

The Phenomenon of FoMO (Fear of Missing Out) Culture on Tiktok Social Media among Gen Z

Fenomena Budaya FoMO (Fear of Missing Out) di Media Sosial Tiktok pada Kalangan Gen Z

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Abstract

The Fear of Missing Out (FoMO) phenomenon has become one of the significant impacts of social media use, especially among Generation Z who grew up with the development of digital technology. This research aims to explore how FoMO affects Gen Z's communication patterns and social interactions, with a focus on the TikTok platform. FoMO is defined as anxiety that arises from the fear of missing valuable moments or not engaging in activities that are considered important by the social environment. The research used a qualitative approach with descriptive methods, involving five Gen Z respondents aged 18-23 who actively use social media. The results show that FoMO affects Gen Z's behaviour in several aspects, such as excessive duration of social media use, smartphone dependence, and pressure to always follow trends or viral content. TikTok, as a short video-based platform, reinforces this phenomenon with algorithms that encourage intensive engagement. In addition, FoMO also impacts Gen Z's communication patterns, which tend to be more virtual than face-to-face, thus affecting the quality of their social interactions in the real world. This research highlights the importance of understanding the psychological and social impacts of FoMO in the context of digital culture. The findings can be used to design interventions to reduce the negative impact of FoMO and encourage healthier social media use in the digital culture.

Keywords: FoMO (Fear of Missing Out); Generation Z; Interaction Social; Social Media; TikTok

Abstrak

Fenomena *Fear of Missing Out (FoMO)* telah menjadi salah satu dampak signifikan dari penggunaan media sosial, khususnya di kalangan Generasi Z yang tumbuh bersama perkembangan teknologi digital. Penelitian ini bertujuan untuk mengeksplorasi bagaimana FoMO memengaruhi pola komunikasi dan interaksi sosial Gen Z, dengan fokus pada platform TikTok. FoMO didefinisikan sebagai kecemasan yang muncul akibat ketakutan kehilangan momen berharga atau tidak terlibat dalam kegiatan yang dianggap penting oleh lingkungan sosial. Penelitian menggunakan pendekatan kualitatif dengan metode

deskriptif, melibatkan lima responden Gen Z berusia 18-23 tahun yang aktif menggunakan media sosial. Hasil penelitian menunjukkan bahwa FoMO memengaruhi perilaku Gen Z dalam beberapa aspek, seperti durasi penggunaan media sosial yang berlebihan, ketergantungan pada smartphone, serta tekanan untuk selalu mengikuti tren atau konten viral. TikTok, sebagai platform berbasis video pendek, memperkuat fenomena ini dengan algoritma yang mendorong keterlibatan intensif. Selain itu, FoMO juga berdampak pada pola komunikasi Gen Z yang cenderung lebih virtual dibandingkan tatap muka langsung, sehingga memengaruhi kualitas interaksi sosial mereka di dunia nyata. Penelitian ini menyoroti pentingnya memahami dampak psikologis dan sosial dari FoMO dalam konteks budaya digital. Temuan ini dapat digunakan untuk merancang intervensi guna mengurangi dampak negatif FoMO serta mendorong penggunaan media sosial yang lebih sehat di kalangan Gen Z.

Kata Kunci: FoMO (Fear of Missing Out); Generasi Z; Interaksi Sosial; Media Sosial; TikTok

1. Introduction

FOMO (Fear of Missing Out) is a term in modern culture used to define individuals who constantly want to follow trends or activities that are popular or ongoing in their environment or on social media. (Przybylski et al., 2013) define FoMO as the anxiety of missing out on valuable moments, where individuals feel they cannot be present in a certain situation. This anxiety is marked by a desire to stay connected with what others are doing and showcasing in their surroundings and on social media. According to (Przybylski et al., 2013), FoMO is essentially the fear and anxiety that individuals experience when they believe they are missing out on an interesting or enjoyable event, which leads to a compulsive desire to be physically present and participate in these activities. FoMO is not triggered by what one will gain, but rather by the fear of what one might miss from events happening around them and on social media.

The phenomenon of FoMO is a new cultural trend that has emerged and spread as a consequence of social media. The implementation of information technology in public life has had a significant impact (Tawaqal et al., 2025). The need for communication has grown, and communication media have evolved with technological changes (Tawaqal, Taufiq, et al., 2024b). FoMO is one of the negative side effects of modern life, which is facilitated by technology. The more active individuals are on social media, the more likely they are to experience excessive behavior related to FoMO. Long before the development of social media, FoMO was already present in everyday life, as individuals could feel fear and anxiety in various situations. The presence of social media, however, has made FoMO more intense and widespread due to internet penetration via gadgets and digital marketing (McGinnis et al., 2020).

Excessive use of social media can lead to a FoMO-like condition, where individuals feel the need to keep up with the latest trends or activities done by many people online. This creates a need to stay connected with their social environment (the need to belong). If they are not involved in ongoing conversations or activities discussed within their social circles they may feel they cannot interact socially with their peers (McGinnis et al., 2020). The development of social strengthened the influence of FoMO by providing a platform to share content that can trigger feelings of dissatisfaction and a desire to always be involved in what is trending or viral. However, social media also plays a role as a center for social interaction and a place to share information in the digital world. In the context of digital culture, FoMO in the use of social media can push individuals to engage in behaviors that reflect a desire to stay connected with activities considered trendy or relevant in both their physical and online environments (Wiryaningrum et al., 2023).

Generation Z (Gen Z) consists of people born between 1997 and 2012, according to data from the Indonesian Central Statistics Agency (BPS) based on the 2020 Census, which refers to the classification used by William H. Frey in his scientific paper "Analysis of Census Bureau Population" (Armanda et al., 2023). Gen Z is the first generation to grow up in the digital era, with extensive access to the internet, social media, and smartphones. They are deeply integrated with technology and social media platforms from an early age. Zorn (in Qurniawati & Nurohman,

2019) stated that Gen Z is considered highly tech-savvy, possibly even more so than Millennials. Gen Z is often more proficient in using devices and social media platforms, and they are faster at adapting to new trends in the online world, as they have grown up with smartphones and social media.

In the context of digital culture, FoMO often pushes individuals to stay engaged in behaviors that reflect a desire to be connected to activities that are trendy, viral, or relevant in both their surroundings and on social media. At the interpersonal communication level, FoMO drives individuals to follow ongoing popular activities, such as food trends, popular hangout spots, new products, and various other social phenomena that are frequently shared on social media. This creates pressure to stay up-to-date, leading to a communication pattern that is often consumptive, based on popularity and online visibility. People exhibiting FoMO tend to use social media excessively, feeling afraid of being rejected or ostracized if they do not follow the trend, and they may be overly committed to staying updated regardless of whether it is possible or practical for them (Armanda et al., 2023).

This phenomenon does not only affect how individuals feel about themselves in a social context but also influences the dynamics of collective communication and social interaction. It impacts how people behave, communicate, and interact with others, both in the real world and in the digital space (Tawaqal, Poedjadi, et al., 2024a). FoMO reflects a desire to always be

connected to what is popular, but it also influences how individuals build their personal brands and interact with others in the real world. The consequences of FoMO, driven by excessive social media use, have changed how Gen Z communicates, creating new communication norms. In an effort to maintain connection and relevance in their social networks, individuals may continuously monitor the latest activities and news on social media. This strengthens the FoMO cycle, where the need to stay updated often replaces more important needs in the real world (Armanda et al., 2023).

This study merges elements of psychology (FoMO) with media and communication studies to reflect the complexities of social interaction in digital age. The choice of this topic demonstrates an effort to explore and context of digital communication. Therefore, the researcher has chosen the title "The Phenomenon of FoMO Culture (Fear of Missing Out) on Social Media TikTok Among Gen Z." This title is relevant both academically and in the social and cultural context, providing an opportunity to explore changes in communication behavior driven by digital technology and social media. The title highlights that FoMO is not only a personal feeling but also a factor that shapes Gen Z's strategies and how they interact socially to maintain connectivity and relevance on social media platforms (Taufiq et al., 2024).

The objective of this study is to identify and analyze emerging communication patterns as a consequence of the FoMO phenomenon among Gen Z. This

includes examining the frequency of social media use, the types of content shared and consumed, and the communication strategies used to reduce or overcome FoMO. The study also aims to investigate how FoMO influences Gen Z's digital communication culture, including how social media facilitates the formation of new communication norms, values, and practices based on active participation in trends and viral content in response to FoMO. Additionally, this research will contribute to communication theory and social theory by expanding our understanding of how digital technology and social media influence interaction and identity construction.

2. Literature Review

2.1 Theory Constructionism Social

The theory of social constructionism was first introduced by Thomas Luckmann and Peter L Berger through their book "The Social Construction of Reality: A Treatise in the Sociology of Knowledge" (Pramono et al., 2024) which states that social reality is not objective and permanent, but is formed and maintained through social interaction. Social constructionism theory is a theory that examines how the working method of a reality will be viewed as a result of construction. Social constructionism theory is a perspective in social knowledge that focuses on how social reality is formed through human interaction. This theory states that knowledge and meaning about the world are not something objective or naturally determined, but rather the result of the construction of social events that

occur in everyday interactions between individuals and groups in a society. In other words, social reality is considered as something that is constructed and understood collectively through language, communication, and cultural practices. Social constructionism argues that the meanings, norms, and values that exist in society do not exist by themselves, but are formed through the communication process that occurs between individuals or groups. It is through this communication that society creates and strengthens their construction of reality, which is then widely accepted as part of a mutually recognized social fact. In this case, individuals are not passive recipients of existing realities, but they play an active role in shaping and influencing how they understand the social world around them.

According to social constructionism theory, learning and development come from interactions between individuals and other individuals. This theory has the idea that constructed or established reality is the result of a person's interaction process with society and culture. This theory sees a collaborative process between humans and culture. In the context of phenomena such as FoMO that are developing on social media, social constructionism theory explains that communication that occurs on platforms such as TikTok plays an important role in shaping social realities and constructive social norms that influence individuals (De Castro & Gonçalves, 2024). This theory assumes that communication is a social process that not only conveys information, but also forms social

meanings that regulate relationships between individuals and groups in society. FoMO, for example, is a phenomenon that does not just happen, but is formed through social interactions on social media platforms. Social norms that develop on social media such as TikTok shape how people feel about certain social environments, especially those that are trending or popular. In the perspective of social constructionism, FoMO is part of social constructionism where individuals feel left behind or isolated because they are not involved in popular social activities, which occur through the communication process on the platform. The concepts in social constructionism theory, interpersonal communication, social constructionism, social influence, social media as a previous reality.

2.2 FoMO According To Experts

FoMO (Fear of Missing Out) is a word in modern culture that is often used to define individuals who always want to follow something or an activity that is being enjoyed or done by many people in their environment or on social media. The term FoMO was first introduced by an American researcher named Patrick McGinnis, in an article entitled "Social Theory at HBS: McGinnis' Two FOs" published in the Harvard Business School magazine entitled "The Harbus" in 2004 (McKee et al., 2024). FoMO is a cultural phenomenon of interpersonal communication in which individuals feel anxious and afraid of missing out on something new such as news, trends, activities, and other things that are going viral. FoMO refers to an individual's

anxiety and fear when missing out on a moment, information, or opportunity that is considered important in their environment or on social media.

Przybylski et al., (2013) defines FoMO as anxiety about missing precious moments of an individual or other group where the individual cannot be present and is characterized by the desire to always stay connected with what others are doing and show off in the surrounding environment and social media. Przybylski et al., (2013) FoMO is actually the fear and anxiety of individuals who feel that there will be an interesting and enjoyable event that will occur in an activity, thus causing a compulsive desire from the person to require themselves to be in that place and experience the events there. FoMO is not triggered by what will be obtained, but by what might be missed from an event that occurs in the surrounding environment or on social media.

According to experts, FoMO is greatly influenced by technological developments, especially social media, which provides fast and continuous access to other people's experiences. According to (McKee et al., 2024), social media plays an important role in triggering feelings of FoMO, because individuals can see the activities of friends or other people directly, which encourages them to compare themselves with the lives of others. This often causes feelings of discomfort, satisfaction, and anxiety, because individuals feel left behind in certain experiences or achievements. Meanwhile, according to Sherry Turkle in (Belaid, 2018), a professor from MIT, stated that

FoMO is also related to the human need to be accepted socially. Turkle said that although social media makes it easy to connect with others, dependence on these platforms can actually worsen feelings of loneliness and social isolation, because many people feel underappreciated if they do not follow trends or experiences shared by others.

In general, FoMO encourages individuals to continue to engage in social activities or trends that are popular in order to maintain their relevance and visibility in the digital world. In this context, communication is not only seen as a means of sharing information, but also as a tool for building self-image and personal branding on social media platforms. In order to be seen as related to viral activities, individuals may feel compelled to follow the same activities or share similar experiences through social media. This creates pressure to appear active and keep up with what is happening that is considered important by their social environment which is often determined by the norms that develop on social media platforms (McKee et al., 2024).

2.3 Social Media

Social media is a digital platform that allows users to interact, share information, and produce content for free in the form of text, images, videos, or audio. (Kaplan & Haenlein, 2020) defines social media as "internet-based group applications that build virtual communities and allow individuals to share content, communicate, and interact with each other." Social media provides a space for individuals to build social

networks, get information, and participate in various online activities that allow them to feel connected to the world around us. Social media has revolutionized the way we interact and communicate, changing the dynamics of social connections in both personal and social contexts. Not only is it a means of sharing information, social media also facilitates the formation of broader personal branding and allows individuals to interact with various social media environments around the world. On social media platforms like TikTok, individuals can share almost every aspect of their lives, from personal moments, daily activities, to personal views or opinions on various social issues. This triggers the formation of a new social construction, where through interactions that occur on social media, individuals begin to determine what is considered important, popular, or successful in society. Along with the development of social media usage, the emergence of new trends or standards about what is considered success or happiness is also getting stronger (Kaplan & Haenlein, 2020).

For the Gen Z generation, social media is not only a place to share content or spend free time, but also the main platform to form and express their personal branding which often displays an ideal and unrealistic image of life. In many cases, the content shared on digital platforms, be it images, videos, or stories, often only covers the positive side of life, while challenges or difficulties are not shown. This selection process forms a misperception of other people's lives and creates unrealistic

standards for individuals who consume it.

In the digital era, FOMO is increasingly a major concern, especially because social media allows us to constantly see what other people are doing. Access to other people's lives that seem ideal or interesting, especially on platforms like TikTok, makes individuals feel pressured to always follow trends, follow viral social activities, or be part of an exclusive digital community (McKee et al., 2024). FOMO in this context is a form of anxiety triggered by the inability to follow and participate in these social experiences. TikTok is a video-sharing platform that allows its users to create, watch, and share short videos with various creative effects. TikTok has its own algorithm that drives viral trends and challenges that allow its users to participate in digital social activities. With its fast, easy-to-access nature, and full of diverse content, TikTok makes its users feel as if they have to always keep up with the latest viral content so as not to feel left behind.

2.4 Research Review

This study builds on several previous studies examining the impact of FoMO (Fear of Missing Out) on Gen Z across regions in Indonesia, each of which provides valuable insights while presenting unique findings and gaps. "The Impact of FoMO on Mental Health in Gen Z: A Case Study in Jakarta" by Anggraini and Arifin (2022) used a quantitative method with an online survey to examine the impact of FoMO on mental health among Gen Z in Jakarta. The study identified a

positive relationship between high levels of FoMO and increased anxiety and stress, particularly among students and young professionals. The aim of the study was to understand the impact of FoMO on mental health, and found that intensive social media use worsened mental well-being. Similarities: This study focused on the impact of FoMO on mental health. Differences: This study was conducted in Jakarta, using an online survey. Gaps: This study only examined the impact of mental health on students and young professionals in Jakarta, without comparing the impact across age groups or regions, where social contexts may differ. "Factors Influencing FoMO Among Gen Z in Bandung" by Putra and Sari (2023) used quantitative methods with regression analysis to investigate the factors contributing to FoMO in Bandung. Their study revealed that frequency of social media use, type of content, and online social interactions significantly influenced the level of FoMO. Similarities: This study also focused on factors influencing FoMO, similar to the Jakarta study. Differences: This study highlighted the role of social media frequency and type of content, which were not emphasized in the Jakarta study. Gaps: This study did not explore psychological or cultural factors that may exacerbate FoMO in Bandung, leaving room for further investigation on these aspects.

In "FoMO and Consumer Decision Making Among Gen Z in Surabaya", Wijaya and Hadi (2021) used quantitative methods with surveys and statistical analysis to analyze the impact of FoMO on

consumer behavior. The findings showed that FoMO led to impulsive purchases and increased spending, especially for products promoted on social media. Similarities: This study focused on the behavioral effects of FoMO, similar to the previous study. Differences: The focus is on consumer behavior and impulse buying, not mental health or social engagement. Gaps: The study does not consider external factors, such as social or environmental influences, that may influence purchasing decisions and could be explored in future research.

Lestari and Subianto's "The Impact of FoMO on Social Engagement and Emotional Well-Being Among College Students in Yogyakarta" (2022) used quantitative methods with surveys and correlational analysis to explore the relationship between FoMO, social engagement, and emotional well-being. The study found that while FoMO increased social engagement on social media, it decreased emotional well-being, suggesting a trade-off between online interactions and mental health. Similarities: Like the Jakarta study, this study examines the impact of FoMO on mental health. Differences: This study adds a focus on emotional well-being and social engagement, unlike the other studies. Gaps: The study does not consider factors such as gender differences or family background that may influence social engagement and emotional well-being.

Finally, Arifin and Ningsih's (2023) "FoMO and Coping Strategies for FoMO Among Gen Z in Medan" used qualitative methods, including in-depth interviews and thematic

analysis, to identify FoMO coping strategies used by Gen Z in Medan. The study showed that social media time management and engagement in offline activities were effective in reducing the impact of FoMO. Similarities: The focus was on managing the impact of FoMO, as in previous studies. Differences: This study used a qualitative approach and explored coping strategies, while other studies primarily used quantitative methods. Gaps: This study did not examine the effectiveness of coping strategies in the long term and could benefit from a longitudinal study.

In summary, although all of these studies explored the impact of FoMO on Gen Z, they differ in their focus areas (mental health, consumer behavior, social engagement, coping strategies), methodology (quantitative vs. qualitative), and geographic location (Jakarta, Bandung, Surabaya, Yogyakarta, and Medan). Identified gaps include the need for cross-regional comparisons, deeper investigations into psychological and cultural factors, and the role of external influences.

3. Research Method

3.1 Method Study

Researchers use a qualitative approach. A qualitative approach is an approach that is oriented towards natural events. This research is natural and there are no laboratory tests, this qualitative research aims to describe the conditions in the field. Thus, qualitative research is often referred to as naturalistic, inquiry, or field study. Seidel et al., (2023) This study uses a descriptive approach. Descriptive research is a type of

research that aims to describe a very complete picture related to what is in the field. And explains a phenomenon or social event by describing the variables related to the current phenomenon being tested (Sugiyono, 2019).

3.2. Objects And Subject Study

The object of this study is around the scope of FoMO. The subjects in this study were 5 Gen Z people with the criteria: age (18-23 years), actively use gadgets and social media in daily activities, follow existing trends, follow many influencers or celebrities, and willing to be interviewed and asked for information.

3.3 Data Collection Techniques

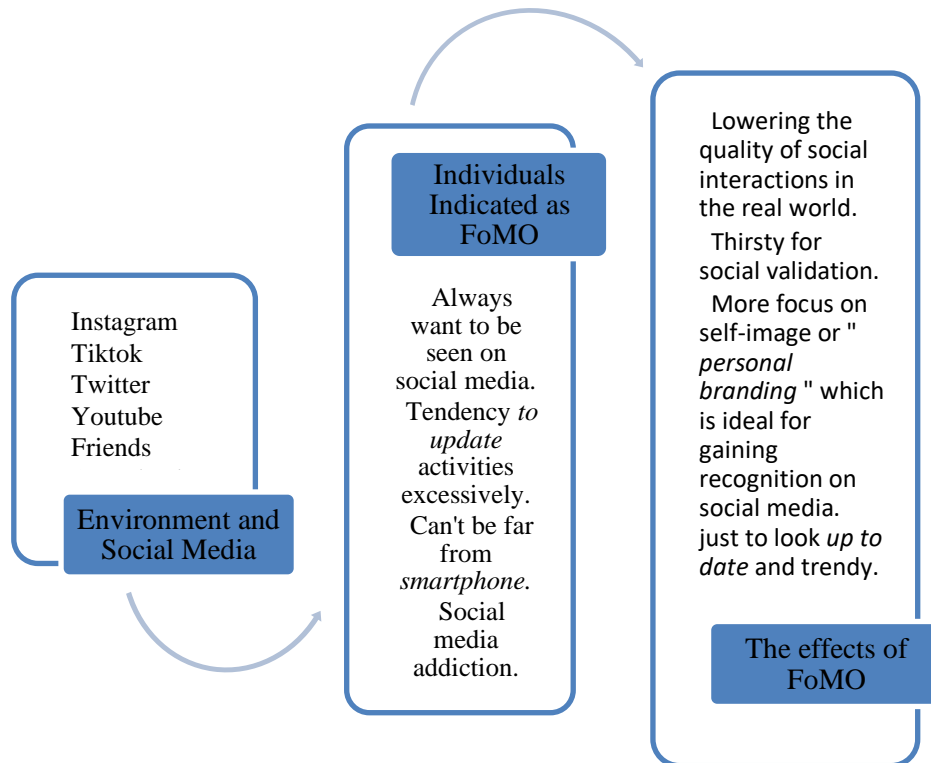
Researcher in data collection using several techniques (Sugiyono, 2019), including : (1). Interview, interview is one of the data collection techniques in qualitative research, simply put, interview is a process of interaction with sources through direct communication. Data collection through interviews is used to describe and explain what happened in the research in order to study the FoMO phenomenon among Gen Z. To find the information obtained, researchers began with interviews with a number of sources who are active Gen Z social media users. Some of the questions raised in this interview were “what is meant by the FoMO phenomenon and how does it affect Gen Z”, this question was raised to explain the definition of FoMO understood by the interviewee and how this phenomenon affects the behavior and mental well-being of Gen Z, especially in the context of

social media use. The second question was “are there any positive benefits that can be generated from the FoMo phenomenon in Gen Z communication”, this question was raised to answer whether fomo only has a negative side or whether there are positive benefits such as increased openness and access to more valuable information. The next question was “what are the things done to control and reduce the negative impacts of fomo” this can provide important information on how to reduce and overcome the negative impacts of fomo, such as increasing self-awareness, managing screen time, and focusing on interactions in the real world. (2). Observation, this research begins with collecting data that will be needed in the research. The observation method is a data collection technique carried out by observing and recording the conditions or behavior of the target object. In a broad sense, observation is not limited to observations made either directly or indirectly. (3). Library Research, library research is research that uses techniques through books, magazines, documents, and historical stories to obtain information. Researchers use this technique to understand and collect data by reading relevant sources, such as e-books or journal publications.

3.4 Framework Thinking Research

Framework thinking on research This is because of social media has become an integral part of life everyday, especially for Gen Z who are growing up with digital technology. Various social media platforms are very popular among them and function as means main For interact, share and earn information. Social media change the way people, especially Gen Z, interact and communicate, often become comparison intense social. FoMO can impact negative on aspects social and psychological. FoMO can influence pattern use of social media, such as duration use as well as type liked content. FoMO can influence decision individual related with activity social, media consumption, and interactions. FoMO often affected by pressure social and cultural, as well as norms new and expectations created consequence from existence FoMO. Identifying How method individual adapt and manage FoMO can help in understand How they find balance between digital connectivity and real world life. Understanding phenomenon FoMO can help in to design intervention For reduce impact negative the as well as influence policy social and practice best in use of social media.

Figure 1.
Research Framework



4. Result and Discussions

Table 1. List of Informant

No	Name Initials	Age	Activity/Employment
1.	F.A	21	Content Creator, Digital Marketing, Student
2.	D.A	22	KOL Specialist
3.	N.N.S	20	Student
4.	A.A	20	Student
5.	A.P	21	Content Creators and Students

The informants, aged between 20 and 22, represent the majority of Generation Z. Their involvement in activities ranging from content creation to student life places them in a digital ecosystem where FoMO is

widespread. As they engage with platforms like TikTok, their constant need to stay informed, relevant, and socially validated contributes to the development and experience of FoMO. "Sometimes, I feel anxious if I'm not on top of all the trends or don't know what's going viral. It can make

me feel like I don't belong or am irrelevant in my group. But after a while, I realized that it's just pressure that exists on social media, not in real life." "I feel pressured if I don't update on TikTok or Instagram. All my friends are always sharing what they're doing, and if I don't join in, I feel like I'm really missing out. So I upload more often whatever I'm doing so that I don't miss out, even if it's sometimes unimportant". This is in line with the research focus on how digital communication shapes Gen Z's social interactions and their desire to not miss out on trending activities, which reinforces the broader concept of FoMO in the digital space. Based on the framework of the image I uploaded, here is a discussion of the results for the topic of the FoMO (Fear of Missing Out) Cultural Phenomenon Like on TikTok Social Media Among Gen Z in the context of Gen Z's Social Interaction in the Digital World: A Descriptive Study of FoMO in Digital Communication.

4.1. Environment and Social Media

Instagram, TikTok, Twitter, YouTube, Friends, and Organization are the main platforms that shape Gen Z's social landscape. These platforms play a significant role in how they interact in the digital world. TikTok, for example, is one of the most used platforms by Gen Z to share content, follow trends, and interact with their peers. "I started to feel like I was talking to people more via DM or chat than I was in person. Sometimes I feel more comfortable communicating on social media because it's easier and faster. But I realized that sometimes the direct connection is more real." The existence of these platforms

creates an interconnected environment where individuals often see real-time updates about other people's activities. This increases the need to stay engaged in the digital world and creates a strong desire to not miss out on the latest information or trends (FoMO).

4.2. Individuals Indicated as FoMO

Always wanting to be seen on social media is a main characteristic of individuals who experience FoMO. Generation Z often feels the need to show their existence on social media by sharing their activities, sometimes excessively, in order to stay relevant in the eyes of their friends or followers.

The tendency to update activities excessively is also seen among Generation Z. They feel pressured to upload the latest things to stay up to date and show that they are not missing out on the latest trends.

Not being able to be away from smartphones is closely related to FoMO. Generation Z finds it difficult to get away from their devices because social media is an inseparable part of their daily lives, leading to increased social media addiction.

4.3. Impact of FoMO

A decline in the quality of real-world social interactions is one of the main consequences found in this study. Generation Z, because they are too focused on updates that occur on social media, often neglects face-to-face interactions with friends or family. This can lead to shallower and less meaningful relationships in the real world.

The thirst for social validation is another significant impact. Many individuals who experience FoMO seek recognition through likes, comments, and followers, which ultimately become the main measure of their self-worth in the digital world. The focus on self-image or "personal branding" is increasingly prominent. Gen Z tends to focus on how they are perceived by others on social media, trying to appear trendy and up-to-date to maintain relevance and gain social recognition.

By examining the strong influence of social media on the lives of Gen Z, especially on platforms such as TikTok, this study highlights how the FoMO phenomenon affects their communication and social interaction patterns, both positively and negatively. Among Gen Z, FoMO has become a kind of new communication culture that influences the way individuals behave, communicate, and interact in their daily lives. Gen Z does not view smartphones and social media as devices or platforms, but rather as a view of a way of life. A study conducted by Goldman Sachs found that almost half of Gen Z is connected online for 10 hours a day or more. Research conducted by (Przybylski et al., 2013) shows that the maximum normal duration for doing activities in the digital world or via smartphones in a day is 257 minutes or around 4 hours 17 minutes. The study believes that using a smartphone for less than 4 hours will not hinder individuals from socializing in the real world, but can actually make them have competent abilities in terms of technology. However, on the other hand, if it turns out that smartphone

use is more than 4 hours, then smartphones can interfere with brain performance and affect the quality of socialization and individual emotions in the real world.

Activities in the very dense digital world will be absorbed and become part of everyday life, so that the need for emotional gain from the digital world is also part of social interaction, not just as entertainment. Another study found that one in five Gen Z will experience negative symptoms when kept away from their smartphone devices. Gen Z tends to spend a lot of time on the TikTok social media platform. They use social media to build personal branding, build social connections, share information about moments in their lives, and also to be able to continue to see what activities are being done or liked in their social environment and on their social media.

Social media is at the highest level in increasing the FoMO phenomenon among Gen Z. Through social media, we can see many possible posts, some of which are currently trending, then people who are indicated as FoMO will usually feel left behind because they miss these precious moments and then feel unable to follow social interactions with their social environment. Of course, this creates a social environment that is continuously exposed to trending or viral activities, thus triggering high social pressure to always be connected and involved in everything or activities that are trending or viral, because unknowingly many individuals use trends as a benchmark to continue to be able to follow their social

interactions. The result of FOMO, namely social media addiction, is what often happens and is not realized by many individuals, that in fact humans still need direct interaction intake, because what is seen on social media is not necessarily true and may not be as beautiful as imagined. Social media is just a fake digital world, a world created by its own users. Alone with their personal branding they build based on their true ideal life desires even by covering up their real lives.

FoMo also influences the way Generation Z communicates, they tend to be less verbal in communicating, tend to be egocentric and individualistic, tend to want everything to be instant, impatient, and do not appreciate the process, so they communicate more often virtually, because they consider virtual communication to be uncomplicated and instant. They often use text messages, group chats, or social media applications to talk about things or activities that are trending or viral that will be planned to be done in the future. This discussion is often triggered by dissatisfaction with wanting to miss out on things or activities that are considered important and fun because they are trending or viral. Social media provides ease of communication that can happen anytime and anywhere. The ease of communication in this digital era is that they are used to communicating more often through social media. Social media is like a knife that has two sides, social media can be used as a tool in establishing relationships where when viewed from the theory of symbolic interaction, interactions

on social media can be established only with the presence of image posts and icons presented on the platform. Interpersonal communication in this case is a process of exchanging messages to achieve a common meaning between one individual and another in a certain situation, which is usually done directly face to face, but with the existence of technology, interpersonal communication has shifted by using technology as a medium for communication. However, on the other hand, social media itself has the potential to reduce the quality of our social interactions in the real world. When we focus too much on what is happening on social media, we may lose time to interact directly in the real world, which can cause us to pay less attention to the people around us and less concerned with the events that we are currently experiencing directly.

Social media makes its users more familiar with the digital world than the real world. FoMo can also encourage Gen Z to engage in consumer behavior. They may feel the need to buy items that are going viral, follow fashion trends, or visit places that many people like just to feel like they can continue to follow social interactions with their social environment or just to show the lifestyle they want with personal branding that has been created and supported by social media. Tiktok is currently widely used as a medium to promote everything. Purely digital marketing activities, using social media advertising starting from TikTok as a social media that will be the next target of marketing media (Wiryany et al., 2023). Activities like this are often referred to as Social

Media Marketing Activities (SMMas) (Wirany, Poedjadi, and Prayoga 2023).

According to the Department of Psychology, School of Social Sciences, Nottingham Trent University, England, the danger of FoMO is that it can make individuals act beyond reasonable limits on social media just to be able to follow things that are viral and trending. They won't care whether they are really able or not to follow the trend, but for the sake of others, they won't care whether they are able or not to follow the trend. If they want to appear up to date, they will be willing and do everything they can to force themselves to follow the trend. Not only afraid of being left behind by viral things or trending activities in their environment and on social media, Gen Z who experience FoMo also often deliberately post photos, stories, or even promote their fake self-branding based on the personal branding they want to display just to look up to date and trendy. Ironically, many of them consider this to be just a search for sensation and their fake happiness on social media. However, besides that, FoMO also has a positive impact on the communication aspect which will cause a more open mindset, valuable information and insights that are easily obtained, on social media, especially those affected by FoMO will show feelings and sympathy from what they see. The self-concept in FoMO will fully support the needs felt both personally and by the wider community, which is implied through positive attitudes in harmony.

On the other hand, the existence of social media is not only for

socializing, but also to get a lot of information that is a trigger or reason why so many Gen Z do not want to be left behind in following the trend of using social media. Getting a lot of up-to-date information about the surrounding environment and social media is a necessity for Gen Z to explore interesting things in themselves and become an inspiration for themselves to dare to do things that are outside their comfort zone and also compared to their background or experiences. As discussed previously, individuals will look for and be more interested in content that is relevant to them to get satisfaction and express themselves so that it becomes a motivation for other individuals to develop and shape themselves. This is related to previous research, which explained for example that vlog content can influence the formation of attitudes towards subjects or audiences, because of the relevance of the pleasure they see so that there is a desire to be like the person they are watching.

However, with the freedom of expression, many social media users tend to be negative because they are too open-minded and feel free on social media, so that many negative tendencies emerge such as the use of harsh language and the possibility of actions that can harm others just to go viral. Of course, the good and bad treatment of idols and influencers will affect how they are inspired by their followers, because self-formation tends to be tentative from a positive or negative perspective. Gen Z, who are still in an unstable age, are easily influenced by what they see and watch, so that many Gen Z behaviors

are created as a result of imitating what their idols and influencers do. Every idol and influencer will always have their own advantages and disadvantages, not all of them are positive, not all of them are negative, depending on which point of view we see it from.

Therefore, Gen Z as a generation that is still unstable must be able to distinguish the positive and negative sides of each person and must be able to distinguish what things are good and bad. Only one can be imitated and can also only be used as a learning material for future life. It is important for Gen Z to develop a healthy self-awareness about social media use and its impact on many aspects of their lives. Gen Z needs to understand that what they see on social media does not always reflect real life and it is important for them to focus on their true values and personal goals, not just to keep up with what is trending or viral. Gen Z also needs to learn how to manage and overcome feelings of FoMO. This includes developing skills to make healthy decisions about how they spend their time and energy, as well as building strong and meaningful social media connections outside of the virtual world. FoMO can be detrimental to an individual's social skills, as they tend to prefer interacting in the digital world rather than interacting directly in the real world, this can result in a lack of experience in dealing with social situations in a way that is straight to the point to develop healthy social media skills. Excessive social media use can also lead to awkward social moments that individuals need to interact in person, the skills to build interpersonal

relationships in real life can be eroded if the majority of social interactions occur virtually. Stopping social media use can lead to feelings of fear or anger, and increase dissatisfaction.

This life shows that dependence on social media and FoMO can significantly affect overall mental well-being. A balanced pattern of adopting social media usage is key to good mental health. Gen Z needs to learn to manage their time wisely between activities on social media and activities outside the virtual world that support their well-being in a balanced and holistic way. With better self-awareness of how social media and FoMO can affect their lives, Gen Z can develop healthy usage patterns and contribute to their overall mental and social balance. This study shows that this issue is a serious challenge that needs attention. Support from individuals, families, and the surrounding public is essential to help Gen Z face this challenge wisely and strongly. Introducing limits on time spent on social media can help reduce the negative impact of FoMO, this involves setting healthy screen time, making time for activities outside the virtual world, such as exercise, reading, or gathering with friends and family in person. Promoting healthy self-awareness about social media use can help Gen Z recognize when FoMO may start to affect their behavior and thoughts. Support and encourage Gen Z to develop healthy coping skills for FoMO, such as managing social expectations and building self-confidence that doesn't rely on online validation.

5. Conclusion

The Fear of Missing Out (FoMO) phenomenon among Gen Z has attracted the attention of many researchers. Various studies have shown significant impacts experienced by individuals from this generation, both psychologically and socially. One relevant study conducted by Andrew Przybylski (2018) revealed that FoMO is triggered by feelings of worry when individuals feel isolated or left behind from the experience of social problems that occur in the digital world. Przybylski stated that although FoMO can increase engagement in online social activities, it can also cause feelings of discomfort, satisfaction, and anxiety due to ongoing social comparison. FoMO also affects the way Gen Z communicates, they tend to be less verbal in communicating, tend to be egocentric and individualistic, tend to want everything to be instant, impatient, and do not appreciate the process, so they communicate more often virtually, because they consider virtual communication uncomplicated and instant. They often use text messages, group chats, or social media applications to talk about what things or activities are trending or viral that they will plan to do in the future.

This discussion is often triggered by dissatisfaction with wanting to miss out on material or activities that are considered important and fun because they are trending or viral. Social media provides convenience in communicating that can happen anytime and anywhere. The convenience of communicating in this digital era is that they are used to

communicating more often through social media. This researcher identified that the feeling of being left behind or not participating in trending activities makes individuals feel isolated so that they cannot participate in social interactions with their social environment, thus triggering dependence on social media. This then worsens their dependence on digital devices to feel connected and accepted. However, besides that, FoMO also has a positive impact on the communication aspect which will lead to a more open mindset, valuable information and insights that are easily obtained, in social media, especially those affected by FoMO will show feelings and sympathy from what they see.

The self-concept in FoMO will fully support the needs both felt personally and by the wider community, which is implied through positive attitudes with harmony. On the other hand, the existence of social media is not only for socializing, but also to get a lot of information which is a trigger or reason why so many Gen Zs don't want to miss out on following the trend of using social media. Getting a lot of up-to-date information about the surrounding environment and social media is a necessity for Gen Z to explore interesting things in themselves and become an inspiration for themselves to dare to do things that are outside their comfort zone and also compare them with their life background or experiences. The large number of subjects in this study also shows that there are ways to control FoMO and reduce its negative impacts. One way suggested by Przybylski is to increase self-awareness and limit the time

spent on social media. The study recommends that by setting a time to monitor and avoid checking social media continuously, individuals can reduce feelings of anxiety caused by FoMO. Gen Z can be directed to pay more attention to the quality of their interactions in the real world, not only focusing on interactions in the digital world which often only create a distorted self-image. With this method, they can increase more authentic social connections and strengthen deeper emotional connections with those closest to them. Other researchers also suggest that the best method to control FoMO is to build self-confidence that does not depend on social media validation. For example, a study of subjects from Nottingham Trent University found that individuals who develop more self-confidence based on personal achievements and real social connections are less likely to be affected by FoMO. One more sustainable approach is to develop a healthy mindset about social media, which is also an effective method for overcoming FoMO. Many subjects in the study recommended re-evaluating the reasons for using social media, whether it is to seek authentic connections or simply to follow trends.

Gen Z should be encouraged to understand that social media does not always reflect reality and that what they see on these platforms is often just a small, filtered and curated description of someone's life. and helping increase mental well-being in general overall. Besides that, with support for developing more social and communication skills deeply in the real world, Gen Z can strengthen

connectedness more socially healthy, which in turn reduces their dependence on social media and the impact of FoMO. However, even though the FoMO phenomenon poses a big challenge for Gen Z, research shows that self-awareness, wise time management, and developing more authentic and healthy social connections can help them control feelings of FoMO. With the right approach, Gen Z can study to focus more on their personal well-being, without being trapped in feeling worried or isolated as a result of social media pressure.

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