

ABSTRACT

**THE CORRELATION OF SOCIAL SUPPORT AND LIFE SATISFACTION ON
INSTAGRAM INFLUENCERS**

Juwairiyah
Study Program Psychology

Instagram influencers are considered to have a strong influence on their followers, the more followers the influencer has, the more income they will get. In working as an influencer, there are many things to get, one of which is popularity, which makes influencers feel more valuable, increases their status, and improves their welfare so that they can achieve life satisfaction. One of the things related to life satisfaction is social support. This study aims to determine the Correlation of social support and life satisfaction in Instagram influencers. This research is quantitative with purposive sampling technique involving 100 respondents. The social support measuring instruments used was compiled based on Sarafino's (1998) theory, which amounted to 37 valid items with a reliability value of 0.943, and the life satisfaction measuring instruments used was compiled based on Diener's (1984) theory, which amounted to 25 valid items with a reliability value of 0.921. Correlational test results obtained sig value. 0.00 ($p < 0.05$) and r value of 0.686 which means that there is a significant positive correlation of social support and life satisfaction. The results showed that more influencers had high life satisfaction (55%) and the results of cross tabulation of life satisfaction with supporting data there is a correlation of income, and life events on Instagram influencers.

Keywords: Life Satisfaction, Social Support, Influencer, Instagram