

# Pengaruh extraversion, neuroticism dan openness to experience pada perilaku liking dan commenting dengan mediasi broadcasting dan communicating studi : Facebook Fanspage PT.ADM = The Effect of extraversion neuroticism and openness to experience to commenting and liking behaviour with broadcasting and communicating as mediation study : Facebook fanspage PT. ADM

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## Abstrak

### <b>ABSTRAK</b><br>

Laporan magang ini bertujuan untuk mengetahui pengaruh Extraversion, Neuroticism dan Openness to Experience fans fanspage PT.ADM terhadap liking dan commmenting dengan mediasi broadcsting dan communicating yang menghasilkan liking dan communicating. Desain penelitian yang digunakan adalah regensi berganda one failed.pengumpulan data dilakukan dengan metode survey melalui google form berdasarkan non probality sampling sugmental .Responden penelitian berjumlah 157 orang responden para pengikut facebook fanspage PT.ADM yang tinggal di wilayah indonesia.meodel penelitian dengan hipotesis 10 sepuluh . Hipotesis ini di olah menggunakan Spps 21. Hasil pengolahan data menunjukkan bahwa Extraversion berpengaruh positif terhadap Broadcasting dan berelasi positif terhadap Liking dan Commenting.. Kata Kunci : Social Media, Facebook, Facebook fanspage, Automotif, Liking, Commenting, Broadcasting, Communicating, Extraversion, Neurotiscism, Openess to Experience.

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### <b>ABSTRACT</b><br>

This internship report examines the effect of Extraversion, Neuroticism and Openness to Experience of fans to liking and commenting behaviour on facebook fanspage PT. ADM with mediation Broadcasting and Communicating. Reasearc design using Multiple Regression one tailed. Gathering fans information using survey methode using Google Form based on non probability sampling sugmental . 157 fans Facebook fanspage PT. ADM living in Indonesia use to be research. In these research, there is 10 ten hipotesis. These Hipotesis process by SPSS 21. The research result states that Extraversion has positif effect to Broadcasting has postive relationship with Liking and Commenting. Key Word Social Media, Facebook, Facebook fanspage, Automotive, Liking, Commenting, Broadcasting, Communicating, Extraversion, Neurotiscism, Openess to Experience