

LIST OF FIGURE

Figure 1.1 Annual Growth of Digital in Indonesia.....	4
Figure 1.2 Internet Users Penetration in Indonesia.....	5
Figure 1.3 Top Active Social Media Platforms in Indonesia.....	6
Figure 1.4 Social Media Usage Survey Ages 16-35 by Sites or Applications.....	7
Figure 2.1 Previous Theoretical Framework based on O-S-R-O-R model.....	38
Figure 2.2 Research Framework Based on the O-S-R-O-R model.....	40
Figure 3.1 Steps of Research.....	50
Figure 4.1 Preliminary Question.....	61
Figure 4.2 Diagram model of H1a.....	68
Figure 4.4 Diagram model of H1b.....	71
Figure 4.5 Diagram model of H2a.....	75
Figure 4.6 Diagram model of H2b.....	79
Figure 4.7 Diagram model of H3a.....	83
Figure 4.8 Diagram model of H3b.....	87
Figure 4.9 Diagram model of H4a.....	90
Figure 4.10 Diagram model of H4b.....	94
Figure 4.11 Indonesian Sample Model.....	97