

ABSTRAK

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PENGARUH KECANDUAN MEDIA SOSIAL TIKTOK TERHADAP PSYCHOLOGICAL WELL BEING MAHASISWA DI WILAYAH JABODETABEK

(x + 36 halaman: 2 gambar; 13 tabel; 6 lampiran)

Penelitian ini dikhususkan kepada mahasiswa karena dalam tahapan perkembangan yang termasuk sering menggunakan media sosial adalah di emerging adulthood. Desain yang digunakan dalam penelitian yaitu pendekatan kuantitatif dengan tipe penelitian berupa penelitian cross sectional. Kelompok yang akan diteliti ialah mahasiswa aktif dimana untuk jumlah sampel yang mewakili populasinya adalah mahasiswa yang berlokasi di wilayah Jabodetabek. Metode yang digunakan adalah non-probability sampling dengan jenis purposive sampling agar peneliti dapat menyeleksi sesuai dengan kriteria yang diinginkan. Penelitian ini dilakukan agar dapat melihat pengaruh dari kecanduan media sosial TikTok terhadap psychological well being kepada mahasiswa di wilayah Jabodetabek. Ditemukan arah korelasi negatif dan signifikan di kedua variabel r sebesar -0.372 , $p < .001$ artinya semakin tinggi penggunaan media sosial maka semakin rendah psychological well being yang ada pada mahasiswa. Dari hasil uji hipotesis yang sudah dilakukan, maka hasil yang didapatkan cukup signifikan bahwa kecanduan media sosial dapat mempengaruhi psychological well being dimana secara keseluruhan sebesar 13.8%. Hasil yang didapatkan yaitu kecanduan tiktok tidak terlalu berpengaruh kepada *psychological well being* dimana mendapatkan pengaruh sebesar 13.8% dalam mahasiswa Jabodetabek. Namun dikarenakan hasil dari data mengarah ke negatif, maka dapat disimpulkan bahwa semakin tinggi kecanduan media sosial TikTok maka semakin rendah psychological well being.

Kata kunci: kecanduan media sosial, TikTok, *psychological well being*

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ABSTRACT

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“THE INFLUENCE OF TIKTOK SOCIAL MEDIA ADDICTION ON PSYCHOLOGICAL WELL BEING COLLEGE STUDENTS IN THE JABODETABEK AREA”

(x + 36 pages: 2 picture; 13 table; 6 appendix)

This research is specifically aimed at students because the stage of development that includes frequent use of social media is emerging adulthood. The design used in the research is a quantitative approach with the research type being cross sectional research. The group to be studied are active students where the sample size that represents the population is students located in the Jabodetabek area. The method used is non-probability sampling with a purposive sampling type so that researchers can select according to the desired criteria. This research was carried out in order to see the influence of TikTok social media addiction on the psychological well-being of students in the Jabodetabek area. It was found that the direction of the negative and significant correlation in both variables was -0.372 , $p < .001$, meaning that the higher the use of social media, the lower the psychological well-being of students. From the results of the hypothesis testing that has been carried out, the results obtained are quite significant that social media addiction can affect psychological well-being, which overall is 13.8%. The results obtained were that social media addiction did not have much influence on psychological well-being, which had an influence of 13.8% among Jabodetabek students. However, because the results of the data are negative, it can be concluded that the higher the addiction to social media TikTok, the lower the psychological well-being.

Keywords: social media addiction, TikTok, *psychological well being*
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