

ABSTRACT

GUSTI EKA DAMARWANA. 1204120218. USE OF SOCIAL MEDIA PATH BASED ON LIFESTYLE OF STUDENT COMMUNICATIONS SCIENCE DEPARTMENT (DESCRIPTIVE QUANTITATIVE STUDY IN TELKOM UNIVERSITY).

Technology changes our behavior because technology is not only just a medium of communication, but also has become a part of the lifestyle, especially to a young group like a students. Path is one of the most popular social media in Indonesia. Indonesia have encountered there are approximately 30% of global traffic from Path itself, nearly 50% active daily users are from Indonesia. Path has several features to spoil their users, especially to socialize and expresses the users life. However, unconsciously people controlled by its technology as if we should inform our whole life to others.

The purpose of this study to find out the function of Path as a social media to the lifestyle of students of Communication Sciences Telkom University. The method to this research was descriptive research with five measurement indicators on the calculation of the "Mean" and independent t-test.

The results are have shown that five indicators on the use of Path social media, are an indicator of social needs, convenience, complexity, the response reached a value of > 3 (satisfied), while indicators still show the need for self-esteem score of < 3 (dissatisfied). Overall, the average score of social media usage Path on the lifestyle of students majoring in Communication Studies of 3.22, which means students are satisfied in the use of social media Path in his lifestyle. Based on gender, women prefer to use Path in lifestyle with a value of 3.23 compared to men whose average value is only 3.09

Keywords : *Information Communication of Technology, New Media, Path, Lifestyle*