

ABSTRAK

Naili Khadijah, 111111148, Hubungan Antara *Self Efficacy* dengan Kreativitas pada Fotografer di Surabaya, *Skripsi*, Fakultas Psikologi Universitas Airlangga, 2015
xxi + 76 halaman, 51 Lampiran

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara self efficacy dengan kreativitas pada fotografer di Surabaya. Kreativitas yang diteliti pada penelitian ini dispesifikkan pada fotografer yang bergerak di bidang industri.

Penelitian ini dilakukan pada fotografer di Surabaya, khususnya komunitas “Mini Walk Surabaya” dengan jumlah subjek sebanyak 42 orang. Alat pengumpul data berupa kuesioner self efficacy yang terdiri dari 34 butir dan kuisisioner kreativitas yang terdiri dari 36 butir. Analisis data dilakukan dengan teknik analisis statistik korelasi pearson product moment, dengan bantuan program statistik SPSS 16.00 for Windows.

Dari hasil analisis data penelitian diperoleh nilai korelasi antara self efficacy dengan kreativitas dimensi pribadi, pendorong, proses, dan produk sama yaitu sebesar 0,00 dan kekuatan nilai koefisien korelasi pada dimensi pribadi sebesar 0,684, dimensi pendorong sebesar 0,560, dimensi proses sebesar 0,677, dan dimensi produk sebesar 0,670 yang berarti kuat. Hal ini menunjukkan bahwa terdapat korelasi yang signifikan antara self efficacy dengan kreativitas. Dapat disimpulkan bahwa H_0 ditolak dan H_a diterima, berarti terdapat hubungan antara self efficacy dengan kreativitas pada fotografer di Surabaya.

Kata kunci: *self efficacy*, kreativitas, fotografer industri
Daftar Pustaka, 33, (1986-2015)

ABSTRACT

Naili Khadijah, 111111148, The Relationship Between Self Efficacy with Creativity to Photographer in Surabaya, *Undergraduate Thesis*, Faculty of Psychology Airlangga University, 2015
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This study aims to determine whether there is a relationship between self efficacies with the creativity of Photographer in Surabaya. Creativity that observed in this study was specified into photography in industry. While the criteria for photographer units that were examined in this study was a photographer who are engaged in industry.

This research was conducted at the photographer in Surabaya, in particular from "Mini Walk Surabaya" community with 42 people of subjects. Data collection tool in this study are in the form of self-efficacy questionnaire consisting of 34 items and creativity questionnaire consisting of 36 items. Data was analyzed using person product moment correlation statistical analysis techniques; with the help of statistical program SPSS 16.00 for Windows.

From the analysis of research data obtained the correlation between self efficacy with creativity personal dimension, press, process, and product is equal to 0,00 and the strength of the correlation coefficient of 0,684 oh the personal dimension, the dimension of press of ,560, dimension of the process of 0,677, and product dimensions of 0,670 which means strong. This indicates that there is a significant correlation between self efficacies with creativity. It can be concluded that the H_0 is rejected and H_a accepted, meaning there was relationship between self efficacy with the photographer's creativity in Surabaya.

Keywords: self efficacy, creativity, photographer industry
Reference, 33, (1986-2015)