

HUBUNGAN ANTARA *LONELINESS* DAN *PERCEIVED SOCIAL SUPPORT* DENGAN INTENSITAS PENGGUNAAN MEDIA SOSIAL PADA KARYAWAN BAGIAN *CARD CENTER* SEBUAH BANK SWASTA DI JAKARTA

Dicky Antoni

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah *loneliness* dan *perceived social support* berhubungan dengan tingkat intensitas penggunaan media sosial seseorang. Peneliti menggunakan UCL *Loneliness Scale* ver 3 untuk mengukur *loneliness*, *Social Provisions Scale* untuk mengukur *perceived social support*, dan Skala Intensitas Penggunaan Media Sosial untuk mengukur tingkat intensitas penggunaan media sosial. Dengan mengambil karyawan pada bagian *card center* sebuah bank swasta di Jakarta sebagai populasi, penelitian ini melibatkan sampel sebanyak 100 responden yang terdiri dari 30 laki-laki dan 70 perempuan dengan rentang usia 20-60 tahun. Hasil penelitian ini menunjukkan bahwa ada hubungan yang positif antara *loneliness* dengan intensitas penggunaan media sosial, artinya semakin tinggi *loneliness* maka semakin tinggi pula intensitas penggunaan media sosial. Sedangkan antara *perceived social support* dan intensitas penggunaan media sosial terjadi hubungan yang negatif, artinya semakin tinggi *perceived social support* maka semakin rendah intensitas penggunaan media sosial.

Kata kunci : *loneliness*, *perceived social support*, intensitas penggunaan media sosial

RELATIONSHIP BETWEEN LONELINESS AND PERCEIVED SOCIAL SUPPORT WITH THE INTENSITY OF SOCIAL MEDIA USAGE IN CARD CENTER EMPLOYEES OF A PRIVATE BANK IN JAKARTA

Dicky Antoni

ABSTRACT

This study aims to determine whether loneliness and perceived social support was associated with the intensity of social media usage in individuals. Researcher uses UCL Loneliness Scale ver 3 to measure loneliness, Social Provisions Scale to measure perceived social support, and Skala Intensitas Penggunaan Media Sosial to measure the intensity of social media usage. By taking the card center employees of a private bank in Jakarta as population, this study involved 100 respondents which consists of 30 male and 70 female with an age range from 20 to 60 years old as samples. The results of this study indicate that there is a positive relationship between loneliness and the intensity of social media usage. Which means the higher loneliness, the higher intensity of social media usage. Whereas, there is a negative relationship between perceived social support and the intensity of social media usage. Which means the higher perceived social support, the less intensity of social media usage.

Keywords : loneliness, perceived social support, the intensity of social media usage

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