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Abstract

This article discusses the phenomenon of Fear of Missing Out (FoMO) on social media. It is a term used to show human consumption behavior who are afraid of missing things including gaining social interaction, buying commodities, and others as it has emerged in social media. Thus, this paper aims to explore and investigate the phenomenon of Fear of Missing Out. This research used Systematic Literature Review (SLR) as the reproducible and explicit method to answer the topic of the research by evaluating, identifying, and synthesizing all related documents and publications by the researchers, and scholars. The research conducts an in-depth study of the articles which have been published in the last ten years and recent FoMO cases that occurred and were reported on local news, articles, and social media. This research reveals the emergence of the phenomenon of FoMO in social media, the practice of FoMO that appear in Instagram features, and the impact of FoMO on social media user. These findings show that the FoMO phenomenon emerges with the highest fear of missing information, interaction, relatedness, popularity, and opportunity on social media, especially on Instagram. In addition, FoMO harms social media users regarding mental health such as experiencing mental illness, anxiety, depression, and insecurities in comparing life with others. In conclusion, the phenomenon of fear of Missing Out influences the user negatively as it is harmful to both emotional and psychological.

Keywords: *Fear of Missing Out, Consumption Behavior, Social Media, Instagram.*

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Introduction

As a medium of communication, the internet has become one of the most important aspects of human life. Culture is a way of life that happens in society. Then, Internet culture is about shared values, and perspectives that are created, and maintained in various online settings, perspectives that guide norms and ideals about how to act and interact with other individuals



(Sveningsson, 2008). Consequently, researching internet culture means studying norms, ideals, values, and perspectives – what people do online, what they think, what they do, and what underlies their online actions and interactions (Sveningsson, 2008). Internet culture is the material and spiritual activities that come into being through information, networks technique, network platform, resources, and the achievements they bring out (Yang & Wang, 2016). Internet culture is shaped and made by contextual and demographic factors, including technological changes to access the internet, such as social media (Dutton & Reisdorf, 2017).

Social media has a significant role in internet culture where people can relate to, connect with, and exchange ideas for communication, information, a cause, advice, or even guidance. Social media removed barriers among people and opened a door of convenience. Social media platforms have become necessary technological instruments in constructing creativity, connectivity, and sociality (Dijck, 2013). Besides breaking down cultural barriers and relation borders or connecting people around the world, social media also gives negative impacts on users. Users are all participants who actively post or passively view content on social media platforms. Social media is divided into three sites, which are Social Network Sites (SNS) such as Instagram, Twitter, and Facebook, User-Generated Content Sites (UGC) such as Flickr and Youtube, and Knowledge Production Content Sites (KPS) such as Wikipedia and Google Scholar. (Dijck, 2013).

One of the most popular social media sites is Instagram. Instagram has a particular networking structure where users can “follow” other users without the other user’s reply and social connection has motivated the users who used Instagram to engage with others through views and likes and get engagement through sharing posts (Wong et al., 2019). Different from SNS, in UGC, the users are known as content producers. They engaged in permanent content production, community building, communication, and creative activity (Fuchs, 2013). In the case of using Instagram as a social media platform, Amedia (2015) stated that users who become part of social media, cellphones, texting, or gaming can be anxious and depressed, or ultimately stressed. It is called emotional problems. Depression anxiety is made by the production of stress that constantly tries to project an unachievable and unrealistic perception of perfection on social networks.

The new phenomenon on social media emerge variously, one of them is Fear of Missing out or commonly called FoMO. Fear of missing out or the FoMO phenomenon has been well-known today. FoMO can be described as a common concern that the other people may have beneficial experiences and want to maintain contact continuously (Przybylski et al., 2013, p.1 cited in Fuster, Chammarro, and Orberst 2017, p.35). FoMO (Fear of Missing Out) is a new phenomenon that was born in the midst of the dominance of millennials (Akbar et al, 2018). This phenomenon eventually made it into the Oxford dictionary in 2013. FoMO has a perception of missing out, followed up with a compulsive behavior to maintain these social connections. Today, more than ever, people are exposed to the many details of what other people do; and people are faced with continued uncertainty about whether they are doing enough or if they are where they should be in terms of their life (Rifkin et al. 2015). Fear of missing out is a social construction that examines whether people worry that they are missing out on others’ experiences, and it examines this relationship with their concern about missing activities in their culture (Hetz, 2015, cited in Akbar et al, 40:2018).

Besides those emotional problems, the researchers highlight the negative behaviors of using Instagram as a Social Media platform-FoMO. According to Alt (2017) who stated Przybylski et al, (2013) mention that FoMO is known as the desire to stay and be connected with what others are doing especially in the scoop of social media, in this case, Instagram. This phenomenon can be defined as anxiety about missing the opportunity for social interactions, events, profitable investments, and rewarding experiences on the Instagram platform (Alt,

2017). This negative phenomenon is the negative impact of social media which has become harmful both emotionally and psychologically.

The research on the context of the Instagram phenomenon has been discussed by using different methods, theories, and different contexts. The current research on Instagram phenomenon was conducted by Odilia Firsti Wida Mukti and Nuzulul Kusuma Putri (2021), entitled Analisis Sosial Media: Penggunaan Instagram dalam Menyampaikan Pesan Kesehatan pada Dewasa Muda di Indonesia. This research tries to analyze the use of social media marketing carried out by CISDI in conveying health messages and their impact on young adults in Indonesia using social media analysis. This research found that the use of social media delivering health messages brought an impact on audience participation and also utilized CISDI in engaging audiences and moving them to participate in their cause.

Next is the research conducted by Putri & Halimah (2019), entitled Hubungan FoMO (Fear of Missing Out) dengan Adiksi Media Sosial pada Mahasiswa Pengguna Instagram di Universitas Islam Bandung. This research tries to find out the relation between FoMO with social media addictions among students of Instagram users at UNISBA, using the Spearman Correlation Test. This research finds out that there is a positive relation between FoMO and social media addictions on students of Instagram users at UNISBA, which means that the higher FoMO level experienced by the students, the higher tendency of students to experience social media addictions. Then, the research conducted by Hiram Ting, Winnie Wong Poh Ming, Ernest Cyril de Run, and Sally Lau Yin Choo (2015), entitled Belief about the Use of Instagram: An Exploratory Study. This research tries to explore the reason for the use of Instagram by using the theory of reasoned action (TRA). It is found that there are five factors of behavioral beliefs about Instagram, namely personal gratification, features, usefulness, socializing role, product information, and entertainment. While normative beliefs are made up of six factors, namely relatives, siblings, close friends/peers, friends in general, Facebook friends, and application reviewers.

Based on previous research, it is obvious that the discussion about the phenomenon of FoMO of Instagram users in Indonesia is really important. Further, this research is aimed at exploring how the phenomenon of FoMO is also represented in consumer behavior. Some people think becoming FoMO is bad but some believe that is not that bad or even necessary. FoMO makes someone feel anxiety when they are out of social media use. Social exclusion produces a loss of belonging and therefore causes anxiety. Thus, when people cannot access their social media accounts, they might feel anxiety because of a fear that they are being socially excluded (Franchina et al. 2018). The use of literature review helps the researchers to explain the phenomenon of FoMO in social media users.

The study of social use of social media always seems to be an interesting topic to discuss. In this case, Instagram is one of the most popular social media with over one million users in the world. It strengthens how important it is to analyze the use of this social media, especially based on the social reports, the total number of social media users in Indonesia in January 2022 is around 191 million users, which makes Indonesia the fourth biggest social media user after India. FoMO itself has emerged in Indonesian social media for years, but the investigation on it is still rarely found. Thus, we formulate research questions: how does the phenomenon of Fear of Missing Out presented in social media?

Method

The method used is qualitative by utilizing a systematic literature review as the reproducible and explicit method to answer the topic of the research. This method is conducted by evaluating, identifying, and synthesizing all related documents and publications by the researchers, and scholars engaging with the phenomenon of Fear of Missing Out. The

research conducts an in-depth study of the articles which have been published in the last ten years and recent FoMO cases that occurred and were reported on local news, articles, and social media. The objective of this SLR research is to identify, review, and evaluate certain research studies relevant so that it answers the question in the research (Purworaharjo & Firmansyah, 2018). The following are some of the steps taken in this study, among others: researchers search for and collect various journals or previous studies on FoMO on Social media. We explore the article with the keyword Fear of Missing Out on Google Scholar. Then identify the basic thinking used and the results of the findings from previous studies. Then, the findings are analyzed and conclusions are drawn based on the research reviewed (Djamba & Neuman, 2014). The literature used is literature published from 2013 to 2021. all article used in this research is engaging with media, culture, and psychology.

Result and Discussion

The development of the digital age in recent years has experienced very rapid growth including social media. This platform builds on the merits of information sharing. Besides breaking down cultural barriers and relation borders or connecting people around the world, social media also gives negative impacts on the users engaging with consumption behavior such as the cultural practice phenomenon called Fear of Missing Out, FoMO. Within these findings, we explore the following discussion: first, the emergence of FoMO including its definition and its existence on social media, second, FoMO's practice within society including the specific type of consumer behavior in social media. Lastly, the impact of Fear of Missing Out on Social Media Users.

The Emergence of FoMO

Through the advancement of technology and social media use, many people, especially the younger generation, experienced fear of missing out. As they are active in social media, it is seemingly important to engage with this online platform. It is becoming important for them to actively post anything including pictures, videos, stories, events, and many more. Another thing that also becomes the most integral part is, they expect to get responses for what they are posted. This practice on social media is called Fear of Missing Out which was first mentioned by Andrew K. Przybylski in 2013. This practice brings the idea that it is important to get into other people's lives on social media. It is so priceless for people to participate in others' moments. As active participants in social media, it's also becoming necessary for them to get the information as much as possible, and not want to miss every piece of news. The fear that they experienced is called Fear of Missing Out. FoMO can happen when people do not get the interaction and reaction that they expect, such as people feeling fear of missing their popularity, and the exact understanding of the causes of the lack of online social interaction (Alutaybi et al, 2019). One of the motives that undergird the use of social media for someone is the disaffection with the present relationship (Ellison, Steinfield, & Lampe, 2007, cited in Przybylski et al, 1842:2013).

According to Fox and Moreland (2015), the main reason for some people to use social media such as Facebook extensively and feel pressure to use it is because of FoMO (Cited in Alutaybi et al, 2019). It is understandable that people use social media in a such way and are afraid that they will lose attention from other and miss any information. We can see here, how social media has a great power to control the user and make them active users. The power itself enables every single person on the internet platform to have an engagement and influence in their social network, more than that to gain social interaction (Lund&Cohen, 2018). Then, this practice is associated with a range of negative life experiences and feelings and is considered a problematic attachment to social media (Gupta et al. 2021).

Another thing which also crucial in the discussion of FoMo is that Fear of missing out happens due to the excessive use of social media which results in individuals always monitoring their social media and connecting on it continuously (Przybylski et al, 2013 cited in Mulyono et al, 1192: 2021). According to JWT Intelligence (2012). Six factors influence FoMO such as information disclosure, age, topics that spread through hashtags, social one-upmanship, relative deprivation conditions, and the number of stimuli to find out information (cited in Akbar et al, 2018: 46). While Wortham (2011) states that, FoMO consists of irritability, anxiety, and feelings of inadequacy, this feeling becomes worse when an individual login to their social media sites (cited in Abel, Buff, and Burr, 35:2016). This phenomenon influences a lot of social media users in terms of addiction. One of the social media that has high users was Instagram. According to Lee and Borah (2020), Instagram becomes one of the important issues of media richness as the basic form in having social relations and friendships in cyberspace (cited in Rahardjo and Mulyani, 36:2020). Therefore, this attempt to maintain the need to meet social relations in cyberspace personal affiliation with fear of missing out or FoMO, caused him to become addicted to social media (Elhai, Levine, Dvorak, & Hall, 2016; Kircaburun et al., 2018; Oberst et al., 2017 cited in Rahardjo and Mulyani, 36: 2020).

According to Akbar et al (2018), fear of missing out occurs because the psychological need for relatedness is not fulfilled, which is why individuals don't have closeness with others. FoMO also arises because the psychological need of self is not fulfilled, which makes people feel less comfortable or cannot fulfill their own needs (Akbar et al, 2018). Individuals who have FoMO tend to use their phones more often to stay connected with people and up to date. The desire of people to continue monitoring the activities of others through social media, if the people do not observe the activities of others it will make them have social anxiety disorders such as experiencing inferiority, humiliation, depression, and feeling that they do not have friends because they do not feel connected to others. Staying connected to the internet or social media it's good to know what is happening in the world today. But if the use of internet social media even influences our life and overrides worry and anxiety it indicates people face FoMO. The high use intensity of social media will affect someone's fear of missing out.

The length of time that someone spends on social media can cause FoMO. People who have FoMO can make them spend hours checking their social media and know the activities of their friends and ignoring their surroundings. This thing is what we see this day. Everyone seems so busy with their gadget and somehow ignore people around them. In a family, for instance, all of the family members are using their phones while they are sitting together in a living room. They are enjoying any application on their mobile phone including accessing social media. This case particularly leads to addiction. FoMO, as the feeling resulting from the use of social media can make digital addiction which has a lot of negative impacts. According to Wortham, FoMO can be a source of negative mood or depression feeling because that will undermine the feeling that someone has made the best decision in life (Cited in Przybylski et al, 1842:2013). Connected to social media continuously will make any individual feel has low self-esteem, tend to feel more anxious, and irritable (JWTIntelligence, 2012, cited in Abel, Buff, and Burr, 35:2016). There are various things to do to avoid FoMO, such as make a limitation on using smartphones, divert the time with more useful activities such as doing hobbies, learning something new, or another activity.

The existence of smartphones today triggers many people to always be active in social media. In addition to the many existing social media applications, such as Instagram, Whatsapp, Line, Facebook, Twitter, Snapchat, and Youtube, many people are competing to exist, the research conducted. FoMO is characterized by a desire to keep in touch with what

individuals do through cyberspace (Przybylski, Murayama, DeHaan, & Gladwell, 2013). Research conducted by them, states that FoMO causes feelings of loss, stress, and feeling distant if they do not know important events of other individuals.

Seeing this phenomenon, it's highly important to control social media activity, particularly how it couldn't take any serious effect on the body and soul. In this digital age, becoming an active participant on any kind of social media platform is a common thing and is unavoidable. Uploading and posting any kind of activity and expecting comments from viewers is also common. The emergence and the existence of the social media phenomenon, Fear of Missing Out bring us the ideas of how it is important to use social media these days and the clear effects resulting from using it.

FoMO's Practice within Society

Many activities are found on many social media concerning FoMO as well as the information about it. The following are some examples of cases that are closely related to the risk of FoMO and the difficulty of escaping from the addictive influence of social media. First, as cited in Republica.com, there's a case where a mother sued the social media company Meta, and Snap because made her child which only 11 years old kids doing suicide because of social media addiction. Her child cannot stay away from her phone and keep using her social media. Second, as cited from the *Independent, Saturday, February 5th, 2022*, it was declared that before the death of Selena, she tried to struggle to be free from Instagram and Snapchat addiction for two years, and was hospitalized for emergency psychiatric care. Before her death, she starts to stop communicating with her family, becomes closed, and always wants to use her phone to communicate with someone. Her family also sued both of those social media platforms for their failure on children's exploitative content. And it is known how social media can cause anxiety.

It can be seen that the use of social media continuously can cause FoMO syndrome, where someone can be affected by mental illness, feeling anxiety if not connected with others through the social media that she had. As Alutaybi, et al (2019) stated in the research on the negative impact of the addictive use of social media, especially in FoMO cases. FoMO could make people experience problematic disorders and behavior such as depression, emotional control, emotional tensions, insomnia, eating disorder, anxiety, negative feelings, negative effects on physical well-being, and low life competency (3758). The case above shows how Selena cannot stay away from her social media, she keeps using Snapchat and Instagram to keep connected with people that she knows on her social media accounts. It is shown how social media influences her life and gives a negative impact when it becomes an addiction. Selena is only one example of how bad social media can affect mentality, anxiety, depression, and even can harm someone's life.

People frequently also upload pictures, posts, or self-promotions to look updated, and if they don't have something interesting or cool to post, they will feel left out. it is supported by a tweet mentioned by Sophie Whiting on March 23, 2022, She said "*I used to check my Instagram every day first thing when I woke up*" and Form on March 22, 2022, by mentioned, "*I've personally never stopped from streaming for a bit, taken a break or even a vacation. The fear of missing out on growth if I'm not active every single day in some way sets in so quick*". This case proves that people probably have fear of missing a large volume of information, fear of missing interaction, and fear of missing the opportunity to know about online events. The effect is they have a desire to open and check their Instagram to mitigate their FoMO. On the other hand, people start to share about their activity, productivity, and hustling life to grow engagement and as a trend of being part of hustle culture.

Another case we found within society is a case of FoMO ended with the deadly tragedy in the Koja, North Jakarta (Akbar, et al (2018:40). They stated that in 2016, Florida, a junior high school student at the age of 15th, died falling from the fifth floor in the Grand Canyon-an empty building with a height of 120 meters. The incident began when she was sitting on the edge of a cliff enjoying the view while uploading the picture she took on her Instagram account until she accidentally slipped into the area known as Ooh Aah Point and fell backward straight into the abyss (2018:40). As explained by Psychology research, Akbar et al (2018), justified that FoMO has negative consequences when people addictive to going through the same thing as others on social media. Jealousy, loneliness, feelings of personal inadequacy, and fear of missing the moment or opportunity encourage people to mitigate their FoMO and sense the relatedness. From this case, we can highlight how people have lost their minds just to upload self-picture with a certain view on social media. How to become exists of social media has led people to death. This FoMO's case is only one example of many accidents caused by a person who is active on social media.

BEMF of the psychology department of the University of Gunadarma in a thread on Twitter pages on March 23, 2022, is concerned about FoMO and social media issues. The thread is *"People who want to be seen, noticed, or trapped in a hustle culture would probably change their online behavior and mitigate their FoMO. People who realize the bad side of FoMO could find it difficult to control their desire to buy and have things on social media. People will spend their time on social media to see the development of trends based on fear of being left behind in the latest trends"* (BEMF, 2022).

Within the above case, it is indicated that FoMO is addressed to people who always want to be seen by other social media users. It also raises the desire to consume commodities as they are seeing them on the internet platform. One more thing, it would lead to a problem if someone who is FoMO left the latest trends either fashion or other's stuff. This FoMo has driven people to be trapped into a social paradigm that emphasizes the importance of becoming up to date. In this case, it is engaging with consumer behavior.

Consumer behaviors are situations that end up with purchasing (consuming) or not, as the result of forming the individuals and society's desire and needs by insight or outside factors. Solomon says in his book published in 1996, Consumer behavior is identified as a process to supply the needs and desires of individuals or groups, to purchase according to their choices, decisions they make to use or give away their personal belongings, and other activities related to this. Consumer behavior deals with basic topics such as why individuals choose a product, which brands they emphasize, what kind of stores they do shopping (Köylüoğlu, İnan, Acar, 2018). The word 'Product' in the last sentence is not only considered as a branded thing such as bags, hoodies, cars, etc. From a researcher's perspective, it can be also considered as doing an activity; doing an investment, an internship, or an event using social media. In this article, we will take examples of consumer behavior from using social media. Social media has occupied an important and highest position as a means of communication today. People all over the world without exception use social media to connect with other people or organizations. Since its appearance, social media has had a big power to influence consumer behavior. Social media also impacts the way businesses run, the way people think, the way people act, and the people interact. As a product, social media built its consumer behavior from people who use it. One of its consumer behavior examples is Fear of Missing Out or we used to call it FoMO. This could be triggered by the communication through people's conversations, presence, impressions, content, notifications, and tags on social networks especially social media users (Alutaybi et al, 2019, 3759).

Fear of Missing Out here means Fear of Missing the pieces of information, the ability to use different types of Social networks, the ability to defend popularity, timely interactions,

participation in popular interactions, empathy from others by leaving a good impression, the sense of relatedness, losing popularity, the valuable opportunity of event, the ability to retain followers (Alutaybi, 2019, 3760-3).

The Impact of FoMO on Social Media Users

Many impacts resulted as FOMO exists within social media. It is increased and pervasive anxiety or apprehension of missing out on social events or experiences that others are perceived to be having. FoMO has an impact on psychological well-being. Studies show that FOMO leads to extreme dissatisfaction and has a detrimental effect on our physical and mental health – mood swings, loneliness, feelings of inferiority, reduced self-esteem, extreme social anxiety, and increased levels of negativity and depression (Birla, 2018). It is not surprising that the use of antidepressants has risen sharply in recent years due to FOMO. Meanwhile, research suggests that people who experience FOMO are more likely to value social media. Some psychologists even suggest that the fear of missing out is what makes social media platforms so successful. For instance, they claim that FOMO drives people to use technology to let others know not only what they are doing but also how much fun they are having doing it (Gordon, 2022).

Some factors cause individuals to tend to have low psychological well-being. The factor that causes individuals to tend to have low psychological well-being when having FoMO in this study is due to the use of social media (Savitri, 2019). FoMO is part of social media which then contributes to low psychological well-being. In other words, FoMO can be one of the causes of the low psychological well-being of individual social media users in the new adult era. Individuals who experience FoMO tend to feel stress and fear when unable to connect with social media. Social media is also a means for the spread of the phenomenon of FoMO. The unwise use of social media also contributes to reducing the level of psychological well-being. Because of that, people with high levels of FoMO tend to have lower levels of psychological well-being, and when compared to someone who has no FoMO or only has low levels of FoMO. This practice can lead to the emergence of Problematic Internet Use (PIU).

There are some negative and significant relationships between FoMO and some dimensions. First, self-acceptance dimensions. People with high FoMO will feel anxious or worried about the activities carried out by other people and feel that things done or owned by others are more pleasant than what they have or experience. Therefore, someone with a high FoMO can be said to be dissatisfied with himself and tends to want to be someone else. Individuals with FoMO tend to have difficulty in undergoing positive relationships with others. Someone with a high FoMO is more focused on what is happening on his social media than establishing a warmer relationship with others through direct talks. Someone with FoMO tries to communicate and connect with other people, but there is no warm, satisfying, and trusting relationship in the relationship. Second, the dimension of autonomy. Someone with high FoMO will be more likely to have low self-confidence and have low independence, so they are easily influenced by their social environment. Someone with a high FoMO tends to seek acceptance and recognition from others rather than evaluating themselves by personal standards. Third, the dimension of environmental mastery. Someone with high FoMO tends to have a low ability to control the environment because they cannot master and regulate their environment. Next, it is life purpose dimensions. Someone with FoMO tends to have low satisfaction in fulfilling their basic psychological needs so they only focus on meeting those needs. After that, relationships between FoMO and self-development. Someone with high FoMO tends to have difficulty in developing new attitudes or behaviors, making it difficult to develop in a better direction.

Limiting the time on the use of social media can be one of the best ways to avoid someone getting the FoMO in their life. Many people will start to compare their life with other people that they see on social media. This can control their emotions, make them feel ungrateful, and influence their confidence. They will feel that a lot of people live more happily than them. In this case, mostly happens in the young generation as the biggest social media users. If this phenomenon occurs and keeps existing, someone will lose control and reduce their productivity in real life because they cannot leave the social media platforms and it will become their part of life.

Conclusion

As social media phenomenon, Fear of Missing Out has seemingly become a common experience for social media users particularly when individuals always monitoring their social media and connecting on it continuously and excessively. It can be seen that the use of social media continuously can cause FoMO syndrome, where someone can be affected by mental illness, feeling anxiety if not connected with others through social media. It's obviously can be seen that FoMO has an impact on psychological well-being by engaging the psychological need for relatedness. On other points, there are some negative and significant relationships between FoMO and some dimensions such as self-acceptance dimensions, the dimension of autonomy, the dimension of environmental mastery, and the life purpose dimensions. This phenomenon emerges with the highest fear of missing information, interaction, relatedness, popularity, and opportunity on social media, especially on Instagram. In addition, FoMO harms social media users regarding mental health such as experiencing mental illness, anxiety, depression, and insecurities in comparing life with others. In conclusion, the phenomena of fear of Missing Out influence the users negatively as it is harmful to both emotional and psychological. This study is expected to provide insight and give references for further research on the Fear of Missing Out Phenomenon. As the use of social media increases sharply, the practice of Fear of Missing out is inevitable. Other researchers can investigate the case study on any kind of social media platform such as Facebook, Twitter, and Instagram by using certain methods and theories in the related fields.

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