



Membangun Kesejahteraan Subyektif di Era Digital: Peran Social Capital terhadap Subjective Well-being pada Pengguna Instagram Emerging Adulthood

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Abstract

Social media has become an important part of daily life and is associated with various aspects of psychological well-being, including subjective well-being. Among individuals in emerging adulthood (18–24 years), social media provides a space to build and maintain social relationships. One factor that may contribute to subjective well-being is social capital, referring to resources obtained through social relationships and networks, such as emotional support, information, and a sense of connectedness. Social media may facilitate the formation of social capital through online and offline interactions. However, previous studies have reported inconsistent findings regarding the relationship between both forms of social capital and subjective well-being, while studies examining them simultaneously among Instagram users in Indonesia remain limited. This study aimed to examine the relationship between online and offline social capital and subjective well-being among Instagram users in the emerging adulthood stage. A quantitative correlational design was employed with 202 participants aged 18–24 years. Data were collected through Google Forms using convenience sampling and analyzed using Pearson product-moment correlation. Offline social capital was significantly and positively related to life satisfaction ($r = .149$), positive affect ($r = .254$), affect balance ($r = .155$), and flourishing ($r = .346$). Online social capital was significantly and positively related to positive affect ($r = .279$) and flourishing ($r = .295$), all $p < .05$. Offline social capital showed stronger associations with several dimensions of subjective well-being.

Keywords: Emerging adulthood, Instagram, social capital, subjective well-being

Abstrak

Media sosial telah menjadi bagian penting dalam kehidupan sehari-hari dan berkaitan dengan berbagai aspek kesejahteraan psikologis, termasuk *subjective well-being*. Pada individu *emerging adulthood* (18–24 tahun), media sosial menjadi ruang untuk membangun dan mempertahankan hubungan sosial. Salah satu faktor yang dapat berkontribusi terhadap *subjective well-being* adalah *social capital*, yaitu sumber daya yang diperoleh melalui hubungan dan jaringan sosial, seperti dukungan emosional, informasi, dan rasa keterhubungan. Media sosial dapat memfasilitasi pembentukan *social capital* melalui interaksi daring maupun luring. Namun, penelitian sebelumnya menunjukkan temuan yang belum konsisten mengenai hubungan kedua bentuk *social capital* dengan *subjective well-being*, sementara penelitian yang mengkaji keduanya secara bersamaan pada pengguna Instagram di Indonesia masih terbatas. Penelitian ini bertujuan mengkaji hubungan *online* dan *offline social capital* dengan *subjective well-being* pada pengguna Instagram usia *emerging adulthood*. Penelitian menggunakan desain kuantitatif korelasional dengan 202 partisipan berusia 18–24 tahun. Data dikumpulkan melalui Google Forms menggunakan *convenience sampling* dan dianalisis dengan korelasi Pearson Product Moment. *Offline social capital* berhubungan positif signifikan dengan kepuasan hidup ($r = .149$), afek positif ($r = .254$), keseimbangan afek ($r = .155$), dan *flourishing* ($r = .346$). *Online social capital* berhubungan dengan afek positif ($r = .279$) dan *flourishing* ($r = .295$), seluruhnya $p < .05$. *Offline social capital* memiliki hubungan yang lebih kuat dengan beberapa dimensi *subjective well-being*.

Kata kunci: Emerging adulthood, Instagram, social capital, subjective well-being