

The Fear of Missing Out (FoMO) Phenomenon in the Use of Instagram in Communication Science Students of UIN North Sumatra

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Abstract

The use of social media, especially Instagram media, has experienced an increase in users without exception, students also participate as Instagram users with a variety of content. However, it is a phenomenon for every user with a record of being tied to Instagram media experiencing FoMO, meaning they feel worried when they miss information or worry when they don't know about activities circulating on social media, especially Instagram media. The influence of this anxiety has an impact on the behavior and attitudes of every social media user. Feelings of FoMO can be reduced by focusing on yourself, limiting excessive use of Instagram and gadgets, seeking real connections, and respecting yourself. This study aims to find out how fear of missing out (FoMO) is for Instagram users in communication science students at UIN North Sumatra. This study uses a descriptive qualitative method with data collection methods through observation and interviews. Informants in this study amounted to 6 people. Alfred Schutz's phenomenological theory which unites scientific knowledge with life experiences and daily activities that are used as experiences. The results of the study show that FoMO occurs in Instagram users due to following trends, recommendations from friends, to fill spare time, looking for information (stalking), business and others. FoMO can be caused by two factors, namely social factors, influenced because they are afraid of being left behind by a trend and are not connected to the conversations of their friends or other people. Personal factors are influenced for fear of being left behind by existing trends, using Instagram for a long time to get satisfaction for himself. This is what can cause FoMO symptoms by someone where the person feels dependent on Instagram, checks Instagram all the time and feels anxious if they cannot access or are not connected to Instagram.

Keywords: Phenomeno; FoMO (Fear of Missing Out); Instagram; UIN North Sumatra.

Abstrak

Penggunaan sosial media khususnya media instagram mengalami peningkatan pengguna tanpa terkecuali mahasiswa juga ikut sebagai pengguna instagram dengan beragam konten. Akan tetapi menjadi fenomena bagi setiap pengguna dengan catatan terikat dengan media instagram mengalami FoMO artinya merasa khawatir ketika ketinggalan informasi atau cemas ketika tidak mengetahui aktivitas yang beredar di sosial media khususnya media instagram. Pengaruh kecemasan ini berdampak pada perilaku dan sikap setiap pengguna sosial media. Perasaan FoMO dapat dikurangi dengan berfokus pada diri sendiri, membatasi penggunaan Instagram dan gadget secara berlebihan, mencari koneksi nyata, dan menghargai diri sendiri. Penelitian ini bertujuan untuk mengetahui bagaimana fear of missing out (FoMO) bagi pengguna instagram pada mahasiswa ilmu komunikasi UIN Sumatera Utara. Penelitian ini menggunakan metode kualitatif deskriptif dengan metode pengumpulan data melalui observasi dan wawancara. Informan dalam penelitian ini berjumlah 6 orang. Teori fenomenologi Alfred Schutz yang menyatukan sebuah pengetahuan ilmiah dengan pengalaman hidup dan kegiatan sehari-hari yang dijadikan pengalaman. Hasil penelitian menunjukkan bahwa FoMO terjadi pada pengguna Instagram dikarenakan mengikuti tren, rekomendasi dari teman, untuk mengisi waktu luang, mencari sebuah informasi (stalking), bisnis dan lainnya. FoMO dapat disebabkan oleh dua faktor yaitu faktor sosial, dipengaruhi karena mereka takut tertinggal sebuah tren dan tidak terhubung kedalam pembicaraan temannya ataupun orang lain. Faktor personal dipengaruhi karena takut tertinggal dengan tren yang ada, menggunakan Instagram dengan waktu yang lama untuk mendapatkan kepuasan pada dirinya. Hal inilah yang dapat menimbulkan gejala FoMO oleh seseorang dimana seseorang tersebut merasa ketergantungan dengan Instagram, memeriksa Instagram setiap waktu dan merasa cemas jika tidak dapat mengakses atau tidak terhubung kedalam instagram.

Kata Kunci: Fenomena; FoMO (Fear of Missing Out); Instagram; UIN Sumatera Utara.

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INTRODUCTION

Indonesia is a developing country that has a population of 256.5 million people or around 49%, as many as 130 million people are active users who use Instagram social media (Candra, 2018). The use of social media has greatly increased in the past decade. It can be seen from the Datareport report, at the beginning of 2022 social media users reached 463.2 million people, this number shows a huge increase to reach four times the 2012 report. (Mursalin et al., 2022) This can also be seen from the use of social media in Indonesia, where reports of social media use increased by 12% in 2022 to 191.4 million when compared to 2021. Those who use social media accounts the most are in the young-adult age group which reaches up to 30% (Muksin, 2020). The increase has a positive and negative impact on individuals, businesses, and even society.

Communication channel media used to convey messages to a person either individually or in groups (Fitra, 2015). Media is a tool or channel used to convey a message (Budiman, 2016). New media presents social media where this media provides opportunities for everyone to talk, share, and even create networks with online media. Such as facebook, instagram, youtube, twitter (Indrawan et al., 2020). This shows that there is a development in the field of social media. One of the developments of social media used is Instagram social media. (Husna, 2023).

Instagram is an impelmentation form of an online device that has a function to take a picture (photo) can be in the form of objects or others besides that it can share useful information in it (Laily Yuliyanti & Tagor, 2022). Instagram comes from the word "insta" or "instant", which is a palaroid camera that is very practical when used. "gram" and "telegram" i.e. send quickly. So, when viewed from the origin of the word Instagram is an application that can take photos and upload quickly through the internet network. (Oktaviani, 2019).

Instagram was created by Kevin Systrom and Mike Krieger, Instagram was launched right in October 2010. Since then, Instagram began to experience good development with the number of users and has features that have been provided. (Narti & Yanto, 2022) After two months Instagram was launched, Instagram has been used by one million people and within a year reached ten million users. (Carolina & Mahestu, 2020) Right on October 10, 2020 there are around 1M active Instagram users, (Septiani Putri et al., 2019). The increase has various impacts both in positive and negative aspects. One of the negative impacts is Fear Of Missing (FoMO). FoMO can be interpreted as feeling anxious or worried that he does not know what has been experienced and happened to others (Selly, 2022). FoMO can also increase anxiety, decreased rest periods, and even poor or irregular diet (Adriansyah et al., 2017). This has been stated in surah An-Nisa verse 32.

وَلَا تَتَمَنَّوْا مَا فَضَّلَ اللَّهُ بِهِ بَعْضَكُمْ عَلَى بَعْضٍ ۗ لِلرِّجَالِ نَصِيبٌ مِّمَّا كَتَبْنَا لَهُمْ وَلِلنِّسَاءِ نَصِيبٌ مِّمَّا كَتَبْنَا لَهُنَّ مِمَّا رَزَقْنَاهُنَّ وَأَنَّ اللَّهَ كَافٍ بِلِئْلِيَّتِهِنَّ ۗ إِنَّ اللَّهَ كَانَ بِكُلِّ شَيْءٍ عَلِيمًا

"And be not jealous of the gifts which God hath bestowed upon some of you over others. (Because) for men there is a part of what they work for and for women (also) there is a part of what they work for. Ask God for some of His gifts. Truly, Allah knows all things." (Q.S. An-Nisa: 32).

Imam Ahmad said: Has told us Sufyan, from ibn Abu Nujaih and from Mujahid who narrated that um Salamah Radiyallahuanhu once said: "O Messenger of Allah, men can join in war, while we (women) cannot participate in war and for us only half of the inheritance (received by men)". So Allah Subahanahu Wata'ala obeyed His word. And do not envy what God has given to some of you more than others. (Dewi & Sari, 2022).

It can be concluded that we should not envy and envy someone for the piety given by God and for his grace so God gives it to someone for what he has tried. Because Allah will reward according to the practices of his servants without any difference.

According to the results of the survey #Status Of Minde United Kingdom's Royal Society for Public Health, right in February-May 2017 they published. This is because they often see friends and friends buying an item, traveling and having fun which can cause a sense of abandonment.(Akbar et al., 2019) This phenomenon also often occurs because of Instagram media and can make FoMO interesting to research. FoMO often occurs in someone who is communicating on social media to maintain his existence, which allows him to connect with social media and causes anxiety, fear and worry.(Aisafitri & Yusriyah, 2021).

Please note that the experience felt by everyone who is communicating on Instagram social media has a different experience. In accordance with what content is seen and accessed, what content can make people FoMO, and what things are references for the person in real life.(Burcin Hamutoglu et al., 2020) In communication science, this experience can be understood by each individual, the experience of playing Instagram media that can make users feel FoMO can be studied with phenomenology. The theory used in phenomenon research is what happens in society according to the experience experienced by each individual. This research uses the phenomonological theory of Alfared Schutz which combines scientific knowledge with the experience of daily life and activities that can become an experience. The focus of this research is "the phenomenon of fear of missing out (FoMO) in the use of Instagram in communication science students of UIN North Sumatra". The purpose of this study was to find out what the purpose of students in using Instagram social media, what content is seen and how the symptoms of fear of missing out (FoMO). This research is expected to open the eyes of Instagram social media users so that they can use and use it well in terms of communicating and always being careful not to have a negative impact on its users.

LITERATURE REVIEW

FoMO (Fear Of Missing Out) Phenomenon

Fear of Missing Out or FoMO is one of the phenomena where individuals feel fear when left behind information circulating on social media (Aisafitri & Yusriyah, 2021). According to (Akbar et al., 2019) FoMO is a feeling of fear that arises in individuals when they do not know the activity or information through social media. This condition causes individuals to have a desire to always check incoming notifications on the phone even though the content of the notification is not very important. While in Przybylski's research found FoMO is anxiety in individuals towards others who may have valuable experiences, while the individual does not experience it. (Burcin Hamutoglu et al., 2020). According to Khlebtsov, individuals who experience FoMO tend to be anxious when their friends can do something more, know something new, or have more things than themselves (Carolina & Mahestu, 2020). Individuals who experience FoMO will buy more luxury items than other people or their neighbors. Further, (Husna, 2023) states that under a condition, FoMO behavior will refer to social pressure and anxiety when outside the environment and feel alienated.

FoMO is defined as the fear that will arise when the individual is unable to attend and loses precious moments from another group. FoMO is characterized by the encouragement of the desire to stay connected to what individuals are doing through cyberspace. FoMO can be triggered by a choice of activities or experiences, especially those of a social nature, coupled with uncertainty over the best choices and regret over choices not chosen (Milyavskaya et al.,

2018). Regret in individuals who experience FoMO is different from regret in general that occurs after a decision is made. Regret with FoMO occurs when individuals believe they have made the best decision, but still feel like they missed something. (Siddik et al., 2020).

Use of Instagram Social Media

Social media is very helpful for individuals to fulfill the needs of their affiliates. Social media is also one of the modern communication technologies that is very affordable for all people. (Dewi & Sari, 2022) Wortham suggests that the ease of use of social media and the intensity of accessing social media too often can aggravate FoMO. (Narti & Yanto, 2022) This is due to the increasing awareness of individuals about things that may be missed. Similarly, research conducted by Przybylski that FoMO has a high level of individual attachment to social media. (Ali, 2022) Individuals worry when other individuals may have more valuable experiences but are unable to be present with them. (Siddik et al., 2020).

The ease offered by social media in communicating resulted in the intensity of individuals checking cellphones to be higher and had an impact on the emergence of FoMO. (Solikha, 2022) This happens because of the individual's desire to stay connected and need the presence of others as a form of support for himself. The presence of individuals today can not only be met in person but can also be done virtually through social media, one of which is Instagram. (Sisi, 2022) Based on this, researchers are interested in examining the Relationship between Affiliation Needs and Fear of Missing Out (FoMO) in Student Instagram Social Media Users.

METHODS

This research uses qualitative methods that explain a study waiting for descriptive data, namely using written and spoken words and the behavior of an object that can be studied. Qualitative research is research that explains an event phenomenon in accordance with what is experienced by the subject of research such as behavior, motivation, perception, action and so on, in accordance with the perspective and with words and language in a context experienced by utilizing various scientific methods, (Moleong & Surjaman, 2002). The study was conducted to provide an overview of the fear of missing out (FoMO) that occurs in the environment of UIN North Sumatra students who use the Instagram application. The object of this study is UIN North Sumatra students aged 17 to 25 years. The research location is located at the State Islamic University of North Sumatra, Jl. Lap. Golf No. 120, Kp. Tengah, Kecamatan, Pancur Batu, Deli Serdang Regency. Phenomenology combines scientific research with experiences experienced in everyday life and activities that provide experience and knowledge. It can be said that it starts from the existence of an awareness of social action and experience.

Alfred Schutz's phenomenology created an effect on this research method, the main of which was to have an influence on a system of observation and observation that occurs in oneself, namely about the meaning of action. This study tries to explain and express a meaning of concepts or phenomena that become experiences based on awareness of an event in individuals. This research is carried out in accordance with the situation and conditions experienced, therefore there is no limit to understanding or interpreting the phenomenon to be studied.

In a study using 6 subjects who are always actively using the Instagram application every day, namely:

Table 1. Respondent Data

No	Name	Age	Department
1	Muhammad Zaky Lubis	17	Ilmu Komunikasi
2	M Nur Badawani Siregar	19	Ilmu Komunikasi
3	Karin Reindra	18	Ilmu Komunikasi
4	Ika Hardianti	22	Ilmu Komunikasi
5	M Rizki Afandi	21	Ilmu Komunikasi
6	Aulia fatminadila	20	Ilmu Komunikasi

Data collection is carried out by distributing questionnaires, observations and in-depth interviews with sources about what things they do when opening the Instagram application.

RESULTS AND DISCUSSION

The development of technology today makes all circles always active playing social media. Especially now that there are many applications that can be used, one of which is Instagram. From the results of interviews they accessed Instagram more than 25 times every day. (Duraio et al., 2023) They also said the reason why they access Instagram is because, they don't want to be left behind with the latest news such as news content, automotive content, admired artist content, attention-grabbing friend content and some even think that if their friend is more attractive than themselves, then someone is considered their rival. (Amallia, 2022).

In this study, an Instagram user has a "motive because" which is a reason for people to play Instagram. Based on the research that has been done, it can be known what causes Instagram users, namely the development of the times & following a trend, friend recommendations, and filling your time. In Schutz's expression, filling free time has another motive, namely "in-order-tomotive" where Instagram users have other motives and goals in using Instagram such as looking for information, business, and even stalking. In this study also found there are two factors why a person can experience FoMO. (Lahia et al., 2022).

The first factor is the social factor, which is based on someone who always continues to be connected to Instagram because of the demands of the environment / social, someone is afraid of being left behind by new things (trends) that exist in Instagram especially Instagram trends have a very rapid development such as: 1) Instagram Notes, this feature is used to share what we are thinking and can be seen by everyone using the 60 characters in it, 2) Candid Stories, this feature can be used to share what we do into the story using the Instagram camera, 3) Group profile, you can share stories with friends in the group, 4) collaborative collections, to connect someone who has the same field or interest by saving a feed / content created by others, 5) reels stories, used to upload videos with a duration of 90 seconds according to existing updates and it is scared because they cannot connect with friends on Instagram. (Zahroh, 2022).

The second factor is a personal factor, this factor greatly influences a person to play Instagram, because this factor arises from within naturally caused by trust, satisfaction and attitudes that exist in oneself before getting outside influence. In addition, to get the attention of others, ask for opinions, cultivate an image in themselves are also personal factors that make

people play Instagram. Because of excessive fear about information, Instagram is important for everyone, but if you play Instagram for too long it will cause addiction. (Anggita Savitri et al., 2019).

A person who is already dependent on a technology will always try to communicate and must always be limited to it through existing technology which often interferes with real social experience, Turkle in Przybylski. This confusion is what makes Instagram users afraid of missing the moment or can be called FoMO. (Harianto, 2019) That's true because, someone who experiences FoMO shows his dependence on Instagram, which means that someone cannot be separated from Instagram in his daily life. If the Instagram is not accessible they will feel anxious, upset, angry and worried. If someone constantly checks / checks Instagram it will have an impact on their daily activities in the real world, where someone will feel unfocused with their activities that are even more important to do, he decides to always check his Instagram so as not to miss the updated information.

Through this research, it can be seen that the cause of FoMO in someone is different, because each person has interests and interests in terms of accessing content on Instagram. Content that can cause fomo such as content about figures they idolize, food content, gossip, fashion, travel, movies and more (Rahayuningsih et al., 2022). Such content can cause FoMO because someone feels that what is presented or what he sees is interesting and important to know both from photos and videos.

There are several aspects of FoMO, namely first, fear which can be interpreted as a form of emotional state of a person who arises when not connected to an existing event and even feels threatened for fear of being left behind with existing information, so they tend to make an effort to stay always connected on Instagram so as not to miss the updated information every second. There are several efforts made, namely installing notifications, checking Instagram constantly, stalking in Instagram every time and providing enough quota. Second, the worry that this feeling arises when another person experiences a pleasant event and it is without any follow-up. Finally, anxiety which is a person's response to something unpleasant and not connected to it, then he will feel anxious after hearing the information and make it difficult to sleep. (Riastyanto et al., 2021).

Nowadays someone prefers to interact and establish relationships on Instagram because it is easy and instant when done compared to direct interaction with social in the real world. Even millennials now tend to beat their obligations in the real world to always be connected to Instagram at all times. (Natasha et al., 2022) This shows that using Instagram all the time causes fomo. But it is unfortunate that most people are not aware of the condition, so there is still a lot of use of Instagram that is constantly done until it forgets the time which causes excessive dependence in the nature of fear, worry and anxiety. (Septiani Putri et al., 2019).

From the results of the interview FoMO feelings can be reduced in the following ways:

1. Focus on yourself

Everyone has the right to follow every development, but not all developments are followed all the time. Similarly, happiness is not every time a person enjoys happiness because every life revolves. And we don't need to compare ourselves with others because everyone has a different way of life.

2. Limiting excessive use of Instagram and gadgets

In accordance with what has been explained above that FoMO can occur because of someone's posts and other people's updates on Instagram. Therefore, limit the use of Instagram in order to reduce the occurrence of FoMO.

3. Looking for real connections

Humans are social creatures who need the help of others. Because of that, it's important for us to establish social relationships with other people without using Instagram.

4. Self-respect

Respecting yourself is very important for yourself. Always being grateful for being owned can reduce envy in yourself. Focus on developing ourselves and proving with others in a real way that we can be more advanced than them.

CONCLUSION

After conducting research and analysis, it can be concluded that the FoMO phenomenon can occur because it has been experienced in everyday life. There are two motives that become someone playing Instagram, namely first, the motive because which is the reason for people to play Instagram. Based on the research that has been done, it can be known what causes Instagram users, such as following trends & times developments, filling spare time, and recommendations of a colleague. Second, the "in-order-to-motive" motive where Instagram users have other motives and goals in using Instagram such as finding information, business, and even stalking. As for other factors that influence someone experiencing FoMO, namely social factors and personal factors, the causes of a person becoming FoMO are different, because everyone has different interests in terms of accessing content on Instagram. Content that can cause fomo such as content about figures he idolizes, food content, gossip, fashion, travel, movies and more. The content can cause fomo because someone feels that what is presented or what he sees is interesting and important to know both from photos and videos. This shows that using Instagram all the time causes fomo. But it is unfortunate that most people are not aware of the condition, so there is still a lot of use of Instagram that is constantly done until it forgets the time which causes excessive dependence in the nature of fear, worry and anxiety. FoMO feelings can be reduced by focusing on yourself, limiting excessive use of Instagram and gadgets, seeking real connections and respecting yourself.

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