

**PENGARUH TERPAAN MEDIA SOSIAL AKUN INSTAGRAM
@ANYAGERALDINE TERHADAP KECENDERUNGAN GAYA HIDUP
HEDONIS REMAJA DI KALANGAN FOLLOWERSNYA
(Survei Terhadap Followers Akun Instagram @anyageraldine)**

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Abstrak

Melihat banyaknya para selebgram yang dijadikan role model pada remaja saat ini. Salah satunya yang saat ini terkenal dan banyak yang mengidolakan akun Instagram @anyageraldine sebagai kecenderungan gaya hidup hedonis. Dilihat hampir setiap hari dari sisi konten yang menarik terkait travelling dan menguji tempat-tempat mewah. Tujuan penelitian adalah untuk mengetahui Seberapa Besar Pengaruh Terpaan Media Sosial Akun Instagram @anyageraldine Terhadap Kecenderungan Gaya Hidup Hedonis Remaja di Kalangan Followersnya. Pendekatan yang digunakan dalam penelitian adalah kuantitatif survei dengan menggunakan Teori S-O-R. Sampel pada followers akun Instagram @Anyageraldine sebanyak 100 responden. Teknik sampel yang digunakan Purposive Sampling sedangkan pengolahan data menggunakan kuesioner. Terpaan media sosial diukur berdasarkan 3 dimensi yaitu frekuensi, durasi, dan atensi sedangkan kecenderungan gaya hidup hedonis diukur berdasarkan 3 dimensi yaitu activities, interest dan opinion. Hasil penelitian dari uji korelasi menunjukkan signifikansi sebesar 0,000 yang menunjukkan adanya korelasi karena terletak pada angka $<0,05$. Koefisien r hitung sebesar 0,622 menunjukkan bahwa adanya korelasi kuat. Hasil uji regresi linear sederhana menunjukkan bahwa pengaruh terpaan media sosial akun Instagram @Anyageraldine terhadap kecenderungan gaya hidup hedonis remaja di kalangan followersnya bernilai positif. Hasil koefisien determinasi menunjukkan bahwa terdapat pengaruh sebesar 38,7% antara terpaan media sosial akun Instagram @Anyageraldine terhadap kecenderungan gaya hidup hedonis remaja di kalangan followersnya. Hasil tersebut diperkuat dengan uji hipotesis yang menyatakan H_0 ditolak dan H_1 diterima, artinya terdapat pengaruh terpaan media sosial akun Instagram @Anyageraldine terhadap kecenderungan gaya hidup hedonis remaja di kalangan followersnya. Kesimpulan dari penelitian adalah pengaruh terpaan media sosial akun Instagram @Anyageraldine terhadap kecenderungan gaya hidup hedonis remaja di kalangan followersnya mempengaruhi kecenderungan gaya hidup hedonis remaja, khususnya pada followers akun Instagram @Anyageraldine.

Kata Kunci : Pengaruh, Terpaan Media Sosial, Kecenderungan Gaya Hidup Hedonis

**THE INFLUENCE OF SOCIAL MEDIA EXPOSURE INSTAGRAM ACCOUNT
@ANYAGERALDINE ON TRENDS OF ADOLESCENT HEDONIC LIFESTYLE
IN ITS FOLLOWERS**

(Survey of @anyageraldine Instagram Account Followers)

Karlina Octaviani

Abstract

Seeing the number of celebrities who are used as role models in teenagers today. One of them is currently famous and many idolize the Instagram account @anyageraldine as a hedonistic lifestyle trend. Seen almost every day in terms of interesting content related to traveling and testing luxury places. The research objective was to determine how much influence the social media exposure @anyageraldine's Instagram account has on adolescent hedonic lifestyle trends among followers. The approach used in this research is a quantitative survey using the S-O-R theory. The sample on the Instagram account followers @Anyageraldine is 100 respondents. The sample technique used purposive sampling, while data processing used a questionnaire. Social media exposure is measured based on 3 dimensions, namely frequency, duration, and attention while the hedonic lifestyle is measured based on 3 dimensions, namely activities, interests and opinions. The research results from the correlation test showed a significance of 0.000 which indicates a correlation because it is located at <0.05 . The calculated r coefficient of 0.622 indicates that there is a strong correlation. The results of the simple linear regression test show that the influence of social media exposure on the @Anyageraldine Instagram account on the tendency of adolescent hedonic lifestyles among their followers is positive. The results of the coefficient of determination show that there is an influence of 38.7% between the social media exposure of the @Anyageraldine Instagram account on the tendency of adolescent hedonic lifestyles among his followers. These results are reinforced by a hypothesis test which states that H_0 is rejected and H_1 is accepted, meaning that there is an effect of social media exposure on the Instagram account @Anyageraldine on the tendency of adolescent hedonic lifestyles among his followers. The conclusion of the study is that the influence of social media exposure on the @Anyageraldine Instagram account on the tendency of adolescent hedonic lifestyles among his followers affects the tendency of adolescent hedonic lifestyles, especially on followers of the Instagram account @Anyageraldine.

Keywords: *Influence, Social Media Exposure, Hedonic Lifestyle Trend*