# ABSTRACT

Asih Sri Ramdhani, Social Media's Role In Teen Self Concept Formation (A Case Study of Youth in Pondok Ungu Permai Bekasi Utara) .Skripsi. Study Program of Sociology, Faculty of Social Sciences, State University of Jakarta, in 2016.

This study reviews the Role of Social Media in the Formation of Self Concept In Youth of the teenagers. This study wants to provide knowledge about how much the role of social media currently in mempentuk self-concept of our youth who have been active in using social media. Researchers used a qualitative approach, in which researchers use interviewing techniques in-depth look at the use of social media for teens to see EMIC and ethics in order to support research that will be studied or discussed.

This study illustrates how the process of acceptance of social media among adolescents who made the formation of self-concept that describes the phenomenon of the problems arising from the other side and the use of social media use by teenagers. What can not remove the utilization of social media among remaj that affect self-concept formed in social media so that also affects the social lives of teenagers in purple scenic cottage housing. The research data obtained through observation and interviews with teenagers.

From these results it can be seen that the use and utilization of social media among adolescents are taking part in the social life of change in today's youth, where the intensity of social interactions in a real environment with in a virtual environment has also been bergerser and subject to change. So when the time beyond the mandatory activities the teens were they spent with their virtual environment, where old-age teenagers are still very susceptible to the formation of self-concept that made their self-concept eventually formed by social media. In social media they can freely establish their self-concept as what they want, because the owners of media accounts sosialah entitled to regulate how they are seen by others, unlike in the social environment the real them, which they could not set as their social media.

*Keywords: Youth, Social Media, Self Concept Formation*