



The Effect of Fear of Missing Out (Fomo) On Tiktok Social Media Addiction Among Students

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ARTICLE INFO	ABSTRACT
<p>Article History: Submitted/Received March 03, 2024 First Revised April 12, 2024 Accepted May 20, 2024 First Available online June 01, 2024 Publication Date June 05, 2024</p> <p>Keyword: Addiction, FOMO, TikTok</p>	<p>TikTok delivers short-duration videos that are personalized based on user interest algorithms, thereby positioning the platform as an appropriate medium when individuals seek entertainment. The lifestyles of adolescents are particularly susceptible to influence, often resulting in feelings of anxiety when they are unable to access TikTok. This form of anxiety is referred to as the <i>Fear of Missing Out</i> (FOMO). FOMO can potentially lead to addictive behavior, wherein users develop an obsession to continuously engage with TikTok in order to remain connected with others. FOMO is a concept within the domain of social sciences, specifically within the field of social psychology, which examines individual behavior in social contexts. This study employed a quantitative approach utilizing a correlational method. The research was conducted at SMP Negeri 3 Lembang with a sample of 313 students from grades VII, VIII, and IX. The data collection technique involved the administration of questionnaires. The objectives of this study are as follows: (1) to identify the level of FOMO, (2) to determine the level of TikTok addiction, (3) to examine the influence of FOMO on TikTok addiction, and (4) to analyze the relationship between FOMO and TikTok addiction among students at SMP Negeri 3 Lembang. The data analysis techniques employed in this study include linearity testing, correlation testing, and simple linear regression analysis. The results of the study indicate that there is a strong correlation between FOMO and TikTok addiction.</p>

1. INTRODUCTION

The Fourth Industrial Revolution has transformed the way Public Relations conducts human activities, particularly in how communication is maintained within public spaces. Humans and technology have become inseparable entities. Furthermore, technology is not merely a tool for obtaining information but also serves to fulfill and support various aspects of human life.

According to the Central Bureau of Statistics (2022), the use of information technology in Indonesia has increased annually. In 2021, the percentage of technology users reached 65.87%, an increase from 62.84% in 2020. Based on a report released by

the survey agency *We Are Social* (2022), the number of active social media users in Indonesia reached 191 million people, marking a 12.35% increase compared to the previous year. Several factors have contributed to this continuous rise in social media usage. One of the most notable in recent years is the emergence and growing popularity of a new social media platform, TikTok, which features short videos with a maximum duration of three minutes and offers built-in editing features. TikTok has become one of the most frequently used social media platforms among Indonesians, with individual users spending an average of 23.1 hours per month on the app. In 2022, the number of active TikTok users in Indonesia was recorded at 99.1 million (We Are Social, 2022).

TikTok has produced a variety of viral content that serves as entertainment for the public, including adolescents. The content presented on TikTok is easily accessible and replicable by users across all social groups. The accompanying music often stimulates the listener's imagination to the extent that they unconsciously sing or hum along. The emergence of TikTok has also given rise to creative video creators, enabling people from diverse backgrounds to express themselves through humorous, entertaining, educational, and other types of videos (Ilahin, 2022, p. 114). TikTok has also become a platform for advertising and marketing. When a product is promoted creatively and attractively, leading it to become viral, it often results in increased revenue for producers. This phenomenon is closely linked to the growing influence of modern consumption lifestyles.

According to data from *Business of Apps* (2021), TikTok users are predominantly within the age range of 10–29 years (63%), followed by those aged 30–49 years (34.3%), and only 2.7% are aged 49 and above. These statistics indicate that adolescents contribute significantly to TikTok usage and are likely to continue engaging with emerging viral video trends (Ilahin, 2022, p. 116).

In line with the findings of Subrahmanyam and Greenfield (2008, p. 7), adolescents engage in online communication primarily to strengthen their relationships, both with peers and romantic partners. Adolescents possess a strong desire to be liked and accepted by their social environment, particularly among friends and peer groups (Santrock, 2007, p. 57). In their social media interactions, adolescents often seek acknowledgment of their existence and aspire to appear popular or “visible.” When they feel unseen or excluded, they may experience a diminished sense of self, which manifests as a *Fear of Missing Out* (FOMO) (Taringan & Nugroho, 2019, p. 25).

According to Oberst et al. (2017, p. 53), engaging with platforms such as TikTok may have negative psychological impacts on adolescents, including anxiety, depression, FOMO, and increased social media dependency. FOMO can be described as a condition in which individuals feel anxious and uneasy when they are unaware of others' activities. This state compels them to stay constantly connected through various means, one of which is monitoring social media (Masyitoh et al., 2020, p. 4). When such needs are unmet, individuals tend to experience heightened anxiety and a persistent urge to discover what others are doing—often through platforms such as TikTok.

Consequently, individuals use TikTok to avoid missing viral news or trends, leading to habitual or even compulsive social media use. They continuously consume trending content and repeatedly open the application out of fear of not staying updated on the latest viral topics (Przybylski, 2013, p. 1841).

2. METHODS

This study employed a quantitative approach using a correlational method. The purpose of this method is to detect the interrelationship between variations in one factor and variations in another factor based on the correlation coefficient, to test the established hypotheses, and to address the research questions (Suryabrata, 2010, p. 27).

The location of this study was SMP Negeri 3 Lembang, situated at Jl. Raya Lembang No. 29, Jayagiri, Lembang District, West Bandung Regency, West Java, Indonesia. The target population of this research consisted of students from SMP Negeri 3 Lembang. To determine the research subjects, the researcher employed a *purposive sampling* technique. *Purposive sampling* is a non-probability sampling technique in which participants are selected based on specific purposes or criteria relevant to the study (Sugiyono, 2018, p. 85). Furthermore, to obtain a more representative sample across a broad and diverse population, the sampling process was carried out in several stages using the *multistage random sampling* technique. *Multistage random sampling* refers to a sampling procedure that combines two or more different probability sampling methods (Zuriah, 2007, p. 139). In this study, the sampling methods combined were *stratified random sampling* and *cluster random sampling*, resulting in the application of the *stratified cluster random sampling* technique.

3. FINDINGS

During the course of the research, it was found that the percentage of TikTok usage duration among respondents was as follows:

Lama Penggunaan TikTok	Jumlah	Persentase
< 30 menit	78 orang	24.9%
1 -2 jam	139 orang	44.4%
3-4 jam	64 orang	20.4%
5 -6 jam	18 orang	5.8%
> 7 jam	15 orang	4.5%
Total	313	100%

Table 1. Percentage of TikTok Usage Duration Among Respondents

Based on the data presented above, the majority of respondents reported using TikTok for **1-2 hours per day**, with a total of **139 respondents (44.4%)** falling into this category. Furthermore, a **Linearity Test** was conducted to determine the relationship between **Fear of Missing Out (FOMO)** and **TikTok Addiction**.

		Sum of Squares	df	Mean Square	F	Sig.
Adiksi * FOMO	Between Groups	37447.554	71	527.430	4.198	.000
	Linearity	28866.217	1	28866.217	229.760	.000
	Deviation from Linearity	8581.338	70	122.591	.976	.537
	Within Groups	30278.362	241	125.636		
	Total	67725.917	312			

Table 2. Linearity Test

Based on the ANOVA table presented above, it was found that the *Deviation from Linearity* significance value was **0.537**, which is greater than **0.05**. Therefore, it can be concluded that there is a **significant linear relationship** between the variables *Fear of Missing Out (X)* and *TikTok Addiction (Y)*. A **Correlation Test** was also conducted to measure the strength of the relationship between variable X and variable Y (or among

multiple variables). The following table presents the results of the **Pearson correlation test** performed using **SPSS version 27**:

Correlations

		FOMO	Adiksi
FOMO	Pearson Correlation	1	.653**
	Sig. (2-tailed)		.000
	N	313	313
Adiksi	Pearson Correlation	.653**	1
	Sig. (2-tailed)	.000	
	N	313	313

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Correlation Test

The results of the correlation test between the variables *Fear of Missing Out (FOMO)* and *TikTok Addiction* showed a **Pearson correlation coefficient value of 0.653**. This value indicates that there is a **strong positive correlation** between the variables under study, namely variable X (*FOMO*) and variable Y (*TikTok Addiction*).

4. DISCUSSION

Excessive use of TikTok can dominate students' thoughts with matters related to the platform, such as unconsciously singing or performing dances popularized on TikTok. The presence of TikTok has become undeniable in students' daily lives. Observations at SMP Negeri 3 Lembang revealed that students often took spare moments during school hours to create short "*jedag-jedug*" videos and upload them either to their class account or personal profiles. TikTok has evolved rapidly, continuously producing viral content, and has even become a medium through which individuals can achieve widespread popularity. The results obtained from the analysis of the processed data indicate that **FOMO has a positive influence on TikTok addiction**. The regression coefficient value was found to be **0.426**, and since this coefficient is positive, it can be concluded that **FOMO positively affects TikTok addiction**, with the regression equation expressed as **$Y = 12.853 + 0.426X$** . This positive relationship implies that the higher the level of FOMO, the greater the level of TikTok addiction.

Students who initially experience FOMO may, over time, develop a stronger interest and sense of enjoyment from the content presented on TikTok, which can lead to addictive behavior. This addiction is characterized by a persistent desire to continue accessing TikTok. The enjoyment derived from TikTok's engaging features makes it increasingly difficult for users to reduce or stop their usage. According to Andreassen (2015, p. 176), TikTok addiction can be understood as a form of compulsive behavior or dependence on social media platforms based on internet use, where TikTok functions as a medium that enables users to connect with others without the need for direct, face-to-face interaction.

5. CONCLUSION

Based on the data obtained in this study, titled "*The Influence of Fear of Missing Out on TikTok Social Media Addiction Among Students of SMP Negeri 3 Lembang*," it was found that the Fear of Missing Out (FOMO) response has a positive influence on TikTok

addiction. The findings revealed that the level of FOMO experienced by students at SMP Negeri 3 Lembang falls within the moderate category. Similarly, the level of TikTok addiction among the students is also categorized as moderate. Therefore, based on the hypotheses established in this study, it can be concluded that H_0 is rejected and H_a is accepted, indicating that there is a significant influence between the variable *Fear of Missing Out (X)* and *TikTok Addiction (Y)*. The results of the linearity test further indicate that there is a significant linear relationship between *Fear of Missing Out (X)* and *TikTok Addiction (Y)*. In addition, the results of the correlation analysis show that the variables FOMO and TikTok Addiction demonstrate a strong correlation, which is supported by relevant statements within the respective variables.

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