ABSTRACT

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THE EFFECT OF INTENSITY USING INSTAGRAM STORIES ON THE SELF-EXISTENCE OF END YOUTH

Keywords: Intensity of use, Instagram Stories and the existence of self-end adolescents

(xiv + 90 + attachments)

Currently the use of social media is being favored by teenagers, namely Instagram with the Instagram Stories feature. The purpose of this study was to determine the effect of the intensity of Instagram stories on the existence of late adolescents. The method used in this study is a quantitative method. Samples were taken as many as 142 respondents who were late adolescents aged 18-25 years. Data is collected by survey method through a questionnaire. Based on the results of the analysis it is known that the significant value of the coefficients table obtained a significance value of 0.000, so it can be concluded that the effect of intensity (X) on self existence (Y) has a significant effect. Whereas from the results of simple linear regression analysis, the R^2 value is 0.543, which means that the intensity of the use of Instagram stories contributes 54.3% to the self-sufficiency of late adolescents. The remaining 45.7% is influenced by other factors outside of this study. The intensity of the use of Instagram Stories on the existence of late adolescents in this study includes the category of light users (medium users) with the frequency of accessing 30 to 50 hours a month. The use of Instagram is more widely used to use features, access news / information about current events, and seek entertainment. The theory used in this study is the Uses and Gratification theory, which in this theory states that media users play an active role in selecting and using the media.

Bibliography (1994 - 2018)