

ABSTRACT

Social media path is a social media with comprehensive features and allows users to actively interact with others. The influence that occurs from the use of the media, including social media is something that cannot be avoided, these effects can appear in many forms, ones of which are the behavior and lifestyle adopted by certain person. Lifestyle consists of various types and one of them is Hedonist. Hedonist is a lifestyle that always put the fun in life and most widely held by teenagers. This study aimed to determine the effect of intensity of use (X1) and Peer Group Interaction (X2) on Hedonic Teens who use social media Path. Examined respondents in this study were Social Media Path Young Users with age range 15-24 years, with a total sample of 420 respondents

This study was quantitative causal, data analysis techniques that used in this study was multiple linear regression analysis to test hypotheses simultaneously and partially. The results showed that the intensity of use and Peer Group interaction did give effect simultaneously for 23.9% on Social Media Path Hedonic Young Users, while 76.1% was determined by other factors that not examined in this study.

Based on the results of this study, we can expect social media teen users to be more concern with how to interact and be more selective in the use of the features of social media, in order to avoid the influence of hedonistic lifestyle. Future studies are expected to examine the different social media objects and examine the positive impact that may arise from the use of social media.

Keyword: Media Sosial, Path, Hedonistic, Life Style, Intensity, Peer Group Interaction