

THE IMPACT OF LONELINESS ON FEAR OF MISSING OUT (FoMO) AMONG TIKTOK APPLICATION USERS IN PEKANBARU

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Abstract

TikTok is an interesting short video creation application with music as a support that is much-loved by today's society, especially among early adults. There are several causes that can be a factor from using social media TikTok, one of them is loneliness. This research is based on the high number of TikTok application users which can trigger *Fear of Missing Out* . This study aims to determine the effect of loneliness to *Fear of Missing Out* on TikTok application users in Pekanbaru. This study used a quantitative method with 183 samples of early adult respondents with an age range from 20 to 29 years who were selected using a simple random sampling technique. Data analysis using simple linear regression. The measuring instruments use The *University of California Los Angeles Loneliness Scale Version 3* (UCLA LS) and the *Fear of Missing Out* scale. The results of the study show that there is an effect of loneliness to *Fear of Missing Out* on TikTok application users in Pekanbaru. The result shows that based on the calculated F value = 127.807 with a significance level of 0.000 ($p > 0.05$), so the hypothesis can be accepted. It can be concluded that there is an effect of loneliness of *Fear of Missing Out* on TikTok application users in Pekanbaru.

Keywords: loneliness; *fear of missing out* ; tiktok application user

INTRODUCTION

With the development of technology, social media is increasingly popular and has now become a part of people's lives today. Social media currently has many diverse features, one of which is the TikTok application which is an interesting short video creation feature accompanied by music as a supporter introduced by Zhang Yiming in September 2016 (Malimbe et al., 2021)

The TikTok application has become increasingly popular since the beginning of the pandemic, precisely in the second quarter of 2020. According to *Business of Apps* , TikTok has 1.6 billion MAUs (monthly active users) worldwide in the fourth quarter of 2022. Compared to the previous quarter, this number increased by 4.57%. Likewise, compared to the same time the previous year, the figure jumped to 32.23% (*databoks.katadata.co.id*). According to *We are Social* , Indonesia has the second largest number of active TikTok users after the United States, with the number recorded reaching 109.9 million users in January 2023 (*databoks.katadata.co.id*).

Although Facebook has the most active users compared to other social media, Facebook's popularity cannot compete with TikTok in the amount of time its users spend. According to *we are social* and *Hootsuite* , social media users globally spend the most time

on TikTok compared to Facebook throughout 2022. Social media users globally spend the most time, approximately 23.5 hours per month using the TikTok application. (*databoks.katadata.co.id*).

Indonesians spend the most time on WhatsApp and TikTok, according to a survey by Katadata Insight Center (KIC) and the Ministry of Communication and Informatics. TikTok was used by 16.7% of respondents in 2021, and 29.8% of respondents in 2022. The duration of TikTok use in Indonesia by 47.4% of respondents was more than 2 hours per day, exceeding Facebook and Instagram. Specifically, 5.6% of respondents said they used TikTok for more than 8 hours, 9.9% said 5 to 8 hours, 31.8% said they used it around 2 to 5 hours a day (*databoks.katadata.co.id*).

Business of Apps data, until 2021, TikTok application users globally were dominated by the age of 20 to 29 years with a proportion reaching 35%. People are becoming more aware of what others are doing on social media as a result of the widespread use of TikTok, which can cause anxiety and fear of missing important moments. Fear of Missing Out (FoMO) refers to this. (*databoks.katadata.co.id*).

According to Przybylski et al., (2013) *FoMO* is the feeling when other people have more satisfying experiences and a strong desire to always be connected with what others are doing through cyberspace. *FoMO* started to become popular after JWT Intelligence conducted a study on it. The study stated that *FoMO* is the fear and anxiety experienced by someone when they are left behind, when their friends are having more fun than they are, or when someone misses out on trends that occur in life. social (Setiawan Akbar, Rizki. Aulya, Audry. Apsari, Adra. Sofia, 2018).

Lack of competence, autonomy, and connectedness are three needs that must be met by someone in order not to feel *FoMO*. (Christina et al., 2019). According to Pontes et al., (2018) stated that the feeling of *FoMO* or fear, anxiety about missing out on the latest moments, information and events in other people's lives, allows someone to become addicted to using social media. In addition, Przybylski et al., (in Christina et al., 2019) stated that using social media excessively, such as after waking up, while eating, or even while driving, supports the idea that social media use can cause *FoMO*.

Based on the opinion of Maysitoh et al., (2020), *FoMO* is a disorder that is quite dangerous if not prevented and overcome immediately, especially for students who play an important role in the development of a country. In the study of Beyens et al., (2016) showed that because women are more likely to worry about being disliked and have a strong desire to be recognized and appreciated by their peers, they experience higher levels of *FoMO* than men.

There have been several tragic events in Indonesia regarding *FoMO*, one of which was a teenager with the initials (FA) who was hit by a truck because he followed content on TikTok social media and died. By stopping a passing truck, the victim took part in the grim reaper challenge on TikTok. The incident occurred on July 11, 2021 on Jalan Raya RE Martadinata, Cikarang Utara District, Bekasi Regency (*Detik.com*). In addition to this incident, there was also a junior high school student with the initials (D) in Cibitung, Bekasi Regency in 2020 who died after being electrocuted by an electric cable on the roof of her house while trying to reach a cellphone that had fallen while playing the TikTok application (*Detik.com*). One of the many variables that can contribute to this excessive use of social media is loneliness.

According to Morahan-Martin & Schumacher, (2003), a lonely person mostly enjoys freedom by communicating online. When someone is lonely, they have a sense of alienation from their environment and cannot fulfill their demands for deep social relationships. Rejection, feeling unloved, feeling friendless, isolation, feeling misunderstood, being too quiet to open up, anxiety, and boredom are some of the factors

that cause loneliness (Bruno in Prameswari et al., 2022)

An online survey by *the Mental Health Foundation* in 2010 in the UK, showed that 2256 people found that 24% of them felt lonely. And individuals aged 18-35 years were more likely to experience loneliness. than 55 years old (Rustandi, 2022) . In Indonesia, research discussing loneliness does not have a definite evaluation, this is because the phenomenon of loneliness still occurs and has the potential to continue to increase. loneliness will occur when someone feels that they do not have someone who is able to understand them well (Cristina & Helsa in Sellawati et al., 2022) .

According to Kearns et al., (2015) , individuals who are aware of more people around them will feel less lonely. This is in accordance with Yurni's research (2015) which shows that lonely people have a lower tendency to form relationships compared to those who are not lonely.

According to Lodder et al., (2017) a person's impression of the quality of the friendships they form is what contributes to their loneliness. They create high expectations of the quality of friendships they should feel compared to the expectations created by their friends. Loneliness occurs when there is a significant mismatch between a person's actual social relationships and the social relationships they need or want (Perlman & Peplau, 1998) .

Fear of Missing Out Phenomenon (FoMO) which is caused by loneliness due to a lack of deep social ties is a widespread phenomenon along with the rapid growth of social media technology. *FoMO* can contribute to this condition, and loneliness is one element that can influence a person's tendency to use social media. For someone who is feeling lonely, using social media to connect with other people will be very helpful (Syahrani, 2021) .

A person who feels lonely is more susceptible to seeking attention that they have not received, one of which is seeking attention on social media by always following social developments and trying to show the wider community that they are a contemporary individual (Pristaliona et al., 2022) .

According to Yin et al., (in Fumagalli et al., 2021) , FoMO and loneliness are related, namely that individuals feel that their friends are involved in a fun and happier activity, which then arouses feelings of envy and loneliness. They tend to feel a kind of jealousy from their friends, feel less connected and afraid of being left out.

According to research by Zanah & Rahardjo, (2020) , loneliness and FoMO have an impact on students' addiction to social media. A person who is lonely and afraid of missing moments can be influenced by negative factors such as social media addiction. According to Rif'ayati's research, (2022) Loneliness and FoMO are directly correlated, so the lonelier a person feels, the more FoMO they experience, and vice versa.

According to research from Virnanda, (2020) Loneliness and fear of missing out are positively correlated, but weakly. This means that loneliness and fear of missing out are both influenced by factors other than the behavior people do when they are alone. In addition, research from Syahrani, (2021) in a study on the tendency of internet addiction in informatics engineering students, found that there is a correlation between the tendency of internet addiction and fear of missing out on moments (FoMO).

The results of a survey conducted by researchers on TikTok users aged 20 to 29 years, 78.8% admitted to accessing TikTok for more than 2 hours a day, 84.6% admitted to accessing TikTok when they felt lonely, 40.4% felt anxious if they did not access TikTok in a day and 59.6% admitted to always wanting to know the current viral trends or gossip that is being hotly discussed on TikTok social media.

Based on the explanation, it has been shown that loneliness is one of several things that can influence Fear of Missing Out (FoMO). Based on several facts and events that

have been discussed previously, it is considered important to conduct further research on the use of the TikTok application in early adulthood. The purpose of this study is to see how loneliness affects Fear of Missing Out in early adulthood in Pekanbaru.

METHOD

This study uses a quantitative correlational research type, which involves collecting data in the form of numbers, to determine the strength or direction of the relationship between the independent variable and the dependent variable. In this study were young adults in Pekanbaru, aged 20 to 29 years. With a population of 171,533 people (*bps.go.id*). Given the large population in this study and a 10% error rate, the accuracy of the sample obtained using the Slovin formula used to determine the sample size is 90%. A population of 171,533 people will be the minimum sample size for this study, which is 100 people, according to calculations using the Slovin formula. The sampling technique uses the *purposive sampling method*. The scale used in the data collection process for this study is the Likert attitude scale. The University of California Los Angeles Loneliness Scale Version 3 (UCLA LS), compiled by Ningsih, (2021) was then modified by the researcher as many as 20 items, and the *Fear of Missing Out scale* is based on factors created by Abdullah, (2021) and then modified by the researcher as many as 21 items. To be able to see the ability to distinguish between high or low subjects, namely by analyzing the item discrimination power using SPSS 25 for windows using the Cronbach alpha formula. The research hypothesis is that there is an influence between loneliness and Fear of Missing Out on TikTok application users in Pekanbaru.

RESULTS

The number of samples used in this study was 183 respondents with an age range of 20 to 29 years. The demographic data of the subjects in this study were gender, age, occupation, status and education. Based on the table below, it was found that the majority of respondents were female (61.2%), age range 22 years (29.5%), student occupation (70%), single status (53.6%), and last education high school (72.7%).

Table 1
Research demographic data

Demographic	Amount	Percentage
Gender		
Man	71	38.8%
Woman	112	61.2%
Age		
20	32	17.5%
21	32	17.5%
22	54	29.5%
23	23	12.6%
24	8	4.4%
25	7	3.8%
26	16	8.7%
27	4	2.2%
28	4	2.2%
29	3	1.6%

Work		
Work	44	24%
Doesn't work	11	6%
Student	128	70%
Status		
Marry	15	8.2%
Dating	70	38.2%
Single	98	53.6%
Education		
SENIOR HIGH SCHOOL	133	72.7%
D3	4	2.2%
Bachelor degree)	43	23.5%
Master (S2)	3	1.6%

Next, scale categorization is carried out using the results of the data description. Based on the elements measured, this scale categorization is used to categorize respondents into different groups over time. (Azwar, 2015) . Table 2 below will describe the five parts of the scale categorization formula used in this study, namely as follows:

Table 2
Categorization Formula

Category	Formula
Very high	$X \geq M + 1.5 SD$
Tall	$M + 0.5 SD \leq X < M + 1.5 SD$
Currently	$M - 0.5 SD \leq X < M + 0.5 SD$
Low	$M - 1.5 SD \leq X < M - 0.5 SD$
Very Low	$X \leq M - 1.5 SD$

To meet the correlation requirements, assumptions need to perform assumption tests first. Assumption tests consist of normality tests and linearity tests of the influence between independent and dependent variables.

Normality test is conducted to determine whether the research data is normally distributed or not. Using *SPSS version 25 for Windows* , the variables of loneliness and *Fear of Missing Out* in this study were analyzed and tested for normality. The Kolmogorov-Smirnov method can be used to assess whether the data is normally distributed or not by looking at the significance value of $P > 0.05$, conversely, if $P < 0.05$ then the distribution is not normal. The results of the data analysis are shown in Table 3 as follows:

Table 3
Results of the Normality Test of the Loneliness & Fear of Missing Out Scale

Variable	Significance	Information
Loneliness and <i>Fear of Missing Out</i>	0.200 ($p > 0.05$)	Normal

From the table above, it is shown that the loneliness variable and the Fear of Missing Out variable both have a significant value of 0.200 ($p > 0.05$). Based on the results of the normality test, it proves that the variable data is normally distributed.

The direction of the relationship between each research variable, including the Fear of Missing Out and loneliness assessment variables, was determined using a linearity test. This linearity test uses a significance level (p) of the F value (Linearity) of less than 0.05 to ensure that there is a linear effect between the loneliness variable and Fear of Missing Out. Meanwhile, if the significance (p) of the F value (Linearity) is greater than 0.05, the relationship between the independent and dependent variables is not linear. Table 4 displays the results of the data analysis as follows:

Table 4
Linearity Test Results of Loneliness and Fear of Missing Out

Variable	Significance of Linearity Test Results ($p > 0.05$)	Information
Loneliness & Fear of Missing Out	Linearity value F = 130.185 $P = 0.000$ ($p < 0.05$)	Linear

Based on the results of the linearity test, the linearity F value was obtained at 130.185 and the p value was 0.000 ($p < 0.05$). Thus, it can be said that the influence between Fear of Missing Out and the loneliness variable is linear.

Furthermore, a hypothesis test was conducted to test the influence between Fear of Missing Out and loneliness on TikTok application users in Pekanbaru. It can be said that the independent variable in this study uses a simple regression analysis technique that has a large influence on the dependent variable if p is less than 0.05. Conversely, the independent variable has no effect on the dependent variable if p is greater than 0.05.

Table 5
Hypothesis Test of Loneliness Against Fear of Missing Out

ANOVA ^a					
Model	Sum of Squares	f	Mean Square	F	Significance
Regression	1044.848		104.4848	1	0
Residual	1479.709	8	184.9636	27,807	0
Total	2524.557	8			b
1		2			

a. Dependent Variable: *Fear of Missing Out*

b. Predictors: (Constant), Loneliness

The results of the simple linear regression test above show the calculated f value = 127.807 with a significance level of 0.000 ($p < 0.05$). So the hypothesis is said to be accepted and it can be concluded that the loneliness variable has a positive effect on the dependent variable Fear of Missing Out on TikTok application users in Pekanbaru. Furthermore, using the unstandardized coefficient value, an analysis was carried out on the results of the coefficient value of the influence of loneliness on Fear of Missing Out on TikTok application users in Pekanbaru, which can be seen in table 6 below:

Table 6
Results of the Loneliness Coefficient Value Against *Fear of Missing Out*
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	27,977	1,964	.643	14,246	.000
Loneliness	.493	.444		1,105	.270

a. Dependent Variable: *Fear of Missing Out*

Based on the coefficient value above, it can be seen that the calculated t value is 11.305, so the t table value is 1.653. This means that the calculated t value is greater than the t table (11.305 > 1.653). Therefore, the hypothesis proposed is that there is a significant influence between loneliness and *Fear of Missing Out* on TikTok application users in Pekanbaru. This shows that H0 is rejected and H1 is accepted.

DISCUSSION

Based on the results of the regression analysis, it can be seen that the loneliness variable has a positive effect on the Fear of Missing Out variable because the calculated F value is 127.807 and the sig p value is (0.000) < 0.05, so it can be concluded that high loneliness will cause a high Fear of Missing Out as well. TikTok application users in Pekanbaru show that loneliness has a 41% effect on Fear of Missing Out, while 59% is influenced by other factors.

Gender-based demographic results show that 61.2% of respondents are female and 38.8% of respondents are male, with a total of 112 female respondents and 71 male respondents. TikTok users in Indonesia with female gender are more dominant as shown by *App Ape Lab research*, it can be seen that the gender difference between active TikTok users in Indonesia is 46.5% for men and 53.5% for women (Adnan, 2021). In the results of demographic data based on age, it can be seen that the age range of TikTok application users in Pekanbaru is 20-29 years. This is supported by the *Business of Apps report* which states that TikTok users globally are mostly in the age range of 20 to 29 years with a proportion of 35%.

Based on demographic data by occupation, there were 44 respondents in the employed category which was 24% of the total, 11 respondents who were unemployed, which was 6% of the total, and 128 respondents who were students which was 70% of the total. In line with the research of Sari et al., (2020) TikTok's latest feature, which can satisfy users and help them earn money and fame, shows how TikTok social media affects the way of life of students. In addition, Putri et al.'s research, (2019) stated that the ease of access to information about current events, makes the current Fear of Missing Out phenomenon more common among students.

The results of demographic data based on marital status category are 15 respondents

with a percentage of 8.2%, dating category 70 respondents with a percentage of 38.2%, and 98 respondents with a percentage of 53.6% for the single category. According to research conducted by Ayalon et al., (2013) single individuals have higher levels of loneliness than individuals who already have a partner.

According to demographic data based on the last education, the high school category was 133 people with a percentage of 72.7%, D3 was 4 people with a percentage of 2.2%, S1 was 43 people with 23.5%, and 3 people with a master's degree (S2) with 1.6%. This shows that the majority of respondents are high school graduates. In line with the research of Ariyanti & Sahal, (2023) which shows that based on the last level of education, most of the research respondents are high school graduates, where they use TikTok social media as marketing in marketing products and services.

The results of data analysis on the Fear of Missing Out variable are included in the high category, amounting to 55.7% or 102 respondents. Someone with a high level of *Fear of Missing Out* always wants to know what other people are doing. According to Przybylski et al., (2013) The anxiety that others have more valuable experiences than oneself is known as the Fear of Missing Out. It is characterized by a persistent desire to always be connected to what others are doing.

Furthermore, the results of the analysis for the loneliness variable are in the moderate category with a percentage of 37.2% or 68 respondents. According to Russell, (1996) The subjective emotion of loneliness is caused by a lack of connectedness between people. This is in line with the opinion of Akbar & Abdullah, (2021) who said that feelings of loneliness can be caused by the failure of social interactions that make individuals seek better social interactions through social media. By using social media, someone can express themselves more freely and get more attention.

Researchers concluded that those who experience high levels of loneliness also experience high levels of fear of missing out. This is in line with the research of Salinding & Soetjningsih, (2022) which showed results that there is a relationship between loneliness and Fear of Missing Out. Through social media, people feel as if they are connected to others, thus preventing them from feeling lonely.

The weakness of this study is using purposive sampling technique. Purposive sampling technique is more appropriate for qualitative research than quantitative and cannot be used as a generalization to make statistical decisions.

CONCLUSION

According to the results and discussion, there is an influence of loneliness on Fear of Missing Out in TikTok application users in Pekanbaru by 41%. With a percentage of 53%, the medium category dominates in terms of loneliness, while with a percentage of 55.7%, the high category dominates in terms of Fear of Missing Out . Simple linear regression analysis shows that there is a strong positive influence between loneliness and Fear of Missing Out in TikTok application users in Pekanbaru, with a significance level of 0.000 ($p < 0.05$) and a calculated F value of 127,807. This influence explains that the higher the loneliness a person feels, the higher the Fear of Missing Out will be. Likewise, the lower the loneliness a person feels, the lower the Fear of Missing Out will be.

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