

ABSTRAK

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Program Studi : Psikologi
Judul Laporan Skripsi : Hubungan *Active Social Media Engagement* dengan *Subjective Well Being* Remaja Pengguna Media Sosial Instagram di Jakarta Barat
Pembimbing : Popi Avati, M.Psi, Psikolog

Penelitian ini bertujuan untuk mengetahui hubungan *active social media engagement* dengan *subjective well being* remaja pengguna media sosial Instagram di Jakarta Barat. Jumlah responden penelitian ini adalah 150 remaja Jakarta Barat pengguna Instagram. Teknik sampling yang digunakan adalah *convenience sampling*, yaitu penentuan sampel dengan cara memilih sampel secara bebas sekehendak peneliti (Sugiyono, 2016). Instrumen penelitian menggunakan alat ukur *active social media engagement* yang dipublikasikan oleh McCay-peet & Quan-Haase (2016), alat ukur *Scale of Positive and Negative Experience (SPANE)* dan *Flourishing Scale* yang disusun oleh Diener, E., et al., (2009). Analisis data yang digunakan dalam penelitian ini antara lain uji normalitas, uji hipotesis dan uji korelasi antar dimensi. Pengujian korelasi spearman dalam penelitian ini menunjukkan nilai signifikansi 0,000 dan nilai korelasi sebesar 0,432 yang menandakan bahwa hipotesis dapat diterima, yaitu hubungan antara *active social media engagement* dan *subjective well being* pada remaja pengguna Instagram di Jakarta Barat. Adapun hubungan ini menunjukkan hubungan yang positif. Dengan kata lain menurun/meningkatnya *active social media engagement* (X) pada remaja diikuti pula dengan menurun/meningkatnya *subjective well being* (Y) remaja pengguna Instagram di Jakarta Barat.

Kata kunci: keterlibatan aktif media sosial, kesejahteraan subjektif, remaja Jakarta Barat, Instagram.

ABSTRACT

Name : Muhammad
NIM : 46118010072
Study Program : *Psychology*
Title Thesis Report : *Relationship between Active Social Media Engagement and Subjective Well Being for Teenagers Instagram Social Media Users in West Jakarta*
Counsellor : Popi Avati, M.Psi, Psikolog

This study aims to determine the relationship between active social media engagement and subjective well-being among adolescents who use Instagram social media in West Jakarta. The number of respondents to this study were 150 West Jakarta adolescents who use Instagram. The sampling technique used is convenience sampling, namely determining the sample by selecting the sample freely at the will of the researcher (Sugiyono, 2016). The research instrument used the active social media engagement measurement tool published by McCay-peat & Quan-Haase (2016), the Scale of Positive and Negative Experience (SPANE) measuring tool and the Flourishing Scale compiled by Diener, E., et al., (2009). Data analysis used in this study included normality tests, hypothesis testing and correlation tests between dimensions. Spearman's correlation test in this study showed a significance value of 0.000 and a correlation value of 0.432 indicating that the hypothesis is acceptable, namely the relationship between active social media engagement and subjective well-being among young Instagram users in West Jakarta. This relationship shows a positive relationship. In other words, a decrease/increase in active social media engagement (X) in adolescents is also followed by a decrease/increase in subjective well-being (Y) among young Instagram users in West Jakarta.

Keywords: *active social media engagement, subjective well being, West Jakarta youth, Instagram.*