

ABSTRACT

THE RELATIONSHIP BETWEEN SOCIAL CONNECTEDNESS AND SELF ESTEEM IN ADOLESCENT GROUPS OF LOCAL BRAND USERS AND ITS REVIEW IN ISLAM

The development of local brands cannot be separated from the role of adolescents as consumers. Adolescents usually follow developments in their groups such as attitudes, interests, clothing styles, and other things in their groups. Being connected to the social world has a positive impact on self-esteem. This study aims to determine the relationship between social connectedness and self-esteem in adolescents who use local products. The sample of this study was 120 adolescents who used local products using the accidental sampling technique. The researcher used the Social Connectedness Scale-Revised and the Rosenberg Self Esteem Scale to collect data. Analysis of the results of the study showed that there was a positive and significant relationship between social connectedness and self-esteem $r_s(120) = .156, p = .044$

Keywords: Social Connectedness, Self esteem, Adolescents.