

ABSTRACT

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Profile of a Cell Phone User Reference Group Brand X in Adolescents; Dr.. Fransisca Iriani, M.Sc. and Meike Kurniawati, S.Psi., MM; Program S-1 Psychology, University Tarumanagara, (i-x; 48 Pages; R1-R3; Appdx 1-16)

This study aims to see the profile of the reference group which most affect cellular phone users brand x in adolescents. Reference group consisting of: parents, siblings, friends, and celebrities. The research was conducted in the city of Jakarta, participants involved in the study were 242 boys and girls aged 18-24 years who use mobile phones brand x. The technique is used in sampling with purposive sampling (non-probability).

These results indicate that, the reference group of parents have the major influence on brand users x is equal to 159 subjects (65.7%), the reference group artist / actor ranks second in the amount of 68 subjects (28.1%), friend reference group ranks third in the amount of 10 subjects (4.1%), and a reference group of relatives was fourth or last in the amount of 5 subjects (2.1%).

Keywords: Reference Group, Cell Phones and Teens