

## Segementasi pengguna media online berdasarkan gaya hidup: studi analisis penggunaan media online di kalangan mahasiswa

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### Abstrak

This research seeks to discover the segmentation of online media users in terms their life style. Data gathering methods and instruments were derived from a framework of psychographic concepts. Employing cluster analysis to the data, this study identifies three clusters of online media users. They are the trensy, the seriousand the well-informed.