

TABLE OF CONTENTS

| | |
|--|-------------|
| TABLE OF CONTENTS | iii |
| LIST OF TABLES | vi |
| LIST OF FIGURES | vii |
| ORIGINALITY STATEMENT | viii |
| FOREWORD | viii |
| ABSTRACT | xii |
| CHAPTER1. PRELIMINARY | 1 |
| A. Background | 1 |
| B. Formulation of The Problem | 4 |
| C. Research Purposes | 4 |
| 1. General purpose | 4 |
| 2. Special purpose | 4 |
| D. Benefits of Research..... | 5 |
| 1. Academic Benefit..... | 5 |
| 2. Practical Benefit..... | 5 |
| E. Research Autenticity | 5 |
| CHAPTER2. LITERATURE REVIEW | 9 |
| I. Literature Review | 9 |
| A. Social Media | 9 |
| 1. Definition of Social Media..... | 9 |
| 2. Twitter | 9 |
| B. Subjective Well-being..... | 11 |
| 1. Definition of Subjective Well-being | 11 |
| 2. Components of Subjective Well-being | 12 |
| a.Cognitive Component (Life satisfaction)..... | 12 |
| b.Affective Components (Positive and Negative Affects)..... | 12 |
| 3. Factors Affecting Subjective Subjective Well-being | 13 |
| a.Personality..... | 13 |
| b.Variable Demographic | 14 |
| c.Characteristics Other Demographics | 14 |
| C. Adolescent Social Action Theory | 15 |
| II. Theory Framework | 16 |
| III. Concept Framework | 17 |
| A. Independent Variable | 17 |
| B. Dependent Variable | 18 |
| 1. Positive and negative affects | 18 |
| 2. Life satisfaction | 18 |
| C. Confounding Variable..... | 18 |
| IV. Research Hypothesis and Questions | 18 |
| 1. Positive and negative affects | 18 |
| 2. Life satisfaction | 18 |
| CHAPTER3. RESEARCH METHODS | 19 |
| I. Research Type and Design | 19 |



| | | |
|--|---|-----------|
| II. | Place and Time of Research | 19 |
| III. | Research Subject | 19 |
| IV. | Research Variables and Operational Definitions | 25 |
| V. | Data Collection Method | 26 |
| A. | Primary data | 26 |
| B. | Secondary Data | 26 |
| VI. | Research Instruments | 26 |
| A. | Twitter Usage | 27 |
| B. | Subjective Well-being..... | 27 |
| a. | Life Satisfaction (<i>Satisfaction with Life Scale</i>)..... | 28 |
| b. | Positive and Negative Affect (Scale of Positive and Negative Experience) | 29 |
| VII. | Data Processing Method..... | 29 |
| A. | Editing..... | 29 |
| B. | Coding..... | 30 |
| C. | Data Entry | 30 |
| D. | Tabulating Data..... | 30 |
| VIII. | Data Analysis Method..... | 30 |
| A. | Assumption Test Normality | 30 |
| B. | Correlation Test | 31 |
| C. | Hypothesis Test..... | 32 |
| IX. | Ethics Study..... | 32 |
| X. | Limitation Study..... | 33 |
| XI. | Research Flow | 34 |
| CHAPTER4. RESEARCH RESULTS AND DISCUSSION..... | | 35 |
| 1. | Research Results | 35 |
| A. | Demographic Characteristics | 35 |
| 1. | Sex | 36 |
| 2. | Current Education Level Based on Year in University..... | 36 |
| 3. | Age | 36 |
| 4. | Environment..... | 37 |
| 5. | Major Scope | 37 |
| 6. | Living Status | 37 |
| 7. | Average Income and Expenditure Each Month | 37 |
| B. | Twitter Usage..... | 38 |
| C. | Subjective Well Being | 38 |
| 1. | Satisfaction With Life Scale..... | 39 |
| 2. | Positive and Negative Affects | 40 |
| D. | Relationship of Twitter Usage on Positive and Negative Affects and Life Satisfaction..... | 40 |
| 1. | Normality Test..... | 40 |
| 2. | Correlation Test..... | 41 |
| 3. | Hypothesis Test | 42 |
| 2. | Discussion | 42 |
| CHAPTER5. CONCLUSIONS AND RECOMMENDATIONS | | 46 |
| I. | CONCLUSION | 46 |



| | |
|---|-----------|
| II. SUGGESTIONS AND RECOMMENDATIONS | 46 |
| A. Suggestion..... | 46 |
| 1. For Next Researcher..... | 46 |
| 2. For Student | 47 |
| B. Recommendation | 47 |
| BIBLIOGRAPHY | 48 |
| APPENDIX | 52 |
| Appendix 1. Informed Consent..... | 52 |
| Appendix 2. Research Instrument..... | 55 |

LIST OF TABLES

| Number | Title | Page |
|--------|---|------|
| 1 | Research Authenticity..... | 5 |
| 2 | Variable Identification and Operational Definition of Research | 25 |
| 3 | The Reliability of Instruments | 28 |
| 4 | The Answer Score Category on Satisfaction with Life Scale..... | 28 |
| 5 | The Answer Total Score Category on Scale of Positive and Negative Experiences | 29 |
| 6 | Guidelines for Interpreting Correlation Coefficients..... | 31 |
| 7 | Demographic Characteristics of Respondents | 35 |
| 8 | Twitter Usage of Respondents | 38 |
| 9 | Satisfaction With Life Scale of Respondents | 39 |
| 10 | Life Satisfaction with Twitter Usage of Respondents | 39 |
| 11 | Positive and Negative Affects of Respondents Correlations | 40 |
| 12 | Positive and Negative Affects with Twitter Usage of Respondents | |
| 13 | One-Sample Kolmogorov Smirnov Test | 40 |
| 14 | Correlations | 41 |

LIST OF FIGURES

| Number | Title | Page |
|--------|--------------------------------------|------|
| 1 | Adolescent Social Action Theory..... | 15 |
| 2 | Research Theory Framework..... | 16 |
| 3 | Research Concept Framework..... | 17 |
| 4 | Home Look of @collegemenfess..... | 21 |
| 5 | Message Look of @collegemenfess..... | 22 |
| 6 | Final Look of @collegemenfess..... | 22 |
| 7 | Research Flow..... | 34 |