

HUBUNGAN *FEAR OF MISSING OUT* DENGAN *SOCIAL MEDIA ENGAGEMENT* PADA REMAJA DI KOTA JAMBI

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ABSTRAK

LATAR BELAKANG Berdasarkan data BPS sebanyak 81,65% masyarakat di Kota Jambi terlibat dengan media sosial salah satunya Tiktok. *Social media engagement* (SME) ialah intensitas partisipasi seseorang dalam penggunaan media sosial. Penyebab remaja terlibat dengan media sosial karena adanya rasa takut kehilangan sesuatu (*fear of missing out*). FoMO ialah keinginan untuk terus terhubung dengan informasi mengenai aktivitas orang lain di dunia maya.

TUJUAN Melihat hubungan *fear of missing out* dengan *social media engagement* pada remaja di Kota Jambi.

METODE Menggunakan metode kuantitatif dengan pendekatan statistika non parametik. Teknik pengumpulan data menggunakan kuesioner. Populasi penelitian ini remaja dengan rentang usia 12-21 Tahun, Aktif menggunakan media sosial Tiktok > 3 jam/hari, berdomisili di Kota Jambi, dengan jumlah 494 responden dengan 406 responden yang sesuai kriteria.

HASIL Terdapat hubungan positif antara FoMO dengan SME (*spearman's rho* $r = 0,368$, $p \text{ value} = 0,000 < 0,05$). Artinya bergerak beriringan atau searah. Semakin tinggi FoMO maka semakin tinggi SME pada remaja di Kota Jambi. Metode statistik yang digunakan yaitu non-parametrik sehingga hasil hanya dapat digeneralisasikan pada sampel penelitian.

KESIMPULAN Sebagian responden penelitian ini ingin terus mengawasi kegiatan temannya meskipun sedang berlibur, terganggu apabila melewatkan kumpulan yang direncanakan. Beranggapan Media sosial merupakan media hiburan, media informasi dan berinteraksi jarak jauh.

Kata Kunci: *Fear of Missing Out*, *Social Media Engagement*, Remaja, Tiktok.

THE RELATIONSHIP BETWEEN FEAR OF MISSING OUT AND SOCIAL MEDIA ENGAGEMENT AMONG ADOLESCENTS IN JAMBI CITY

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ABSTRACT

BACKGROUND Based on BPS data, as many as 81.65% of people in Jambi City are involved with social media platforms, one of them which is TikTok. Social Media Engagement (SME) is the intensity of a person's participation in the use of social media. The reason why adolescents are involved with social media is because of the term Fear of Missing Out. FoMO is a desire to stay connected with information about other people's activities in cyberspace.

OBJECTIVE To look at the correlation between the habit of Fear of Missing Out and Social Media Engagement among adolescents in Jambi City.

METHOD Using a quantitative method with a non-parametric statistical approach. The data collection technique uses a questionnaire. The population of this study is adolescents with an age range of 12-21 years, actively using TikTok social media > 3 hours/day, live in Jambi City, with the total of 494 respondents and 406 respondents who meet the criteria.

RESULTS There is a positive relationship between FoMO and SMEs (spearman's rho $r = 0.368$, $p \text{ value} = 0.000 < 0.05$). It means moving simultaneously or in the same direction. The higher the FoMO, the higher the SME among adolescents in Jambi City. The statistical method used is non-parametric. Therefore the results can only be generalized to the research sample.

CONCLUSION Some respondents in this study want to continue to stay connected with their friends' activities even though they are on vacation, distracted if they miss planned get-togethers. Assume that social media is an entertainment media, information media and remote interaction.

Keywords: Fear of Missing Out, Social Media Engagement, Teenagers, Tiktok.