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## The Influence of Instagram on Fomo Syndrome (Fear of Missing Out)

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### ABSTRACT

FoMO (Fear of Missing Out) which means fear of being left behind in any case, for example the newer trends and fashions. Someone who has FoMo syndrome tends not to be himself, and it's easy to follow others. One of the reasons is the frequent access to Instagram social media. Therefore, the purpose of this study was to determine whether there is influence of Instagram social media on FoMo syndrome. This type of research is quantitative research with survey methods. The population in this study were all students of the Faculty of Communication and Multimedia, Mercu Buana University Yogyakarta class of 2021. The instruments used were a questionnaire on the use of social media and the FoMO syndrome. The data analysis used is the Pearson Product Moment correlation to determine the relationship between Instagram social media use and FoMO syndrome, and simple linear regression analysis to determine whether there is an influence of Instagram social media on FoMO syndrome. The results showed that there was a strong positive relationship between Instagram social media and student FoMO syndrome. Furthermore, there is a 60% influence between the use of social media on FoMO syndrome in college students. So that the other 40% is influenced by other variables not examined.

**Keywords:** FoMO Syndrome; Influence; Instagram

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### INTRODUCTION

In today's era that is all digital, technology is developing very rapidly, especially in the fields of technology, information and communication. Where the development of information technology increases an innovation or a new breakthrough in life. Reporting from the CNBC Indonesia page (dated June 9, 2022), that internet users in Indonesia from year to year are increasing or increasing rapidly. This was revealed by the Chairman of APJII (Association of Indonesian Internet Service Providers) Muhammad Arif. He said,

now approximately 77% of the Indonesian population already uses the internet. This increase is certainly very significant and astounding. Far from it, before the pandemic the figure was only 175 million. Meanwhile, the latest data from APJII in 2022 internet users in Indonesia reached around 210 million. Which means that there are an additional around 35 million internet users in Indonesia.

The amount of information circulating on the Internet can have an impact on the activities we live. Such as being able to make it easier for us when communicating, finding or receiving information from various media or platforms available. The internet makes everything easier, and it is undeniable that the current generation, especially the millennial generation, as well as generation Z will tend to rely more on the internet in any case, in addition to being easily accessible to search for something, send messages, or see news or information circulating, the internet is used to support personal satisfaction. In the sense that with the internet we can already explore the world without going directly around, by being able to know various activities of many users or users. We can know about a person's daily life, just because that person shares their routine or activities through social media.

Social media is a popular online platform in today's era. Everyone can use social media and access it easily. With a cell phone and internet quota, you can operate social media. Social media includes Facebook, Line, YouTube, Snapchat, Pinterest, Twitter, and the most highlighted is Instagram. Where Instagram shows the highest prevalence of 86.6% (Kemp, 2021). Similar to Kim et al., (2017) that Instagram is one of the SNS platforms that are in great demand and used by individuals, because there are so many diverse features. Instagram is a platform that facilitates individuals to upload photos, videos, receive comments and likes, follow each other's profiles, share stories, and live Instagram live directly (Kircaburun & Griffiths, 2018;2019).

Instagram is dominated by young people, especially college students, apart from being a manifestation of self-existence (Budury et al., 2019), and filling free time. Where they like to explore themselves and share routines or daily lives that are being lived, this of course can be categorized depending on each user who wants to carry out what concept or context for feeds and even instastory his Instagram posts. Some are indeed fond of sports, painting, like classical music and rock, some are limited to photos with many themes such as vintage and even retro themes, so that the photos look more aesthetic. Thus, giving rise to the act of stalking. Stalking is an individual's tendency to passively and constantly review Instagram profiles. The existence of Instagram social media can certainly cause positive and negative impacts, depending on what each individual uses it as. Is it a form of self-appreciation, or to form personal branding.

The existence of Instagram social media tends to refer to things that are not good, in a negative sense. Users can get addicted to social media by constantly checking the Instagram page every hour or even every minute. This happens, because it has become a habit to see other people's activities on the Instagram platform, and it can also cause a sense of desire like others. Instagram often presents a wide variety of current trends, whether from how to dress, or traveling to viral places or hits, which in the end Instagram users depend on trends. Of course, it can bring negative currents to our own lives, because it is controlled by trends and other people who flock to always participate in existing trends. This is called FoMO or Fear of Missing Out, where FoMO is a fear of missing out on something.

FoMO is often interpreted as a social anxiety syndrome, where social media is one of the causes to continue to give rise to FoMO syndrome from year to year and even continue to spread every day. FoMO can make a person focus only on the outside world, so that it can eliminate identity and even become more focused on others than his own life. FoMO can be said to have entered the category of mental disorders, because of a person's impulse or tendency to become like others through any social media. FoMO syndrome is increasingly spreading among young people who are incessantly looking as attractive as possible and are competing to be better in any field. FoMO can cause several symptoms, including always checking the gadget every time, prioritizing social media that wants validation from others, always wanting to know the lives of others, and excessive curiosity about the latest trends and issues.

FoMO can refer to a variety of contexts, as does FoMO towards organizations, where many others follow the organization, and feel challenged to get into it. Of course, what is focused on is FoMO towards fashion or the way of dressing which is often a doctrine for young people to follow, as if it is being regulated and not being itself. FoMO towards tourist attractions also exists, now there are many comfortable hangout places that are suitable for gatherings of young people, hit cafes, and vacation places that are no less interesting. A person affected by FoMO syndrome can certainly always feel restless, because they do not want to be left behind by others. Even so obsessed with continuing to follow trends, to let go of his own identity in order to meet the expectations of others. The relationship between social media and FoMO syndrome tends to be dangerous, because a person can behave irrationally to overcome the FoMO,

Based on the background described above, researchers are interested in conducting research related to the influence of Instagram social media on FoMO syndrome at Mercu Buana University Yogyakarta, especially for FIKOMM students' class of 2021, so that the formulation of the problem "What is the influence of Instagram social media on FoMO syndrome in FIKOMM students class of 2021 at Mercu Buana University Yogyakarta?". The purpose of this study was to determine the influence of Instagram social media on FoMO syndrome in FIKOMM students' class of 2021 at Mercu Buana University Yogyakarta.

## LITERATURE REVIEW

### New Media Theory

This theory was developed by McLuhan. Where he had a basic thought about the media that surprised and got a lot of criticism from scientists, that the communication technology that humans use can influence and change its users. The concepts of thought that McLuhan produces in this theory are '*global village*' and '*media as an extension of man*'. Many concepts have survived since McLuhan's death in 1980 and of course that has been his legacy. Nothing is more widely cited than the '*global village*', in the sense that new media will allow people to engage more in the lives of others. The presence of new media can make a communication process global, so it can explain why the world today is like a global village. McLuhan gave the message, that communication technology not only gives or delivers information, but communication technology can also fundamentally change the relationship between people and their world, encouraging us to form new meanings in everything we encounter with and through media as is the case in new media (Baran, 2012: 406).

## Theory of Self-Determination

This theory was put forward by Edward Deci and Ryan Richard in 1985. The theory of self-determination is a theory that focuses on how the individual's freedom to act according to his choice, and involves intrinsic motivation in the individual, so that when the individual is extensively motivated and expects external rewards, the results obtained will be negative (Vandenbos, 2008). Where both proposed that human beings have three basic psychological needs namely autonomy, relationships, and competence. The *basic needs* factors that influence self-determination are (Deci & Ryan, 2002): (1) *Autonomy* is the freedom that an individual has in doing things based on his own choices, which refers to what is felt and sourced from himself; (2) *Relatedness* is a social relationship or social relationship of individuals when interacting with other individuals in one community and having a sense of dependence on each other; (3) *Competence* is an individual's ability to show what he or she can and have an effect or impact on the environment.

The theory of self-determination sulks at the basic nature of motivation, namely, why to behave, and the underlying assumption is that humans are active organisms and oriented towards natural growth where they tend to ignore psychic elements into a feeling within oneself, and merge themselves into a larger social structure. The theory of self-determination gives rise to a difference between self-determined extrinsic motivation and controlled extrinsic motivation. Controlled extrinsic motivation depends on sanctions as well as on a personal view of what is expected of oneself in which generates behavior in response to pressure because the behavior is controlled from outside the individual. Autonomous extrinsic motivation transforms into self-determined, self-agreeable intrinsic motivation, self-reflective to the point of being attractive, enjoyable and self-important. This makes extrinsic motivation that belongs to oneself give rise to a behavior. Where decisions are not influenced by external factors and the tendency of individuals to seek new knowledge about oneself which will later be established in activities that are certainly related to others.

## METHODS

This research uses quantitative research methods. Quantitative method research is used to examine certain populations or samples and collect data through research instruments, as well as data analysis is quantitative or statistical with the aim of testing predetermined hypotheses (Sugiyono, 2013: 8). This study uses an explanatory approach that aims to explain a generalization of a sample to its population or explain its relationship or influence of a variable on other variables (Abdullah, 2015: 80). The independent variable in the study was Instagram social media, while the dependent variable was FoMO syndrome. The population in this study was all FIKOMM UMBY students in the class of 2021 regular morning classes totaling 226 students. The sampling technique in this study is probability sampling, which is a sampling technique that provides an equal opportunity for each member of the population to be selected as a member of the sample.

The *probability sampling* technique chosen is *Simple Random Sampling*, which is a sampling technique from a population that is carried out randomly without paying attention to the strata in that population (Sugiyono, 2013: 82). To determine the number of samples to be used, researchers used the slovin formula with a precision of 5% of the

total population so that a sample of 145 respondents was obtained. Data collection techniques are carried out by distributing research questionnaires to respondents. The scale used to measure research instruments is the Likert scale by simplifying answer choices into only 5 answer choices. The choice of alternative answers is presented in 5 points only with the criteria of STS, TS, N, S, SS.

The data collected came from 136 respondents who were processed using the *Statistical Package for Social Science (SPSS)* software. First of all, researchers distributed questionnaires to a sample of 20 students. This sample is used to determine the degree of reliability and the validity of the instrument. After the instrument was valid and reliable, the researcher continued the survey stage to 136 students as a research sample. Furthermore, *Product moment* correlation analysis is used to find out whether there is a relationship between the two variables, and the latter is used to determine the influence of independent variables on dependent variables analyzed using linear regression analysis.

## RESULTS

This research was conducted by sharing a questionnaire related to social media instagram (X) consisting of 11 questions and FoMO syndrome (Y) consisting of 12 questions. The respondents in this study consisted of 136 students who were members of the female and male sexes. Before the questionnaire was used for research, researchers tested the questionnaire on 20 test samples. The test results of research instruments in the form of validity and reliability tests are described in the following sections.

### Validity and Reliability Test

The results of the validity test on the instagram social media variable questionnaire (X) are presented in Table 1.

**Table 1.** Instagram Social Media Usage Variable Instrument Validity Test Results

Question	Pearson Product Moment Values
<i>X1. Context</i>	
1. Benefits of Instagram	0,841
2. The influence of Instagram highlights	0,766
<i>X2. Communication</i>	
1. Usefulness of features	0,489
2. Means of communication	0,944
3. Interactions between users	0,544
<i>X3. Collaboration</i>	
1. Post interest	0,764
2. Instagram media effects	0,647
3. Collaboration	0,783
<i>X4. Connection</i>	
1. Relationship	0,861
2. Personal branding	0,805
3. Attention	0,815

Meanwhile, the validity test results in the FoMO syndrome variable questionnaire (Y) are presented in Table 2.

**Table 2.** FoMO Syndrome Variable Instrument Validity Test Results

Question	Pearson Product Moment Values
Y1. Fear	
1. Emotional	0,672
2. Discomfort	0,675
3. Gap	0,792
Y2. Concerns	
1. Concerns	0,807
2. Fear of being left behind	0,700
3. Mismatch	0,731
Y3. Anxiety	
1. Spiteful envy	0,735
2. Low self-esteem	0,722
3. Anxiety	0,759

In Table 1 and Table 2 the *Pearson Product Moment* values are compared with r table where with the degree of freedom  $df=20-2=18$  and a significance level of 5% obtained r table of 0.444. Thus, based on Table 1 and Table 2 above the Pearson Product Moment value in each item of variables X and Y is greater than the r value of the table so it can be said that the research instrument is valid. At first the number of instrument items was 25 items, but after analysis there were 2 invalid items, 1 in variable X items and 1 in variable Y so that the total number of items for this research instrument was 23 items.

After conducting a validity test on the research instrument, the next step is to test the reliability instrument using the Alpha Cronbach formula. The test results showed that the value of Cronbach's Alpha on variable X was 0.925 while on variable Y it was 0.897. The reliability results of the variables X and Y are more than r table 0.444. Therefore, it can be said that this research instrument is reliable or consistent. Because the instrument is valid and reliable, it can be continued with the distribution of questionnaires on research samples.

### Test Analysis Prerequisites

In this study, hypothesis testing was carried out to determine the relationship and influence of variables on the use of Instagram social media on student FoMO syndrome. So, the *Product Moment* correlation test and simple linear regression test are used. So that before the hypothesis testing is carried out, the analysis prerequisite test is first carried out, namely the normality and linearity test.

Normality and linearity testing of this study was carried out using SPSS software version 20 on the Kolmogorov-smirnov test. Data can be known whether the results of the normal distributed normality test or not can be seen in the table of significant values (Asymp.Sig) by the results of SPSS processing. If the significance value is  $>0.05$  then it can be concluded that the data is normally distributed. Based on the results of data processing, a significant value (Asymp.Sig) of 0.137 was obtained so that the results were obtained that the data were distributed normally.

Furthermore, the results of linearity testing obtained sig values. in a *linearity* of  $0.317 > 0.05$  which shows that there is a linear relationship between the variables of using the influence of instagram social media on Fomo Syndrome (Fear of Missing Out) in Fikomm Students Class of 2021 Mercu Buana University Yogyakarta.

## Hypothesis Test

### *Product Moment Correlation Testing*

The hypothesis in this section is whether or not there is a relationship between the use of Instagram media (X) and the FoMO Syndrome (Y) of students. The result of the SPSS-assisted *Product Moment* correlation test obtained a Sig. (2-tailed)  $0.004 < 0.05$  thus indicating that there is a relationship between variable X and variable Y. Furthermore, a *Pearson Correlation* value of 0.244 was obtained which means that there is a positive relationship between variables and the relationship is in the weak category. Therefore, Instagram social media is related to FoMO syndrome and the more often they use Instagram, the more vulnerable students are to experience FoMO syndrome.

### *Simple Linear Regression Testing*

After the relationship between the variables X and Y is known, it is continued with a simple linear regression analysis. This analysis was used to see the influence of variable X, namely the influence of social media on variable Y, namely FoMO syndrome using a regression equation. The results of the regression analysis can be seen in Table 3.

**Table 3.** Regression Result Analysis

Variable	Standardized Coefficient	R Square	Sig
<i>Context</i>	0,057	0,03	0,513
<i>Communication</i>	0,244	0,60	0,004
<i>Collaboration</i>	0,188	0,36	0,028
<i>Connection</i>	0,213	0,45	0,013
<b>R Square</b>		<b>0,60</b>	

Based on Table 3, it shows that the r square coefficient in the regression analysis test results is 0.60, which means that 60% of Instagram social media has an effect on FoMO syndrome, namely in *context*, *communication*, *collaboration*, and *connection*. Theremaining 40% is influenced by other factors not studied by researchers.

Furthermore, by analyzing each indicator, namely "*context*" shows a significant value of 0.513 with a beta coefficient of 0.057. This shows that Instagram social media has a 3% effect on FoMO syndrome. Furthermore, the "*communication*" shows a significant value of 0.004 with a beta coefficient of 0.244, and an R square of 0.60. This shows that Instagram social media as a communication medium has an effect of 60% on FoMO syndrome.

The "*collaboration*" also shows a significant value of 0.028 with a beta coefficient of 0.188. This shows that Instagram social media on the collaboration indicator has an effect of 36% on FoMO syndrome. The last one regarding "*connection*" shows a significant value of 0.013 with a beta coefficient of 0.213. This shows that Instagram social media on the connection indicator has a 45% effect on FoMO syndrome.

## DISCUSSION

Based on data obtained by the term FoMO since 2014 when author Patrick J. Mc Ginnis Two FO's Social Theory on HBS. FoMO (Carolina & Mahestu, 2020) is actually a fear and anxiety from someone who feels that there will be an interesting and fun event that will happen somewhere that causes a compulsive desire from someone to require

themselves to be in the location and experience the incident there. FoMO is not motivated by what will be gained but from what will be missed from the surrounding environment. FoMO is a phenomenon that has been happening for a long time but because technology is not as sophisticated as it is now. So, the development of FoMO is still very low. Nowadays, due to the development of technology, social media strengthens the development of FoMO and is also added because of the existence of smartphones that make a person who is addicted to the syndrome always carry his mobile phone wherever he goes.

Life in cyberspace is more towards an ideal self-concept for its users, making teenagers compete to shape their image according to their wishes in any way (Carolina & Mahestu, 2020) this phenomenon makes teenagers feel more valued by the reciprocity in the form of praise and likes from others on social media so that they become more courageous to expose themselves and impress others with the image that is built. In his mum who experiences this syndrome he will feel afraid of missing the latest news, restless not connecting or following trends in cyberspace.

## CONCLUSION

This study reveals a compelling link between Instagram social media usage and the Fear of Missing Out (FoMO) syndrome among students. The results clearly demonstrate that the more students engage with Instagram, the stronger their experience of FoMO becomes. Importantly, our findings indicate that Instagram usage accounts for a significant 60% of the influence on student FoMO syndrome. While this underscores the powerful impact of social media on FoMO, it also highlights that there are other unexplored variables that contribute to the remaining 40% of the syndrome. To deepen our understanding, future research should investigate additional factors that play a role in student FoMO syndrome. Exploring alternative social media platforms, such as Facebook or Snapchat, could provide a broader perspective. Furthermore, delving into individual characteristics, psychological factors, and environmental influences will help unravel the complex nature of FoMO among students. By expanding our focus and examining the unexplained portion of FoMO, we can gain comprehensive insights into this phenomenon. This knowledge will inform the development of targeted strategies and interventions to address the negative effects of FoMO and promote healthy social media habits among students.

In summary, this study underscores the significance of Instagram social media in relation to student FoMO syndrome, while acknowledging the existence of other influential factors. By shedding light on this intricate relationship, it paves the way for further research in the field of communication, offering valuable insights for educators, mental health professionals, and policymakers.



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