priority consumer . 3. Opinion (*Opinions*), is How a consumer looked various type events and issues .

Interest buy Consumer

Interest is desire or emanating encouragement from in self somebody to object certain . Based on understanding put forward by Schiffman and Kanuk (2006:206) in (Wisdom, 2021) that interest buy is something form thinking reflecting real plan buyer For buy several units of a number brand available in period certain .

Based on view of Kotler and Keller (2013) in (Sari, 2020) , the factors that make up interest buy consumer , is as following :

- a. The attitude of others, factors This can seen from the extent to which other people's attitudes towards subtraction preferred alternative someone who will depends on two things that is , intensity characteristic negative in others relation with alternative preferred choice consumers and motivation consumer For obey other people's wishes .
- b. Factor situation that is not anticipated , factor This will can change behavior consumer in purchase . this based on thought consumer myself , did they feel Certain For buy goods the or no .

According to Ferdinand in (Murjiati, 2021) , interest buy consumer based on several indicators , namely : 1) Interest Transactional , that is interest someone who is inclined For buy product . 2) Interests Referential , that is somebody tend For suggested something product to other people or those closest to them . 3) Interests Preferential , that is interest someone who can depicted through behavior that has preference main product certain . However , p This can replace preference If happen something or change with product preference. 4) Interests Explorative , that is representing interest self they For Keep going look for information about product the or supporting information characteristics of the product of interest .

RESEARCH METHODE

Method used _ in study This is with use method qualitative . According to Kirk and Miller in (Muhammadiyah, Nugroho, Kamajaya, 2021) , research qualitative is tradition certain in knowledge knowledge fundamentally socially dependent from observations in humans Good in the area or in terminology .

In study This use studies literature / *library research* , deep the meaning is something type deep research collect data and earn the information through various literature , books , magazines , articles , journals , as well as results study previously relevant , to get answers and grounding theory about issues to be researched (Yaniawati, 2020) .

Objective from study This is For explain more carry on about something phenomenon that occurs , in matter This researcher want to analyze style live and know factors What only influences interest consumer in subscribe *Video on Demand* i.e. Netflix during the pandemic .

RESULTS AND DISCUSSION

Netflix is moving company in business provision service rental *DVD (Digital Video Disc)* founded in 1997 by Reed Hastings and Marc Randolph in Loas Gatos, California. Netflix Company This stand of course Since the internet era appeared and developed , so did streaming services . In article (Afifah, 2021) accessed on 26/10/22, Netflix is International TV streaming services and movies that can enjoyed through various device communication electronic like

computers , cellphones , laptops, Internet TV, and others that can watched When course , where just .

On condition moment this , make many people more choose For watch entertainment such as movies or series that he likes on the service *VoD* compared watch broadcast television or watch youtube . Because the number of broadcasts owned by TV No Lots whereas youtube will more Lots spend money for buy data package . this make public switch For use and choose subscribe to Netflix because more own Lots broadcast or *stream* movies from domestic as well abroad , though must pay cost subscribe every the month This No become obstacle for them .

Based on phenomenon that occurs the that exists change to style substitute life habit public in look for entertainment For watch movies. this because situation moment a pandemic that requires people to stay or isolation in each other's homes then that becomes choice For entertain self they is use service *streaming* Netflix. With variety of exciting and interesting programs make Netflix as choice First moment currently bored so that they will obtain pleasure in fill in time spare while relax (Muhammadia, Nugroho, Kamajaya, 2021) .

Because of the trend Netflix shows are very popular everywhere circles , create the use of Netflix will also be always increase along walk time . this Can happen if Netflix users upload movies or series that are currently on watched into the social media accounts them and then upload the seen by other users then possibility can arouse interest For copy style of the person , with follow watch the current movie or series watch and even decide For subscribe .

So that can said that style life is factor influencing causes needs and attitudes individual , as well can affect activity purchase and use product . So that style life is aspect main that affect the capture process decision somebody in buy product .

Since Netflix entered Indonesia in 2016 , enthusiasm society is very high with start subscribe . this _ can showed based on a survey conducted by Nakono who is company research field deep digital economy (Jayani, 2020) on the databox accessed 24/10/22 . Can seen through chart under this :

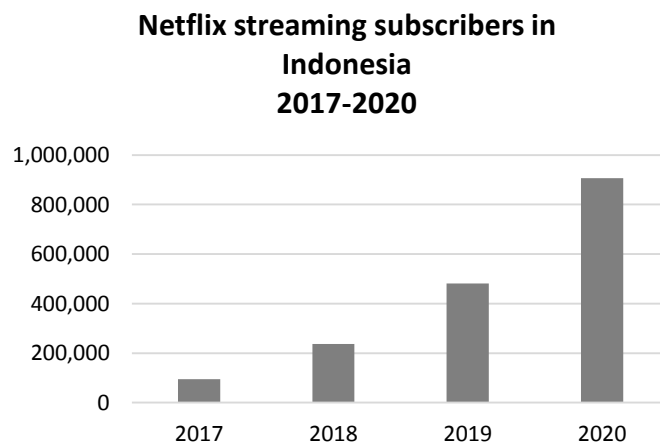


Chart 2: Netflix streaming subscribers in Indonesia

Based on chart above , that customer *streaming* Netflix Indonesia shows trend rapid growth from year the beginning of Netflix entering Indonesia until 2020 time happening pandemic . In 2017 there were 95,000 total Netflix subscribers . In 2018, customer Netflix Indonesia grew 2.5

times to 237,300 subscribers . Year 2019, total Netflix subscribers in Indonesia reach 482,000 or increased 2 times compared to year before . And in 2020 , it became known that amount growth Netflix subscribers reached 907,000 or about 88.35% in comparison with in 2019. The increase that occurred in 2020 is the biggest throughout year , due Because increasing amount viewer during the Covid-19 pandemic .

There are several influencing factors interest consumer in subscribe to Netflix, which is (1) Jobs , everyone of course own different jobs , p This of course it will too affect that person in use money from results it works For subscribe to Netflix. However , if that person still on stage education or student so they using the money that comes from from savings Alone For subscribe to Netflix. (2) Hobby , p This based on How somebody use time spare that has hobby watch a movie, or Because fill in time spare when Already studying or work . (3) Age , enough consumers who subscribe to Netflix diverse in matter age start from teenager until adults . (4) Type Gender , factor this is also very influential interest consumer For subscribe to Netflix, because usually women and men own different interests . (5) Attitude Individual , factor This is pusher base Because exists interest somebody For copy style other people's lives . this happen Because influence from environment around they like Friend or even family .

With thus , factor interest somebody For Netflix subscription exists the relationship with change style life somebody post happening pandemic . Which causes somebody switch in look for something entertainment For fill in time leisure and overcome boredom them . Besides Because excess services provided by Netflix, the underlying thing somebody For decided and interested a Netflix subscription is Because influence by the environment surrounding or other people's attitude is good friends , family or colleague work . Because one consumer in take something decision in purchase product or services , will look for information and ask to the closest people or someone they trust For help take decision .

CONCLUSION

From the results research and discussion that has been done , then researcher can interesting conclusion as following :

1. Lifestyle somebody can be measured with three indicator , that is activities (*activities*), Interest (*Interest*), and opinion (*Opinions*). So that style life somebody Can seen from what he likes and likes , style life more describe behavior somebody that is How He live , and use time you have . Whereas underlying indicators interest buy consumer is interest transactional , interest referential , interest preferences , and interests explorative . So, interest consumer For buy service or product whatever based on several choice product , and in the end they choose more alternatives Good for them and of course through various type consideration .
2. The results of the analysis obtained through study This is that changes that occur post pandemic will change something style life somebody in look for something entertainment . With many choice interesting and exciting shows in Netflix can make somebody tend make Netflix as choice First when feel currently bored . As for the factors that encourage interest consumer in a Netflix subscription is job , hobby , age , type gender , and attitude individual . From the factors the can seen How somebody use the money , how they use up time , and how determine interest or interest them .

SUGGESTION

1. For company , Netflix is expected can increase various more features and show programs variety to be able to compete with cinema shows nor *Video on Demand* other . Because , change style life what we can be certain of is will Keep going changed so Netflix is able anticipate matter the .
2. Through study This expected capable give information for readers and be material reference for researcher next . Besides it is expected study furthermore can develop object study similar with use other variables that are not discussed in research , as well as reviewing more related sources and references so that the research results can be better and more complete .

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