



## THE INFLUENCE OF LEGAL PROFESSION INTEREST ON TEENS THROUGH NETFLIX VIEWING IN INDONESIA

**Rayhan Nur Yuviro**

Al Azhar High School, Bekasi

E-mail: rayhannuryuviro@gmail.com

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### **ABSTRACT**

This study aims to determine the extent of the influence of watching using the Netflix application on the interest of teenagers in Indonesia to work 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 the Netflix watch on demand application. 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/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**

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### INTRODUCTION

Adolescence is a transitional period for humans from childhood to adulthood. So that adolescence is often interpreted as "Extension of childhood before entering adulthood". Adolescence itself is divided into several phases, namely early adolescence (ages 11-14 years), middle adolescence (ages 13-17 years), and late adolescence (ages 17-19 years). In this phase, adolescents generally collect many interests, due to specific characteristics and begin to interact with the lives of people in adult society.<sup>3</sup> According to (Ngalimun, 2019) 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.<sup>4</sup>

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, especially related to professions that are likely to be of interest to the adolescent and can be done when they are adults later. Therefore, premana (especially late teenagers) have begun to determine the education they must take and have a correlation with the ideals they are aiming for.

Nowadays, every educational institution including universities certainly has its own selection mechanism to accept people who will study at the university. 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 their dreams. One of the most popular study programs in Indonesia is the "Law/Legal Science" study program. Of course, 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.

In addition to social media, it turns out that the watch on demand application which is now increasingly easy to access anytime, anywhere, and by anyone including teenagers and has its own contribution to teenagers in determining 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 the explanation and problems above, the author is interested in further examining the "Influence of Legal Profession Interest for Teenagers Through Netflix Watching in Indonesia".

### Problem Formulation

1. How is the development of interest in the legal profession among teenagers in Indonesia today?
2. How does Netflix viewing influence teenagers in increasing interest in the legal profession in Indonesia?

### Conceptual Framework

#### a. Teenagers

Etymologically, the term "teenager" or "adolescent" comes from Latin, namely "adolescencia" which was first used in the 15th (fifteenth) century. UNICEF (United Nations Children's Fund) defines adolescents as: "Adolescence is defined as the period of life spanning between the ages 10-19". Likewise,



WHO (World Health Organization) defines adolescents as: "the phase of life between childhood and adulthood, from ages 10 to 19". Furthermore, the term adolescent has also been defined by experts, as follows:

1) According to Zakiah Daradjat, adolescence is a phase that does not seem to have a different location; 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;

2) According to G. Stanley Hall, 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;

3) Meanwhile, Kruger is 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 variaces, 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.

Based on the explanation above, it can be concluded that adolescence is a period / time where children enter a new "level" of life and are learning what is good 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.

**According to experts, adolescence can be classified into 3 stages, namely:**

1) Early adolescence (ages 10 - 14 years):

According to Ajhuri, at this 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.

2) Middle adolescence (ages 13 - 17 years):

This stage 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.

3) Late adolescence (Age 17 - 19 years):

According to Jean Piaget, late adolescents are in 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, according to Hurlock, late adolescence is a time when individuals begin to experience greater emotional and social maturity, and begin to set clearer life goals.

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### b. "Netflix" as a Video on Demand application

Netflix started as a DVD rental business by Reed Hastings and Marc Randolph who sent DVDs to their customers' addresses. Then the business transformed into a DVD rental and sales site/website called netflix.com. The netflix.com site business continues to grow with various innovations, one of which is the film recommendation system. Netflix then 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 in 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 as a platform/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 (mobile phones, laptops, PCs, televisions, and others).

### RESEARCH METHODS

Legal research is basically a scientific activity based on certain methods, systematics, and thoughts, which aims to study one or several specific legal phenomena by analyzing, conducting in-depth examinations of these legal factors. This research is included in the type of empirical legal research, or also called field research that examines applicable legal provisions and what happens in reality in society. It can be concluded that Empirical Juridical is a legal research method carried out on real / actual 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.<sup>14</sup> The approach with the empirical juridical method used in this study uses legal materials (both written and unwritten), both primary, secondary, and tertiary legal materials. The empirical approach is used to view law as a social, cultural or *das sein* reality. The empirical juridical approach referred to in this study is that in analyzing problems, researchers will combine existing legal materials with primary data obtained from the field, namely related to the Influence of Interest in the Legal Profession for Teenagers Through Netflix Watching in Indonesia.

### RESULTS AND DISCUSSION

#### Development of Legal Profession Interest Among Adolescents in Indonesia

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 and 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 from 1908, but then in 1924 legal education became at the same level as a university. <sup>15</sup>

However, now, there are many universities, both state and private, in Indonesia that have Law / Legal Studies majors so that now many law enforcers and other legal professions are born in Indonesia. Even now,



14 Bambang Waluyo, *Legal Research in Practice*, (Jakarta: Sinar Grafika, 2002), p.

15 Soetandyo Wignjosoebroto, "The Development of National Law and Legal Education in Indonesia in the Postcolonial Era", HUMA Association, accessed through

The legal profession is one of the most popular professions in Indonesia, and 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. Even the trend of interest in law majors in the joint exam selection shows an increasing trend of interest among teenagers in the Faculty of Law. 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 finally interested in the legal profession.

### **The Influence of Netflix as a Factor in Increasing Interest in Teenagers in Indonesia in the Legal Profession**

Adolescence is a period of transition from childhood to adulthood. During this period, there is a rapid and significant change in the intellectual, psychological, and physical development of adolescents. During this period, adolescents are very vulnerable to being carried away or influenced by various external influences, one of which is the internet. 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.

Meanwhile, based on age, the highest internet penetration is in the 13-18 year old age group. Almost all (99.16%) 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 / watch on demand applications that can be accessed anytime and anywhere with a variety of film / drama series choices with various genres, so that now people no longer depend on linear schedules on television and wait for new episodes every week (Sodano, 2012). According to (Stenovec, 2015), this has implications for the increase in users of video streaming / video on demand applications since 2010, namely almost 30% of people who 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 lovers today 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 shows an increase since 2022 where 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, so 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, to 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.

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These films or series explore the other side of the legal profession which turns out to be more than just attending trials, as is widely known by the public in general, so that many people often consider the legal profession to be very rigid, boring or even scary. However, legal-themed films and drama series available on Netflix make viewers finally know and see more interesting aspects of the legal profession, such as scenes of lawyers arguing to convince a panel of judges, scenes of law enforcers solving mysteries or problems, or even scenes depicting the excitement of law school students' lives.

Along with the development of technology and easier access for teenagers to the Netflix streaming platform, 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 imitated and 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.

Therefore, it can be concluded that there is a harmonious 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, especially in terms of interest in working in the legal field due to the influence of consuming legal-themed films on Netflix.

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