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**Hubungan Penggunaan Intensitas Media Sosial dengan Kepuasan Hidup Remaja di SMK Kendal**

**ABSTRAK**

**Latar Belakang :** Penggunaan intensitas media sosial dapat mempengaruhi kepuasan hidup remaja. Siswa SMA (Sekolah Menengah Atas) merupakan salah satu pengguna media sosial yang tinggi. **Tujuan :** Tujuan penelitian untuk menganalisis hubungan intensitas penggunaan media sosial dengan kepuasan hidup remaja siswa SMK di Kendal. **Metode Penelitian :** Metode penelitian ini adalah penelitian kuantitatif dengan desain correlative study dan menggunakan pendekatan cross sectional. Alat ukur menggunakan kuesioner SIPMS dengan r hitung 0,500-0,654 dan alpha 0,625. Kuesioner SWLS dengan penilaian SME yaitu hasil 0,3 diatas 0 dan hasil uji reabilitasnya alpha 0,993. Pengambilan sampel menggunakan teknik convenien sebanyak 164 responden menggunakan uji statistic rank spearman. **Hasil Penelitian :** Hasil analisis menunjukan nilai p value  $0,095 > 0,05$ . Dengan korelasi sangat lemah karena nilai  $r -0,131 < 0,67$ . Namun didapatkan hasil signifikan dengan korelasi rendah jika uji hipotesis hanya diujikan kepada SMK Swasta dengan nilai p value 0,036 dan  $r -0,019$ . **Kesimpulan:** Tidak signifikan atau tidak ada hubungan antara penggunaan intensitas media sosial dengan kepuasan hidup remaja, yang artinya semakin tinggi penggunaan intensitas media sosial maka kepuasan hidupnya belum tentu menurun atau meningkat. Dan didapatkan hasil signifikan hanya pada SMK Swasta. **Saran :** Sebaiknya remaja dalam menggunakan media sosial jangan berlebihan sehingga tidak mengganggu kepuasan hidupnya. **Kata kunci:** Intensitas media sosial, Kepuasan hidup

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**Relationship of Social Media Intensity Usage to Teenage Life Satisfaction in SMK  
Kendal**

**ABSTRACT**

**Background:** Many studies say that the intensive use of social media can affect adolescent life satisfaction. Based on his education, a high school student is one of the highest users of social media. **Objective:** The aim of this study is to analyze the relationship between the intensity of social media use by examining the long duration of use and life satisfaction of young SMK students in Kendal. **Research methods:** The methods in this research use quantitative research methods with correlative study design and use cross sectional approaches. The measurement used on both variables is a questionnaire that has been tested for validity and rehabilitation. In the SIPMS questionnaire the validity test results ritung 0,500-0,654 and the rehab test results are cronbach's alpha value of 0,625. Whereas in the SWLS questionnaire validity tests results with SME rating is a result of 0.3 above 0 and the Cronbach' s alpha test result is 0.993. A population of 164 respondents took samples using convenience techniques. The analytical test used in this study is the spearman rank test. **Research results:** The results of the Spearman Rank test obtained a p value of  $0.095 > 0.05$ . With a very weak correlation because of the value of  $r -0.131 < 0.67$ . However, a significant result was achieved with low correlations if the hypothesis test was only tested to private SMKs with a value of p of 0,036 and  $r -0,019$ . **Conclusion:** There is no significant or no link between the intensity of social media use and adolescent life satisfaction, which means that the higher the social media usage intensity, the satisfaction of life does not necessarily decrease or increase. And significant results are achieved only in private SMEs. **Advice:** It is best for teenagers to use social media not to exaggerate so as not to interfere with their life satisfaction.

**Keywords:** Social media intensity, life satisfaction