

INVESTIGATING THE INFLUENCE OF LGBT AND PORNOGRAPHY CONTENT IN NETFLIX AND DISNEY+ HOTSTARS FILMS ON AUDIENCE ACCEPTANCE OF DEVIANT BEHAVIOR: A PERSPECTIVE FROM INDONESIA THROUGH PERCEPTIONS, FAMILY ROLES, AND FRIENDSHIP ENVIRONMENT

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ABSTRACT

Perception, family role, and friendship environment are considered as mediating variables, on the audience's response to deviant behavior in Jakarta, which functions as the dependent variable. Deviant behavior encompasses a range of activities that deviate from social norms and can include content related to pornography and LGBT issues. This study aims to provide a comprehensive understanding of the impact of exposure to pornography and LGBT-related content, as well as the contributing factors to the audience's response to such behaviors within the specific context of Jakarta, a city that still holds traditional values. A quantitative approach is employed in this research, utilizing a survey questionnaire as the primary method of data collection. The participant sample is drawn from diverse demographic backgrounds in Jakarta and is selected using non-probability sampling methods. The survey questionnaire is designed to assess the level of film exposure, as well as to measure perception, family role, and friendship environment in relation to deviant behavior.

Keywords: *Film Exposure, Perception, Family Role, Friendship Environment, Societal Acceptance, Deviant Behavior, Jakarta.*

1. INTRODUCTION

This research aims to analyze the impact of the exposure to LGBT and Pornography content available on Netflix and Disney+ Hotstar on societal acceptance of such behaviors. Films have gained immense popularity post the COVID-19 pandemic. The accessibility to watch films has become more diverse, including through streaming platforms like Netflix, Disney+ Hotstar, and others. These film platforms are not regulated by Indonesian laws, resulting in a plethora of content that does not align with the values and norms of society, such as LGBT and Pornography content.

Traditional scholars in philosophy and religion, both in the East and the West, often place significant emphasis on analyzing the nature of the self. European phenomenology and existentialism,

along with other Western schools of thought that have consistently centered on the analysis of self's constitution and function, have shifted the focus away from traditional philosophical concerns. By adopting a critical orientation, in the sense of critiquing the dominant essentialist orientations that have characterized much of the traditional Eastern approaches, there has been a divergence in the focus between Eastern and Western perspectives [1]. Homosexuality has been widely understood as an identity in Western countries, whereas in other places, it is more frequently understood in terms of behavior. Over time, homosexuality has come to be increasingly interpreted as an identity characteristic rather than a deviant behavior [2].

Anti-deviant behavior movements are legally justified by existing regulations in Indonesia, often associating homosexuality with

pornography and social behaviors that do not align with values and norms (Wijaya, 2022). In Indonesia itself, pornography and LGBT behaviors are considered deviant behaviors that do not conform to societal values and norms.

An Institute for Public Policy Research (IPPR) survey explained that out of 500 teenagers, it was found that 77% of boys and 83% of girls admitted that it was very easy for young people to accidentally view pornography when they were connected to the internet. Internet porn and cyber-sexual activities supplies an immediate, private, and easily accessed "hit," thus changing the erotic template of the brain. Its use has a drug-like effect on the body and mind. It stimulates reward and pleasure centers of the brain instantly and dramatically, increasing the production of dopamine, a neurotransmitter associated with both sexual arousal and drug highs. Pornography and cybersex can also lead to "process addiction" in which the person becomes addicted to a set of behaviors that in turn powerfully alter brain chemistry. In time, the user can't control his or her use, is aroused only by images and interactions on the screen, and natural sexual responsiveness is reduced. Cyber-sexual addiction has the potential of harming the emotional, psychological neurological sexual, and relational well-being of an entire generation of youth.

Additionally, chronic exposure to cyber-sexual activities has led many teens to believe that being sexually active is normal. It is now common for oral sex to be seen as the new kissing and for girls to send nude/partially nude photos of themselves via smart phones to boys as a way to communicate their interest. [3]

This research discuss about the impact of LGBT and its anticipation. LGBT has many impacts. The health impact can be shown by 78% homosexuals infected with sexually transmitted diseases. LBGT also provide social impact. The research shown that a gay have 20-106 couple per year. Whereas, someone zina's couple is not more than 8 peoples in his whole life. 43% of gay groups who has investigated declare that in their whole life they do homosexual more than 500 people. In education impact, the learners who believe they are homo faced dropout problem 5 times greater than normal students because they feel insecurity. Moreover, 28% of them were force to leave the school. In the field of safety impact, homosexuals cause sexual abuse of children in United States; in

fact their population just 2% of the total of America population. It can be concluded that 1 of 20 homosexual case is sexual abuse of children, whereas from 490 cases of adultery, one of that is the sexual abuse of children [4].

According to Blackburn et al. (2019) and prior to the onset of the COVID-19 pandemic in early 2020, "Over-the-Top Video Services (OVD) have dramatically expanded on both the upstream and downstream sides of the video distribution market. Furthermore, responses to the pandemic have led to social changes such as social distancing measures, remote work, and the closure of cinemas to varying extents. Given the existing momentum of OVD, it can be understood that the effects of the COVID-19 pandemic have further accelerated and amplified the growth and expansion of video streaming platforms [5].

NETFLIX announced on Tuesday (18/4) that its subscriber count reached a record high of 232.5 million in the first quarter of this year. Similarly, the newly introduced advertising support is performing well. The streaming television giant reported a quarterly profit of \$1.3 billion, in line with expectations. Digital survey results from Telkomsel's tSurvey.id indicated that Disney+ Hotstar is the most popular paid streaming application in Indonesia. Its position even surpasses that of Netflix, Vidio, and HBO GO. "Disney+ Hotstar is the most popular application with 70% of respondents subscribing, followed by Netflix and Vidio," as quoted from the tSurvey report on Thursday (9/3/2023). Below Disney+ Hotstar, there's Netflix with a subscriber proportion of 46% [6].

Netflix and Disney+ Hotstar do not filter the films shown on their platforms, making it very easy to find both explicit and implicit LGBT and Pornography content. According to Elisa Gunawati et al., films are one of the forms of mass media used to convey information to the public through scenes that form a cohesive whole. Filmmakers often have different perspectives on the LGBT community, making it intriguing when portrayed in movies [7]. Similarly, regarding Pornography, films shown on Netflix encompass a range of genres and content. Some of the film content presented by Netflix contains pornographic elements [8]. According to Laili Mustaghfiro, films can be used as a form of representation of society as their content holds messages that can be easily learned and

communicated to the audience (Mustaghfiro, 2018: 6).

Emerging from this issue, the author is intrigued to conduct research on the societal acceptance in Jakarta, which adheres to traditional perspectives, towards LGBT and Pornography deviant behaviors resulting from the exposure to films shown on Netflix and Disney+ Hotstar. This research aims to examine the influence of film exposure on these behaviors through Society's Perception, Family Role, and Friendship Environment.

2. LITERATUR REVIEW

Referring to previous research entitled "Own your narrative': teenagers as producers and consumers of porn in Netflix's Sex Education. Information, Communication & Society," this article explains how teenagers are both consumers and producers of sex-education films. This article was written in Australia, which tends to be more liberal, where sex films are more accepted in society. From a different perspective, Indonesia has values and norms that are still eastern where sex is still a taboo topic of discussion. So these sex education films have a different response from different people's responses.[9]

The literature review explains the concepts and previous studies related to film exposure, perceptions, family role, friendship environment and community acceptance.

2.1 Cultivation Theory

According to Nabi, R. L., & Riddle, K., the Cultivation theory is a communication and sociology theory that posits that prolonged exposure to media shapes consumers' perspectives of the world and influences their behavior in daily life [10]. This theory was developed by Professor George Gerbner in the mid-1960s. It explains the impact of watching television on individuals' perceptions, attitudes, and values [10]. One of the key findings of this theory is that television viewers categorized as "Heavy Viewers" (those who watch a significant amount of television) develop an exaggerated belief that the world is a dangerous place. Contents of violence and crime news cultivate social paranoia and fear. The theory focuses on three main aspects, which have been subsequently modified into various variations: Long-Term Exposure: This theory emphasizes that

the impact of television primarily occurs due to long-term exposure, where viewers are consistently exposed to specific messages and images presented in the media [11]. Heavy Viewers: The theory notes that viewers who frequently and intensively watch television (Heavy Viewers) tend to be more influenced by media messages, especially those containing violent content and crime news, compared to viewers who watch television less frequently [11]. "Mean World Syndrome" Effect: One of the primary findings of this theory is that excessive exposure to violent content and crime news can lead to the "Mean World Syndrome." Individuals experiencing this syndrome tend to believe that the world is more dangerous than it actually is, and they feel they live in fear and social paranoia [12].

This theory argues that when an individual is consistently exposed to certain messages, values, and norms conveyed through mass media (such as television, films, and the internet), their perception and understanding of the world will gradually be influenced and "implanted" by what they see and hear in the media. Furthermore, the theory states that behavioral patterns formed by media exposure can impact how these media consumers interact and behave in their everyday lives. In the present era, where the internet connects communities and facilitates cultural sharing, various pornography and LGBT content that may not align with the cultural values of a country can easily be accessed through online streaming platforms. This can influence societal behavioral patterns.

2.2 Perceptions

Perception is the process by which we select, organize, and interpret information to create a meaningful understanding of the world [13]. Perception is formed by an individual after gathering information. Information is collected through human senses, namely touch, smell, hearing, taste, and sight. Consumers gather information from their surroundings and subsequently form perceptions about products [13].

Now we will also explore several factors that influence perception according to Vincent [14]. Past experiences can influence an individual because humans tend to draw conclusions similar to what they have seen, heard, and felt; Desires can influence a person's perception when it comes to decision-making. Humans tend to reject offers that do not align with their expectations; and Experiences shared by friends, where they recount

their own experiences. This significantly influences an individual's perception.

2.3 Role of Family

Children's awareness of deviant behavior is obtained through communication experiences in the process of shared activities acquired within the family, forming the basis upon which an ideal family image is constructed [15].

The family is crucial in shaping children's upbringing patterns, as children are nurtured and educated within the family environment. The family serves as the child's first avenue of socialization, where every action taken by parents within the family is imitated by the child. Therefore, raising children is a responsibility of the family and parents. However, if this cannot be done optimally, it may lead to issues in children such as deviant behavior, drug abuse, promiscuity, conflicts, and more [16].

First, the family plays a role as a culture and tradition shaper. It helps disseminate culture and traditions from one generation to the next, ensuring the continuity of these cultural practices and customs. Second, the family functions as a source of emotional support. It provides support and affection to its members, creating a sense of safety and comfort for them. Third, the family serves as a moral educator. It aids their children in understanding good moral values and ethics, helping them become virtuous and high-quality individuals. Fourth, the family acts as a provider of economic resources. It assists in fulfilling the livelihood needs of its members through income and other resources. Fifth, the family acts as a place of protection. It provides a space for its members to seek refuge from external pressures and offers support and protection to them.

2.4 Friendship Environment

According to Philip Kotler, personality refers to the inherent psychological traits of humans that differentiate them, resulting in relatively consistent and enduring responses to environmental stimuli. Personality is often described in behavioral characteristics such as self-confidence, dominance, sociability, autonomy, self-defense mechanisms, adaptability, and aggressiveness. Related to personality is the concept of self-concept, which refers to an individual's perception and attitude towards oneself. Self-concept is associated with physical dimensions, individual characteristics, and self-motivation. It is the core of individual

personality and plays a significant role in determining and directing the development of personality and positive individual behavior. [13].

According to Freud, human personality consists of three interacting elements: Id, Superego, and Ego [17]. Id is a biologically innate component of personality present in humans since birth. It represents human instincts to fulfill their own desires, such as desires for food, drink, and sex. Id is also known as the pleasure principle and emerges from the subconscious mind, beyond conscious control. Superego consists of a set of values that guide human behavior. It represents the inclination to do what is morally and ethically right according to societal norms and rules. Superego can be seen as an element that works to suppress or restrain the biological urges (Id) within humans. Like Id, Superego is an uncontrollable force. Ego is the conscious element in human psychology that can be controlled by the individual. Ego strives to balance the demands of Id and Superego. Ego is often referred to as the reality principle as it attempts to fulfill an individual's desires but in a manner that is acceptable and aligned with social norms.

Some experts, who were colleagues of Freud, developed a personality theory known as Social-Psychological Theory or Neo-Freudian Theory. This theory differs from Freud in two aspects. It emphasizes that social environment influences the formation of human personality rather than human instincts and It states that behavioral motivation is directed towards meeting human needs. This theory combines social and psychological factors and emphasizes that individuals strive to fulfill what society needs, while society assists individuals in meeting their needs and goals. The Neo-Freudian theory asserts that social relationships are the dominant factor in shaping and developing human personality. In this study, the author aims to examine the ego of societal personality concerning its acceptance of deviance, the presence of the Superego (the role of the family), and their interaction with the environment, which can shape decision-making in a given reality [17].

2.5 FRIENDSHIP SUPPORT THEORY

Some A friendship group is a form of social relationship built and sourced from friendships, where they offer and aid one another when facing difficulties. Within friendship relationships, there can be the exchange of information, support, or material resources.

Friendship support makes children feel noticed, valued, loved, helped, encouraged, and accepted when they encounter challenges [18].

According to Rahardjo et al. in Mulyadi 2016, the process of friendship tutoring involves three main aspects: learning from reality or experience, avoiding a patronizing attitude, and engaging in dialogues. Everyone is positioned equally as a source of information and needs to possess interpersonal communication skills. The habits and behavioral patterns developed among school-aged children are heavily influenced by the support from their friendships. Friendship relationships can be understood as interpersonal relationships that encompass characteristics such as physical assistance, emotional attention, information sharing, and praise. Therefore, it can be concluded that friendship education refers to the availability of friendships as a source of support, both verbally and non-verbally, which can be received directly or indirectly [19].

2.6 AUDIENCE RECEPTION THEORY

The Reception Theory focuses on how audiences understand the meaning of media. Methodologically, reception studies have traditionally adhered to the doctrinal view that only qualitative methods such as in-depth interviews and ethnographic observation are suitable tools for such exploration. The fundamental reconceptualization of reception theory owes much to Stuart Hall, a British cultural studies scholar, who proposed the complementary nature of meaning-making between the encoding and decoding moments of media production and the idea that there is no natural alignment between these two moments. In other words, audience members have relative freedom to interpret the encoded meanings offered to them in media texts, which are considered polysemic (i.e., carrying multiple potential meanings) [20].

In his book, Little John explains three positions when society engages in decoding Dominant Hegemony Position, which occurs when individuals act according to a perceived code and accept or agree with a given reality. Negotiated position, where the audience can accept the dominant ideology but responds with some exceptions. Oppositional position, where the audience has understood and comprehended the message but responds with an opposing code. This condition arises when the audience adopts a critical perspective, rejecting any form of media-delivered messages and choosing to interpret them on their

own. This theory serves as the basis for the author in determining the position of each society member, whether they accept, reject, or accept with exceptions.

2.7 DEVIANT BEHAVIORS

In the book "*Perilaku Menyimpang: Tjauan sosiologis*" (Deviant Behavior: A Sociological Perspective) by Ciek Julyati Hisyam, published in 2018, deviant behavior is defined as any action that goes against the prevailing norms in a social order of society. Deviant behavior is described as an act performed by one or several members of society, consciously or unconsciously, that contradicts the agreed-upon norms and rules, resulting in either victims or no victims. Behavior that causes victims can be categorized as crimes, violations, and delinquency. On the other hand, behavior that does not harm others is referred to as deviation, and the individual becomes their own victim [21].

Based on its nature, deviant behavior can be divided into 4 categories: Positive deviance refers to deviant behavior that has a positive impact on the social system because it contains innovative, creative, and enriching elements in one's perspective. An example of positive deviance is the emancipation of women in promoting women's careers. Negative deviance can be further divided into two types based on the condition experienced by an individual. Primary deviance refers to temporary and non-repetitive deviant behavior. For example, a student being late due to a flat tire or occasional traffic violations. Secondary deviance involves persistent and frequently occurring deviant behavior that has significant and disruptive consequences for others. For instance, someone who regularly consumes alcoholic beverages and consistently comes home drunk. In this research, the focus is on secondary deviance, as defined by Adler [22]. Examples of deviant behaviors include : Porn and LGBT.

2.8 State Of The Arts

Similarities to one of the previous studies entitled "Pengaruh Tayangan 2gether: The Series Terhadap SikapToleransi Perempuan Mengenai Homoseksual" became a reference that proposed this research. The purpose of this study is to determine the effect of 2gether: The Series based on three dimensions of applied theory used, namely Uses and Gratification theory covering frequency, duration and attention to women's tolerance attitudes about homosexual. Respondents for this

study are from followers of the twitter account @thaiiffess, totaling 100 people, female and people who are having watched 2gether: The Series. This study uses a quantitative approach with a survey method. Data analysis to be used in this reserch is multiple linear regression analysis technique. The research shows that there is an effect of simultaneous 2gether: The Series on women's tolerance attitudes about homosexuals based on a coefficient of determination of 16.4%. The dimensions of the variable X (frequency, duration and attention) indicate that the highest contribution, attention is 0.16 and the lowest is the frequency of -0.003. [23]

The similarity of one of the previous studies entitled "The Influence of 2gether: The Series on Women's Tolerant Attitudes Regarding Homosexuals" became a reference that proposed this research. However, there are several significant differences between the 2gether impression research, namely: Differences in methodology used in this research. Other articles use the multiple regression method, while in our research we use the SEM method. The dependent variable used, where the 2gether: the series research examines its influence on women's tolerance regarding homosexuality. while what was examined in the author's research focused on society's acceptance of pornography and LGBT behavior. Variables in 2gether research: this series examines 1 variable, namely the influence of broadcasts with factors that influence frequency, duration and affection. Meanwhile, in the author's research, the author focuses on the influence of film broadcasts on Netflix and Disney+ Hotstar on public acceptance with the intermediate variables, namely Perception, Family Role and Friendship Environment.

3. RESEARCH METHODOLOGY

This research is grounded in the paradigm of Post-Positivism. Post-positivism encompasses reductionist, logical, empirical elements with a cause-and-effect orientation, and deterministic foundations based on theory. In its practical application, post-positivist research perceives reality as a series of logically interconnected steps. The current study employs a quantitative research method with an impact-oriented approach, aiming to ascertain the extent of influence exerted by LGBT content on the online streaming platforms Netflix and Disney+ Hotstar [24].

3.1 Research Model

This study employs a survey method and utilizes a research instrument in the form of a questionnaire that will be distributed to the population of Jakarta aged between 26 and 45, totaling 3,423,598 individuals [25] who subscribe to either Netflix or Disney+ Hotstar through Google Form. This research constitutes an explanatory study with a quantitative approach, focusing on the platforms Netflix and Disney+ Hotstar. The survey method is employed to achieve the objectives. The aim is to gather information regarding the number of respondents representing a specific population. The sample for this study includes individuals in Jakarta who are followers of Netflix and Disney+ Hotstar. The sample size for this research is 400 participants. The determination of the sample size

$$n = \frac{N}{1 + Ne^2}$$

is based on calculations using the Slovin formula [26] due to the known population. The calculation is conducted using the following equation:

Note:

- n: Sample size
- N: Population size
- e: Percentage (%), inaccuracy tolerance due to sampling errors (0.05)

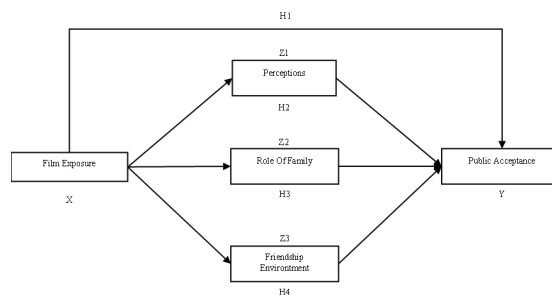


Figure 1: Research Model

3.2 Hypotheses

3.2.1 Exposure to Films and Public Acceptance

Based on previous studies discussing the impact of film exposure on tolerance towards deviant behavior [23]. In another journal, it is explained that there is an affective relationship caused by Korean drama content on Netflix [27]. H1: Film exposure significantly influences public acceptance of deviant behaviors (LGBT and pornography).

3.2.2 Exposure to Films and Public Acceptance through Perception

According to previous research, perceptions can lead to interpersonal deviant behavior [28].

H2: Film exposure significantly influences public acceptance of deviant behaviors (LGBT and pornography) through perception.

3.2.3 Exposure to Films and Public Acceptance through Perception

Based on several previous studies, there is a significant influence of family role factors on deviant behavior [29]. Other qualitative studies provide perspectives that align with the importance of instilling values and norms in adolescents through parental guidance [30].

H3: Film exposure significantly influences public acceptance of deviant behaviors (LGBT and pornography) through family role.

3.2.4 Exposure to Films and Public Acceptance through Friendship Environment

Based on previous studies discussing the influence of friendship environments. In another journal, it is explained that there is an affective relationship caused by Korean drama content on Netflix [27].

H4: Film exposure significantly influences public acceptance of deviant behaviors (LGBT and pornography) through friendship environment.

3.3 Variables

The study comprises one X variables the Film Exposure (X), trough Perception (Z1), Role of Family (Z2), Friendship Environment (Z3) and one Y variable Public Acceptance.

Table 1: Research Variables

Variable	Number of Questions
Terpaan Media (X1)	4
Persepsi (Z1)	6
Peranan Keluarga (Z2)	7
Lingkungan Pertemanan (Z3)	5
Penerimaan Masyarakat (Y)	2

3.4 Data Analysis Instrument

The data collection instrument utilizes a questionnaire distributed through social media. The research respondents amount to 400 individuals, selected randomly due to an unknown respondent count. This sample is directed at individuals who are subscribers of either Netflix or Disney+ Hotstar platforms. Hypothesis testing is analyzed using Structural Equation Modeling (SEM) with the Warppls software. The questionnaire consists of 24 items. All items are subjected to validity and reliability tests. Validity testing is observed by

comparing the calculated r-value with the tabled r-value.

4. RESULT

The researcher disseminated the survey to 652 respondents through social media, curating the respondent criteria, resulting in 407 respondents who met the criteria. From these respondents, it was found that 43.1% accepted Pornography and LGBT behaviors with various exceptions, 51.8% unequivocally rejected Pornography and LGBT behaviors due to their negative nature, and 5.1% fully embraced Pornography and LGBT behaviors.

4.1 Smartpls Analysis

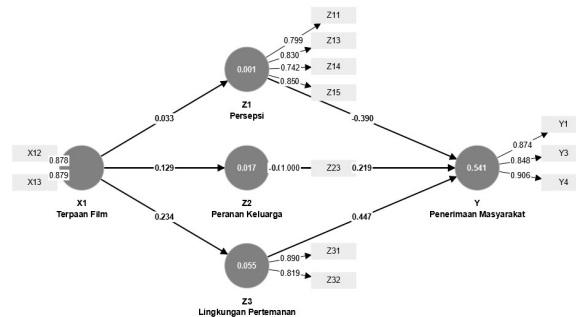


Figure 2: Path Diagram

4.2 Measurement Model Validity Analysis

Two indicators are employed to test convergent validity: loading factor and Average Variance Extractor (AVE).

4.2.1 Loading Factor

Convergent validity is assessed based on the loading values for each indicator in the study. Indicators are considered valid if they exhibit loading values > 0.7. The loading values for each indicator can be observed in the following table:

Table 2: Loading Factor Test Result

Indicator	Loading Factor	Conclusion
X12	0.878	Valid
X13	0.879	Valid
Y1	0.874	Valid
Y3	0.848	Valid
Y4	0.906	Valid
Z11	0.799	Valid
Z13	0.83	Valid
Z14	0.742	Valid
Z15	0.85	Valid
Z23	1	Valid
Z31	0.89	Valid
Z32	0.819	Valid

Based on the table above, it can be observed that there are 17 indicators that lack convergent validity in this study. Therefore, some of the invalid indicators were removed.

4.2.2 Average Variance Extracted (AVE)

Convergent validity is considered adequate when the AVE value is ≥ 0.5 . This implies that a latent variable can explain more than half of the variance of its indicators on average. Based on the data below, it can be observed that the AVE values are ≥ 0.5 . This indicates that the indicators across all variables in this study are valid.

Table 3: AVE Test Result

Variabel	AVE Values	Conclusion
X1	0.77	Valid
Z1	0.65	Valid
Z3	0.73	Valid
Y	0.77	Valid

4.3 Discriminant Validity

The testing of discriminant validity can be assessed through the Fornell-Larcker criterion and cross-loading.

4.3.1 Fornell-Larcker Criterion

In the Fornell-Larcker criterion test, discriminant validity is considered satisfactory if the square root of the AVE (Average Variance Extracted) for a construct is greater than the correlation between that construct and other latent variables. Based on the table below, it can be observed that the square root of the AVE for the variable "Exposure to Films" is 0.878, which is greater than the correlation value with other latent variables. Similarly, the square root of the AVE for the variable "Perception" is 0.797, for the variable "Family Role" is 0.788, for the variable "Friendship Environment" is 0.856, and for "Public Acceptance" is 0.876.

Table 4: Fornell-Larcker Test Result

Variabel	X1	Y1	Z1	Z2	Z3
X1	0.878				
Y1	0.096	0.876			
Z1	0.033	-0.529	0.806		
Z2	0.129	0.363	-0.15	1	
Z3	0.234	0.576	-0.236	0.197	0.855

4.3.2 Cross-Loading

A model possesses good discriminant validity if each loading value of a latent variable has the highest loading value on itself compared to the loading values on other latent variables.

Table 5: Cross Loading Test Result

Variabel	Z	Y	Z1	Z2	Z3
X12	0.88	0.09	0.04	0.04	0.24
X13	0.88	0.08	0.02	0.18	0.17
Y1	0.07	0.87	-0.43	0.39	0.52
Y3	0.13	0.85	-0.44	0.25	0.53
Y4	0.06	0.91	-0.52	0.32	0.46
Z11	0.06	-0.45	0.80	-0.13	-0.24
Z13	-0.03	-0.43	0.83	-0.16	-0.17
Z14	0.08	-0.37	0.74	-0.09	-0.17
Z15	0.00	-0.44	0.85	-0.10	-0.18
Z23	0.13	0.36	-0.15	1.00	0.20
Z31	0.21	0.55	-0.29	0.24	0.89
Z32	0.19	0.43	-0.09	0.08	0.82

Based on the calculated cross-loading results above, the cross-loading values for each indicator exhibit the highest cross-loading values compared to the cross-loading values of indicators from other variables. Therefore, it can be concluded that the indicators used in the study have met good discriminant validity in the construction of each variable.

4.4 Composite Reliability

An indicator is considered reliable if the composite reliability value is ≥ 0.7 , and the Cronbach's alpha value is recommended to be ≥ 0.6 .

Table 6: Reliability Test Result

Variabel	Composite Reliability	Cronbach's Alpha	Conclusion
X1	0.871	0.704	Reliable
Z1	0.881	0.820	Reliable
Z3	0.844	0.636	Reliable
Y1	0.908	0.848	Reliable

Based on the results presented in the table above, the composite reliability values for all variables were found to be ≥ 0.7 , and the Cronbach's alpha values were ≥ 0.6 . This indicates that all variables are considered reliable, ensuring that the questionnaire can produce stable and consistent measurement outcomes.

4.5 Structural Model (Inner Model)

After conducting the outer model test, the next step is to conduct the inner model test. The inner model test is conducted to see the relationship between constructs, significance values, and R-square of the research model. The evaluation of the PLS structural model begins by looking at the R-square of each dependent latent variable. The following are the estimates of R-square using PLS.

Table 7: R-Square Test Result

Variabel	R-Squared
Z1	0.541
Z2	0.001
Z3	0.017
Y	0.055

Based on the results above, the R-square value between Film Application, Perception, Family Role, and Friendship Environment on Public Acceptance is 0.541 or 54.1%. Therefore, it can be concluded that all variables have a moderate effect on Public Acceptance. The R-square value for Perception, Family Role, and Friendship Environment is 0.1%, 1.7%, and 5.5%. This means that the effect of Film Application on Perception, Family Role, and Friendship Environment is weak.

4.6 Analysis of the Hypothesis Testing Results

The structural relationship model test is used to explain the relationship between variables in the study. The basis for testing the hypothesis is the p-value and indirect effects.

The structural relationship model test is used to explain the relationship between variables in the study. The basis for testing the hypothesis is the p-value and indirect effects.

Table 8: Hypothesis Result

Hypothesis	P Values
X1 → Y1	0.507
X1 → Z1 → Y1	0.531
X1 → Z2 → Y1	0.013
X1 → Z3 → Y1	0.000

Hypothesis 1: The X1 Film Exposure Factor does not have a significant effect on the acceptance of the Public. Based on the data processing results using SmartPLS, a P-value of 0.507 was obtained, where the value is greater than the alpha value (significance level) of 0.05. Therefore, film exposure does not significantly affect the acceptance of the Public.

Hypothesis 2: The X1 Film Exposure Factor does not have a significant effect on the Y1 acceptance of the Public through Z1 Perception. Based on the data processing results using SmartPLS, a P-value of 0.531 was obtained, where the value is greater than the alpha value (significance level) of 0.05. Therefore, film exposure through perception does not significantly affect the acceptance of the Public.

Hypothesis 3: The X1 Film Exposure Factor has a significant effect on the Y1 acceptance of the Public through Z2 Family Role. Based on the data processing results using SmartPLS, a P-value of 0.00 was obtained, where the value is smaller than the alpha value

(significance level) of 0.05. Therefore, film exposure has a significant effect on the acceptance of the Public.

Hypothesis 4: The X1 Film Exposure Factor has a significant effect on the Y1 acceptance of the Public through Z3 Friendship Environment. Based on the data processing results using SmartPLS, a P-value of 0.00 was obtained, where the value is smaller than the alpha value (significance level) of 0.05. Therefore, film exposure has a significant effect on the acceptance of the Public.

The researcher disseminated the survey to 652 respondents through social media, curating the respondent criteria, resulting in 407 respondents who met the criteria. From these respondents, it was found that 43.1% accepted Pornography and LGBT behaviors with various exceptions, 51.8% unequivocally rejected Pornography and LGBT behaviors due to their negative nature, and 5.1% fully embraced Pornography and LGBT behaviors. From the results of this research, there were 43.1% of the total Jakarta respondents who answered that they accepted pornography and LGBT behavior with several exceptions. These exceptions could be a new study carried out with qualitative research where the exception is what is intended.

In this research we can also see that Indonesian society has accepted pornography and LGBT behavior, although there are still some exceptions. This raises the question of whether society's values and norms are starting to shift, and the formation of a new culture that is more tolerant of deviant behavior. This further research can use a normative paradigm to research it.

5. CONCLUSION

The limitations of this study are that it only tests one independent variable and 3 mediating variables, whereas there are still many other variables that can affect the acceptance of the Public towards deviant behavior. However, the results of this study explain: Society is not significantly influenced by exposure to films. This study examines the effect of film exposure through Perception, through Family Role and through Friendship Environment on the acceptance of the Public on deviant behavior (LGBT and Pornography). The findings show that X through Z1 perception does not significantly affect public acceptance, X through Z2 Family Role significantly affects public acceptance, and X through Z3 friendship environment affects public acceptance.

From the results of this study, it shows that the acceptance of the Public towards LGBT and Pornography behavior is that 43.1% accept the behavior of Pornography and LGBT with exceptions for various reasons, 51.8% completely reject the behavior of Pornography and LGBT because it is a negative thing, and 5.1% of them completely accept the behavior of pornography and LGBT.

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