



## THE CORRELATION BETWEEN FEAR OF MISSING OUT (FOMO) AND SOCIAL MEDIA INTENSITY (TIKTOK) AMONG COLLEGE STUDENTS

Oleh

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### Abstrak

Media sosial adalah wadah bagi individu untuk berkomunikasi satu sama lain dengan menampilkan diri melalui unggahan dan menjalin ikatan virtual dan aksi sosial. Saat memasuki momen-momen berharga yang dibutuhkan oleh setiap manusia, seperti rasa takut, cemas, dan khawatir yang diakibatkan jika seseorang merasa ketinggalan informasi dan tidak ingin merasa berbeda dengan kelompok lain, yang dimaknai sebagai fear of missing out (FoMO), tindakan sosial dan rasa ingin tahu seseorang terhadap sesuatu dapat mendorong rasa empati. Tujuan dari penelitian ini adalah untuk melihat apakah ada hubungan antara fear of missing out (FoMO) dan intensitas penggunaan media sosial pada TikTok di kalangan mahasiswa Universitas Telkom. Metode kuantitatif korelasional digunakan untuk penyelidikan ini. Skala Likert digunakan dalam penelitian ini, yang memiliki 400 responden. Berdasarkan temuan pengujian hipotesis, terdapat hubungan positif sebesar  $25,289 > 1,966$  antara Fear of Missing Out (FoMO) dengan Intensitas Penggunaan Media Sosial TikTok di kalangan mahasiswa Universitas Telkom. Semakin tinggi tingkat Fear of Missing Out (FoMO), semakin intens penggunaan media sosial TikTok di kalangan mahasiswa Universitas Telkom.

**Kata Kunci:** Fear of Missing Out, TikTok, Intensitas Penggunaan Media Sosial

### INTRODUCTION

According to Shawarudin and Baba (2018), the rise of social media has resulted in new patterns and behaviors among the younger population in recent years. One of these tendencies is the fear of being left behind, often known as FoMO. FoMO is caused by constant exposure to other people's social media posts and the desire to participate in a fun or valuable activity or experience (Ramasubramanian et al., 2021), whereas TikTok is a popular platform for creating and sharing short videos among young people. This platform has become a global phenomenon, with an estimated 800 million active users globally (Fadhillah et al., 2022). TikTok is well-known for significantly contributing to the FoMO phenomenon.

When people utilize social media to access content, they find interesting, it brings

them joy (2022), the number of active social media users in Indonesia in January 2022 was 191 million. This figure has been determined to have climbed by 12.35% over the previous year, totaling 170 million people. The information is a compilation of statistics from 2015 through 2022.

According to We Are Social Indonesia, the social media investigated in this study is the TikTok application, and when compared to other social media such as Instagram, it can be seen that there has been a fairly quick increase in active users on TikTok in the period 2021-2022.

Table 1: Instagram and TikTok Active Users 2021-2022

Year	Instagram	TikTok
2021	86,6%	38,7%
2022	84,8%	63,1%



Referring to Social Indonesia report Digital Report, Instagram lost 1.8% of its active users while TikTok gained 24.4%. The population of social media users correlates with the age % of active social media users in general, who are between the ages of 16 and 64 (Yusuf, 2012). According to Fitri et al. (2021), based on the purpose of this research, which focuses on students, students aged 18 to 25 years are considered to be in a developmental stage; this stage is defined as late adolescence to early adulthood and is considered the stage of strengthening life attitudes.

According to Elhai et al. (2020), there have been various previous studies related to FoMO being viewed as a type of human psychology that is associated with errors in social media use. In the findings of Baker et al. (2016), ethnically diverse students from well-known colleges have positive FoMO effects with the amount of time they spend on social media. As stated by Triani et al. (2017), the greater the urge for building relationships, the greater the level of FoMO tendencies among social media users. Then, in reference to this FoMO, Yaputri et al. (2022) characterize the millennial generation's proclivity to consume things comparable to those consumed by the rest of society.

According to Przybalski et al. (2013), FoMO is a common concern when other groups have intriguing and rewarding experiences that are marked by a desire to always connect with other groups. McGinnis (2020) explains that FoMO can also take the shape of symmetrical perception and the addition of information that tells an individual that if he/she has the option, he/she should attend a social group as long as he/she can connect with a social group.

Przybalski et al. (2013) then discuss features of FoMO, specifically unfulfilled psychological demands for relatedness. In this context, relatedness refers to the need for individuals to experience a sense of belonging and to be connected to social groups. Then one's psychological demand for oneself is unsatisfied. In this

regard, the psychological demand for oneself is interconnected with two concepts: autonomy and competence. If a person's psychological requirements are not met, there will be an inner drive to seek knowledge about social groupings via internet networks.

Comparison with friends is another FoMO characteristic obtained from JWT Intelligence (2012) and employed as a sign of FoMO in this study, within which negative feelings occur as a result of comparing oneself to others. When someone is excluded from an activity or social engagement, they may experience negative emotions. When a person does not participate in activities that he or she has missed (a missed experience), negative feelings can occur. Then there are compulsions or impulses in a person to constantly monitor the activities on other people's social media in order to avoid missing out on important news or information.

Because of the presentation of the aspects that were quite complete to examine the problem and reveal the main variable of this study, namely FoMO, the aspects put forward by JWT Intelligence (2012) and Przybalski et al. (2013) became a reference in determining the scale or size of research carried out by researchers. As stated by JWT Intelligence (2012), driving variables that can affect FoMO include information published on social media, which allows any individual or social group to quickly access it at any time. JWT Intelligence (2012) indicates in his research that people between the ages of 18 and 34 had higher degrees of FoMO.

According to Boer et al. (2021), serious and fluctuating activities are the genuine definition of intensity. Intensity has a variable quality that is sometimes powerful and sometimes mild. The level of frequency, sincerity, and strong commitment to achieve a goal can all be indicators here. According to Omar et al. (2020), numerous viral phenomena are propagated throughout various varieties of information on social media, in addition to the high frequency of actions carried out via social media.



According to W.J.S. Poerwadarminta in Rahmayati (2019), there are numerous signs that can be used to gauge a person's intensity, including attention, which is when people devote time and exert impulses towards something. When it comes to the use of social media TikTok, attentiveness is described as a person's proclivity to pay attention to and attentively observe the content presented by other users on TikTok. Appreciation can be defined as the process of deepening and animating something that is liked, either through hearing, sight, touch, and so on, if it is associated with the use of social media such as TikTok, or by living or animating something that draws individual attention to the content presented. Duration is a measure of how much time a person spends doing things. When it comes to TikTok social media, frequency, or whether or not a person is active and accomplishes something within a particular amount of time, is a form of how frequently individuals access TikTok social media every day.

## METHOD

The independent variable (x) in this study is FoMO, while the dependent variable (y) is the intensity of social media use. TikTok is the dependent variable (y), and the study's goal is to see if there is a link between FoMO and the intensity of social media activity on TikTok. A correlational quantitative research strategy is used in this type of study (Herdiansyah, 2022). The survey approach was utilised to collect data in this study, and data was processed using SPSS version 27 software and the probability sampling technique. Telkom University in Bandung was chosen as the research site. The researcher selected the research sample based on the Slovin formula population calculation with a 5% error rate, which resulted in a research sample of up to 400 students from a total population of 34,052 students.

## RESULTS AND DISCUSSION

### Fear of Missing Out

According to the findings, the examination of respondent's responses to the FoMO variable yielded an average real score of 3.45, placing it in the "good" category. This indicates that the majority of responders have or are now feeling FoMO. According to the average score of the highest statement item, "Sometimes I feel tired of socializing, even with my own circle," the majority of respondents believe that forming social bonds and engaging in social activities is exhausting, especially when socializing with their closest friends. This statement item, according to Przybylski et al. (2013), refers to the dimension of relatedness, namely the unfulfillment of psychological needs about connectivity to one another.

### Intensity of Social Media Use of TikTok

The results of research related to the intensity of using TikTok obtained an average actual score of 3.46, which is included in the "good" category. Then, based on the statement item with the highest average, "I got carried away (emotionally) several times while watching TikTok content," the majority of respondents agree that watching TikTok content can affect their emotional state. According to W.J.S. Poerwadarminta (2006), this statement item is included in the comprehension dimension, namely that students have entered the process of animating something through hearing, sight, and also touch.

### Normality Test

The normality test uses the Kolmogorov-Smirnov technique to determine whether or not the variables in a study are normally distributed (Ghozali, 2017). If the significance value is higher than 0.05, the data model is considered normal. The calculated probability value is 0.098, which is greater than 0.05, implying that the residual data in this investigation are normally distributed.

### Correlation Test

The Pearson correlation test was employed in this study to determine the strength of the link between the FoMO variable and the



frequency with which TikTok was used. The significance score is used to evaluate this correlation test. If the resultant score is smaller than the relation test, which was employed in this study to determine the strength of the association between the FoMO variable and the intensity of TikTok use, the significance score is used to evaluate this correlation test. Windarto (2020) verifies that there is a correlation between the two variables if the score obtained is less than 0.05. The significance value obtained in this study was less than 0.05, indicating that there is a relationship between FoMO and the frequency with which TikTok is used. The Pearson correlation test findings obtained are +0.921, which falls into the category of Very Strong Correlation. It is possible to deduce that there is a very high positive link between FoMO and the frequency with which TikTok is used.

### Hypothesis Test

The hypothesis test (T test) used in this study includes criteria: there is a significant correlation between the independent and dependent variables if the significance score is less than 0.05 and the t-count is more than the r-table. The research hypothesis test findings show that the t-count is 25.289, which is higher than the r-table of 1.966 and has a significant value of 0.000, indicating that  $H_0$  is rejected and  $H_a$  is accepted. It is possible to conclude that there is a positive relationship between FoMO and the intensity of TikTok social media usage among Telkom University students, with the higher the FoMO level, the greater the intensity of TikTok social media use among Telkom University students.

### CONCLUSION

According to the Pearson correlation test, there is a positive link between FoMO and the intensity of use of social media TikTok among Telkom University students, based on the research results compared with theory and aspects from prior research. The hypothesis test yielded a result of  $25.289 > 1.966$  with a significance value of less than 0.05, indicating that the

higher the amount of FoMO experienced by students, the higher the intensity of TikTok social media use.

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