



**THE INFLUENCE OF THE INTENSITY OF SOCIAL MEDIA USE
AND PEER GROUP COMMUNICATION TOWARDS FEAR OF
MISSING OUT ON LATE ADOLESCENTS**

UNDERGRADUATE THESIS

Prepared to Meet the Requirements for Completing Undergraduate Education
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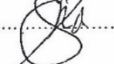
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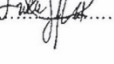
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MOTTO

Love what you pursue, pursue what you love.

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ABSTRAKSI

Judul Skripsi : Pengaruh Intensitas Penggunaan Media Sosial Dan Komunikasi Peer Group Terhadap *FOMO* Pada Remaja Terakhir

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Remaja akhir di Indonesia aktif menggunakan media sosial, dan fenomena ini membawa sejumlah dampak, baik positif maupun negatif, pada kehidupan mereka. Di satu sisi, terdapat manfaat signifikan dari keterlibatan dalam media sosial, seperti peningkatan pengetahuan, akses terhadap informasi bermanfaat, sumber inspirasi, dan interaksi yang memiliki makna dalam konteks sosial. Namun, di sisi lain, remaja juga dihadapkan pada sejumlah tantangan yang muncul bersamaan dengan penggunaan media sosial, termasuk kecemasan, perbandingan sosial, penyebaran misinformasi, dan masalah kesehatan mental.

Penelitian ini menyoroti peran media sosial dalam membentuk pengalaman Fear of Missing Out (FOMO) pada remaja akhir. FOMO, yang muncul seiring dengan perkembangan media sosial dan teknologi digital, menciptakan rasa takut tertinggal dari pengalaman dan tren sosial yang sedang berlangsung. Oleh karena itu, fokus utama penelitian ini adalah untuk menginvestigasi sejauh mana tingkat keterlibatan dan komunikasi dalam kelompok sebaya memengaruhi atau terkait dengan pengalaman FOMO pada remaja akhir.

Penelitian ini melibatkan 100 responden berusia 18-21 tahun menggunakan metode kuantitatif dengan non-probability sampling. Analisis data menggunakan uji regresi linier sederhana menunjukkan bahwa terdapat hubungan negatif antara intensitas penggunaan media sosial dan komunikasi dalam kelompok sebaya dengan pengalaman FOMO. Artinya, penggunaan media sosial dan komunikasi antar peer group yang tinggi, kemungkinan mengalami FOMO juga cenderung melemah.

Untuk meningkatkan kedalaman penelitian di masa depan, disarankan untuk mempertimbangkan penggunaan variabel tambahan yang dapat memberikan kontribusi lebih lanjut pada pemahaman FOMO, seperti kecenderungan perbandingan, tingkat harga diri, ciri-ciri kepribadian, dan tekanan teman sebaya. Selain itu, pendekatan kualitatif seperti wawancara atau kelompok fokus dapat digunakan untuk memperoleh wawasan lebih mendalam tentang pengalaman individu terkait FOMO. Dengan demikian, penelitian ini memberikan landasan untuk pemahaman lebih baik tentang dinamika antara media sosial, komunikasi sebaya, dan pengalaman FOMO pada remaja akhir di Indonesia.

Kata Kunci: Sosial Media, Komunikasi Peer Group, Fear of Missing Out, Remaja Akhir

ABSTRACT

Title : *The Influence of The Intensity of Social Media Use and Peer Group Communication Towards Fear of Missing Out on Late Adolescents*
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Indonesian late adolescents are actively involved in social media, experiencing both positive and negative effects. On the positive side, they gain knowledge, access useful information, find inspiration, and engage in meaningful interactions. Conversely, they also face negatives such as heightened anxiety, social comparison, exposure to misinformation, and mental health challenges. This study explores how social media engagement and peer group communication contribute to Fear of Missing Out (FOMO) in late adolescents.

FOMO has emerged as a significant concern with the rise of social media and digital technology, intensifying the fear of being excluded from social experiences and trends. The research focuses on the influence and correlation between social media use intensity and peer group communication regarding FOMO in late adolescents aged 18-21. Employing a quantitative approach with 100 respondents and a simple linear regression test, the findings consistently indicate that as social media usage increases, weaken the likelihood of experiencing FOMO. Notably, heightened communication among peers corresponds with a decreased likelihood of FOMO.

To enhance future research, it is recommended to incorporate additional variables such as comparison tendencies, self-esteem levels, personality traits, and peer pressure, contributing further to the understanding of FOMO. Qualitative research methods, like interviews or focus groups, could offer deeper insights into individuals' subjective experiences related to FOMO, complementing quantitative findings with context. Additionally, broadening the age range and demographic characteristics of participants would provide a more comprehensive understanding of how FOMO manifests across diverse life stages within the context of social media usage.

Keywords: Social Media Use, Peer Group Communication, Fear of Missing Out, Late Adolescents.

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PREFACE

Praise be to the presence of Allah SWT the almighty for all His blessings so that the writer can compile and complete the thesis with the title "The Influence of The Intensity of Social Media Use and Peer Group Communication Towards Fear of Missing Out on Late Adolescents" properly. The purpose of writing this thesis is to fulfill the requirements for obtaining a Bachelor of Communication Science (S.I.Kom) degree for students of the Faculty of Social and Political Sciences, Diponegoro University.

This thesis consists of five chapters, starting with the first chapter which consists of background, problem formulation, and research methods. Followed by chapter two which is an overview of social media use in Indonesia, peer group communication and fear of missing out among late adolescents. Furthermore, on chapter three which presents the results of respondents' answers in the form of diagrams, and chapter four which is the result of hypothesis testing and discussion, Finally, it closes with chapter five which contains the author's conclusions and suggestions.

The author aspires that the outcomes of this research prove beneficial within the academic sphere and for anyone engaging with its content. Additionally, the author acknowledges the imperfections in this study and welcomes constructive criticism and suggestions to facilitate personal growth in the future.

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Adeela Afra

