

Peran Penggunaan Media Sosial dalam Subjective Well-being pada Dewasa Muda di Indonesia = The Role of Social Media Use in Subjective Well-Being among Young Adults in Indonesia

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Abstrak

Pada beberapa waktu terakhir, perhatian terhadap subjective well-being mengalami peningkatan, khususnya yang terjadi pada kalangan usia dewasa muda. Salah satu faktor yang mungkin berkaitan dengan fenomena tersebut adalah maraknya penggunaan media sosial, mengingat jumlah dewasa muda di Indonesia yang menggunakan media sosial tergolong besar. Oleh sebab itu, penelitian ini ditujukan untuk melihat peran dari empat dimensi penggunaan media sosial yang terdiri image-based SMU, comparison-based SMU, belief-based SMU, dan consumption-based SMU dalam subjective well-being dewasa muda di Indonesia. Terdapat 125 responden dewasa muda pengguna media sosial yang direkrut dengan metode convenience sampling. Variabel subjective well-being diukur dengan The PERMA-Profilier dan penggunaan media sosial diukur dengan Social Media Use Scale (SMUS) yang sudah diadaptasi ke Bahasa Indonesia. Hasil analisis linear berganda menunjukkan bahwa empat dimensi penggunaan media sosial secara simultan berkontribusi dalam subjective well-being. Ditemukan hanya image-based, comparison-based, dan consumption-based SMU yang memiliki peran signifikan dalam subjective well-being, sedangkan peran dari belief-based SMU tidak signifikan. Temuan ini dapat diartikan bahwa penggunaan media sosial dewasa muda memiliki peran dalam kondisi subjective well-being mereka. Limitasi penelitian diulas lebih lanjut, dan disarankan agar penelitian di masa depan dapat mencoba melakukan kontrol terhadap durasi penggunaan media sosial, serta mempertimbangkan frekuensi dan tujuan penggunaan pada platform media sosial yang berbeda.

.....Over the past few years, attention to subjective well-being has increased, especially among young adults. One factor that may be related to this phenomenon is the widespread use of social media, given the large number of young adults in Indonesia who use social media. Therefore, this study aimed to look at the role of the four dimensions of social media use consisting of image-based SMU, comparison-based SMU, belief-based SMU, and consumption-based SMU in the subjective well-being of young adults in Indonesia. A total of 125 young adult social media users were recruited using convenience sampling method. Subjective well-being was measured with The PERMA-Profilier and social media use was measured with the Social Media Use Scale (SMUS), which has been adapted to Indonesian. The results of multiple linear analysis showed that four dimensions of social media use simultaneously contributed to subjective well-being. It was found that only image-based, comparison-based, and consumption-based SMU had a significant role in subjective well-being, while the role of belief-based SMU was not significant. This finding can be interpreted that young adults' social media use has a role in their subjective well-being. The limitations of the study were further reviewed, and it was suggested that future research could try to control for the duration of social media use, while also considering the frequency and purpose of use on different social media platforms.