

ABSTRACT

Effect Against Addictions Facebook Users Satisfaction

**(Studies in Effect Regular Features Student Facebook and D3 FISIP
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By

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With the development of Internet, media or communication facilities contained in the Internet even more variety, such as the *social network sites*. *Social network sites* are sites that allow the service or services of each person to make a public or semi-public profile within a bound system. *Social network sites* have created new ways to communicate and disseminate information. *Social network sites* provide sites for interacting with the other user. One site contained in the *social network sites* is Facebook.

Facebook is a social network sites that the most used in the world and also in Indonesia. As the matter of fact, Facebook phenomenon also can cause addiction in its users because Facebook has interesting features which can make its users like accessing Facebook in a long time. Users who have addicted to Facebook are like having their world and begin to ignore the real world. They rarely interact with other people outside of Facebook, their all activities on their computer, so socializing with people in their environment is reduced. Sometimes the users do not hesitate to spend a lot of money for *online* on Facebook. Both the phone or *online* using the internet cafe.

With frequent use Facebook, if facebook users who have experienced addiction can feel satisfied do activity on Facebook? That's what makes the author interested to conduct this research entitled Effect of Addictions Facebook to satisfaction of regular users, especially students and D3 FISIP University of Lampung.

The approach used in this study is a quantitative approach using questionnaires distributed to respondents who had been assigned to the population and sample. The population in this study are all students of regular and D3 FISIP University of Lampung, a number of 2409 respondents. The sampling technique used is *proportional random sampling* and obtained 95 university students as respondents.

From the results of research and discussion, addiction to Facebook has an influence on user satisfaction of 0.658 with percentage of 65.8%. This is evident with T_{hit} the real level of 6.401 at 0.05 while the value of 1.987 T_{table} , so the hypothesis is accepted and stated that addiction Facebook affect users' satisfaction.