

CHAPTER II

This chapter describes the behavior of addiction to social media along with the various factors that affects it. This chapter helps to understand the behavior of addiction to social media, highlighting the influence of several factors that affects the behavior to use social media.

2.1 Factors that affects Social Media Addiction

2.1.1 Self-liking

One of the characteristics that affects the addiction to social media is self-liking. Self-liking is an inner self-approval of an individual to approve their own social value which strongly influenced by acceptance and positive remarks from their peers (Tafarodi & Swan, 2001). In addition, Tafarodi & Swann (1995) states that self-liking is not a trait of individuals who are being over confident, but it is the happy and joyful feeling by being their own self. Those with higher self-liking are more acceptable towards themselves, as well as more likely to be secured and relaxed in social settings. According to Dogan et al. (2011), self-liking is strongly associated with self-esteem. Previous studies has shown that individuals' social media use habit affects their self-esteem. The low self-esteem feelings are associated to edited self-presentation (Chua & Chang, 2016). Alongside with this statement, receiving positive feedbacks on social media can increase the users' level of self-esteem (Burrow & Rainone, 2017). Individuals with low extraversion, agreeableness traits, and conscientiousness have the

probability to appreciate their selves less. It is because they have unhealthy and unsuccessful social relations with their surroundings (Kircaburun et al., 2018).

2.1.2 FoMO (Fear of Missing Out)

According to Przyblyski et al. (2013), Fear of Missing Out (FoMO) can be defined as the fear of losing precious moments individually and in groups with the desire to stay in touch with what other people are doing. If the needs aren't fulfilling the self-connection, there will be the unmet psychological needs to build connection and intimacy with others to feel a sense of belonging with others (Suwandi et al., 2022). Meanwhile, a strong, warm, and compassionate conditions can satisfy their needs for belongings. When this psychological needs aren't fulfilled, it will cause anxiety for the individual, which will lead to make sense of what other people are doing through the social media (Suwandi et al., 2022). Fear of Missing Out (FoMO) is related to social media addictions. Individuals will continue to use social media to seek connection due to the unfulfilled psychological needs, which indicates the increase in social media use and discomfort when they can't access social media (Suwandi et a;., 2022).

2.1.3 Loneliness

According to Stuewe-Portnoff (1988), loneliness is an individual experience of isolation, disorientation, and lostness, which also caused by the lack of meaningful affinity or connection. Individuals who are afraid of being away from social media claims to feel lonely when they spent time not using social media (Dossey, 2014).

Individuals will experience loneliness when they lack the support of a social group that regards sincerity and security. They will feel like they don't belong to such a group, and incapable to establish maturity to create appropriate social relationships with others. According to Batgun (2008), loneliness is a sign that a person's social relationships have significant flaws, it is a sign that something is wrong. Vendor (2018) claimed that social media addiction causes loneliness, contrary to Primack et al.'s (2017) definition of loneliness as a risk factor for social media addiction. Addiction to the social media is a result of loneliness and social anxiety (Hardie & Tee, 2007). Additionally, social anxiety mediates the link between social media addiction and loneliness (Caplan, 2007).