

GAMBARAN PERILAKU *FEAR OF MISSING OUT* (FOMO) PADA GENERASI Z DI PROVINSI JAMBI

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ABSTRAK

LATAR BELAKANG; Fenomena Fear of Missing Out (FOMO) pada Generasi Z di Provinsi Jambi semakin meningkat seiring dengan pesatnya kemajuan teknologi dan media sosial. Fenomena FoMO kerap terjadi pada kalangan GEN Z di rentang umur 15-30 tahun.

TUJUAN; Penelitian ini bertujuan untuk melihat gambaran dan mengidentifikasi tingkat perilaku Fear of Missing Out (FoMO) pada Generasi Z di Provinsi Jambi serta memahami gambaran bentuk serta faktor yang memicu timbulnya perilaku tersebut.

METODE PENELITIAN; Penelitian ini menggunakan metode kuantitatif dengan menggunakan analisis deskriptif yang melibatkan 145 responden dari populasi GEN Z di Provinsi Jambi. Alat ukur yang digunakan adalah skala Fear of Missing Out yang diadaptasi dari teori Przybylski (2013) yang kemudian dikembangkan menjadi beberapa pertanyaan yang dibuat oleh peneliti berdasarkan aspek, karakteristik dan teori.

HASIL; Berdasarkan hasil analisis, Penelitian menunjukkan bahwa mayoritas Generasi Z di Provinsi Jambi memiliki tingkat FoMO sedang (67,6%) dengan 19,3% berada pada kategori tinggi dan 13,1% pada kategori rendah.

KESIMPULAN; Fenomena FoMO cukup umum di kalangan Generasi Z di Provinsi Jambi dengan dampak yang bervariasi tergantung respons individu. Media sosial memainkan peran besar dalam memicu FoMO yang dapat menyebabkan dampak negatif seperti kecemasan dan penyesalan maupun dampak positif seperti memperluas pengalaman dan meningkatkan kebahagiaan.

KATA KUNCI; FoMO, Generasi Z, sosial media

OVERVIEW OF FEAR OF MISSING OUT (FOMO) BEHAVIOR AMONG GENERATION Z IN JAMBI PROVINCE

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ABSTRACT

BACKGROUND: *The phenomenon of Fear of Missing Out (FOMO) among Generation Z in Jambi Province has been increasing in line with the rapid advancement of technology and social media. The FOMO phenomenon frequently occurs among Generation Z, particularly within the age range of 15–30 years.*

OBJECTIVE: *This study aims to provide an overview and identify the level of Fear of Missing Out (FOMO) behavior among Generation Z in Jambi Province, as well as to understand the forms and factors that trigger this behavior.*

RESEARCH METHOD: *This study used a quantitative approach with descriptive analysis and involved 145 respondents from the Generation Z population in Jambi Province. The measurement tool was the Fear of Missing Out (FOMO) scale, which was adapted from the theory by Przybylski (2013) and was further developed into several questions formulated by the researchers based on relevant aspects, characteristics, and theoretical foundations.*

RESULTS: *Based on the analysis, the study showed that the majority of Generation Z in Jambi Province had a moderate level of FOMO (67.6%), with 19.3% classified under the high category and 13.1% in the low category.*

CONCLUSION: *The FOMO phenomenon is quite common among Generation Z in Jambi Province, with varying effects depending on individual responses. Social media plays a significant role in triggering FOMO, which can lead to negative effects such as anxiety and regret, as well as positive effects such as expanding experiences and enhancing happiness.*

KEYWORDS: *FoMO, Generation Z, social media*