

ABSTRACT

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The Relation between Self-Esteem and Creativity on Adolescence Social Media Users; Dr. Naomi Soetikno, M.Pd., Psikolog; Program S-1 Psychology, Universitas Tarumanagara, (i-xi; 57 pages; P1-P11; L1-L26)

Nowadays, social media is closely related with daily life. Regardless the age, anyone can access and do anything through social media, for example browsing for information or sharing a content. According to some surveys, adolescence is the age group that is likely to have the closest attachment to social media. Through social media, adolescence can receive attention that is indirectly associated with self-esteem. One thing that teenagers can do on social media is sharing contents. As they are about to share a content on social media, Adolescence will think of idea to share the contents in atypical way. Hence, that activity requires teenagers' creativity. This purpose of this research is to analyze the relation between self- esteem and creativity on teenage social media users. The research involved 404 adolescence subjects within age range of 12-17-year-old, of which 187 are male adolescence and 217 are female adolescence. This research is quantitative with sample collection method using simple random sampling and explanatory. The criteria is that subjects must use social media. The data processing was conducted using *Spearman* correlation test. The result obtained are $r = -0.078$ and $p=0.119$. Thus, early hypotheses that stated that there is no relation between self-esteem and creativity on teenage social media users is verified.

Keywords: social media, adolescence, self-esteem, creativity