

## ABSTRACT

**HADIK LUKIMANSAH SUBANDI**

**Social Representation About Happiness in Adolescent: Field studi in urban adolescent and rural adolescent (Rostiana D. N.. M.Si., Psi.); Program Study Psychology, S1, Tarumangara University. (pages 72, R1-R6)**

Moscovici (in Berry et al., 2002) said that social representation is meaning that the complex nature of certain conditions, events and phenomena that take place in the process of individual interaction with the environment. Happiness at this time can be different from the happiness of the past and future, but it includes two very real are pleasure and satisfaction (Seligman, 2002). Rural and urban environments where young people grow different cities usually prefer foreign culture (modern) compared with their native culture, the villagers prefer their own culture because they are difficult to accept foreign culture because in maintaining their cultural mores so as not to lose the culture they stayed awake (Mulyana, 2009).

The purpose of this study is to reveal the social representations of happiness in adolescents, especially in urban areas and rural areas. Through this research is also expected to be the existence of a standard reference on the happiness that should be owned by urban and rural adolescents. Through this research is also expected to be the existence of a standard reference on the happiness that should be owned by urban and rural adolescents. Data were taken through the process as much as 185 survey respondents, after being processed into 173 respondents. The result is happiness is part of subjective well-being and satisfaction. Happiness in adolescence does not focus on things smelling material or pleasure but also covers aspects of affective and social support.

Keywords: social representation, happiness, rural adolescent, urban adolescent