



The Correlation Between Instagram Usage Intensity and Fear of Missing Out (FOMO) in Emerging Adulthood in Jambi City During the Covid-19 Pandemic

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Abstract. Instagram shows a high number of users at the age of emerging adulthood. The Covid-19 pandemic obligates people to stay at home, making individuals to be attached with social media. The high intensity of Instagram usage drives individuals to keep being exposed with various information related to others. This condition may cause a concern that other people have an activity, experience, and conversation that is more pleasuring than self, which is known as the fear of missing out (FOMO) phenomenon. This study was quantitative research with a correlational method. Purposive sampling was used as the sample collection technique. Subjects in the study were amounted to 382 emerging adulthood aged 18 to 25 years old and actively using Instagram. Correlation tests were used as the data analysis technique. Research results indicate that Instagram usage intensity correlated positively and significantly with fear of missing out (FOMO) in emerging adulthood with a correlation coefficient value of 0.409 and p value < 0.001 . It is expected that this study should be a consideration for Instagram users to avoid negative social comparisons in social media to be prevented from FOMO.

Keywords: Instagram Usage Intensity · fear of missing out · emerging adulthood

1 Introduction

Internet has currently become a new initiative in exchanging information between one individual to another. Through smartphones that have been connected to the internet, individuals can access many things. Based on the data from the Indonesian Internet Service Providers Association (APJII) in 2019–2020 on “Various Reasons Why Someone Uses the Internet”, social media occupies the highest percentage of 51.5% [1]. The percentages of the most popular sites by We are Social & Hootsuite are Youtube (88%), Whatsapp (84%), Facebook (82%), and Instagram (79%) [2].

Instagram is a social networking application centered on visual content which allows users to easily edit their photos and videos [3]. Unlike Facebook and Twitter which are based on posts, Instagram provides a unique feature by first sharing an image upload followed by a short caption. Instagram is the right medium to establish a social interaction [4].

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There are various interesting features on Instagram social media. One of the existing features is instastory. Through the instastory feature, individuals can upload stories to get connected with friends, a means of communication, promotional media, or as a platform to tell stories. But on the other hand, self-disclosure in stories about a condition faced by an individual tends to be dishonest. One would upload stories to create good image or good things about him, there are even demands from other people to upload stories with certain [5].

Data from the Royal Society for Public Health (RSPH) in 2017 showed that Instagram is the worst social media for mental health, surpassing Facebook, Snapchat, Twitter, and Youtube. From these data, the adverse effects that can be triggered by Instagram usage encompass anxiety, depression, loneliness, sleep disturbances, negative views of the body, bullying, and FOMO [6]. A continuous usage of social media may result in bad sleep quality, low self-esteem, anxiety, and depression [7].

The intensity of social media use can be interpreted as how often individuals use their time to connect with social media on an ongoing basis [8]. The five components of the intensity of social media use include: (1) Relaxation and leisure time; (2) When in the scope of academic/work; (3) When in a public place; (4) When under stress; and (5) Usage motive [9].

Exposure to excessive Instagram content can harm Instagram users when they engage in negative social comparisons [10]. Self-comparison on social media can lead to FOMO due to the feeling that others are involved in a more pleasant experience [11]. Higher feelings of fear, anxiety, concern or worry owned by a person if he is not involved in social activities with the people around him will cause him to have more attachment to his social media, which cause negative consequences for himself [12].

FOMO is a feeling of worry of a person when other people have more pleasant experiences than and without him. Some components of FOMO are fear of missing events, experience, and conversation in social circles [13]. The characteristic of someone with FOMO is the desire to continuously get connected socially [14]. The characteristics of FOMO include the conditions where individuals cannot be separated from their smartphones, always check and share anything on social media: including their activities, things they like, feelings they have, and precious moments they own [15].

The impact caused by FOMO makes a person to not fully enjoy togetherness in the real world, do not care about the surrounding environment, disturbed sleeping time, eating disorder and feel less with what they already have [15]. The high use of social media can lead to comparisons with other people's lives, and experiencing FOMO, which simultaneously trigger low individual well-being [11].

The COVID-19 pandemic has contributed to a surge in the use of digital media. During the pandemic, when social distancing to stay indoors is applied, individuals can experience FOMO. High engagement in online activities triggers FOMO which then leads to increased engagement with social media. In fact, it was found that FOMO did not decrease after vaccines were announced and restrictions were loosened, indicating that individuals have adapted to a "new normal" of life and are bonded to digital media [16].

The fear of being excluded from what is happening "outside" has been shifted to what is happening "at home", i.e. in the experience of online social interaction among

friends during the Covid-19 pandemic. This is the only opportunity to socialize during social distancing. In addition, the need for “ego validation” through comparisons that often underlie the use of social media and the fear of being excluded are still at highest despite the social restriction to stay at home [17].

The feeling of FOMO that a person feels has a negative relationship with psychological well-being in emerging adulthood. Furthermore, individuals who have high levels of FOMO tend to have low independence and are easily influenced by their social environment [18].

Emerging adulthood is the transitional period from adolescence to adulthood that lasts from 18 to 25 years of age [19]. The main characteristics in the developmental period of emerging adulthood are developing a stronger self-identity, abilities, limitations, beliefs, embraced values, and adapting to the social environment of society [20]. The exploration of self-identity and romantic relationship status displayed on social media can lead to FOMO in adolescents and emerging adulthood who are afraid of being left behind [21].

Studies on the fear of missing out in emerging adulthood are limited, especially in the city of Jambi. Therefore, to prevent the negative impact of problematic Instagram use, a study is needed regarding the correlation between the Instagram usage intensity and fear of missing out in emerging adulthood in Jambi City during the COVID-19 pandemic.

2 Method

This study aims to determine the relationship between Instagram usage intensity and fear of missing out (FOMO) in emerging adulthood in Jambi City during the COVID-19 pandemic. This study was a quantitative study with a correlational method. The population in this study is emerging adulthood Instagram users spread across 11 districts in Jambi City. The sample from this study amounted to 382 emerging adulthood which was determined through purposive sampling technique.

The instruments used in data collecting were the measuring instrument of Instagram usage intensity scales and fear of missing out (FOMO) scale with Likert’s scaling technique. Data collecting was conducted online by using Google form distributed through social media. Data analysis was a correlational analysis that used JASP application.

3 Result And Discussion

3.1 Result

In research questionnaires filled out by respondents, there are some characteristics to discover the depiction of research subjects that can be seen in the following table:

Based on the table above, it can be seen that the highest distribution of respondents resides in Alam Barajo District with a total of 95 respondents and a percentage of 25%. Meanwhile, respondents who live in Teluk Danau District are the lowest respondents with a total of 4 respondents and a percentage of 1% (Table 1, 2 and 3).

Based on the table above, it can be seen that the female gender who filled out the questionnaire in this study is higher than the male respondents with a total of 258 subjects and a percentage of 68%.

Table 1. The Frequency Distribution of Research Respondents by Districts

Districts	Respondents	
	F	P
Alam Barajo	95	25%
Telanaipura	89	23%
Kota Baru	65	17%
Jambi Selatan	30	8%
Paal Merah	28	7%
Jelutung	27	7%
Pasar Jambi	14	4%
jambi timur	12	3%
Danau Sipin	12	3%
Pelayangan	6	2%
Danau Teluk	4	1%
Total	382	100%

Table 2. The Frequency Distribution of Research Respondents by Gender

Gender	Respondent	
	F	P
Male	258	68%
Female	124	32%
Total	382	100%

Based on the table above, it can be seen that the age of 22 years is the largest respondent in this study with a total of 129 subjects and a percentage of 33.8% (Table 4, 5 and 6).

Based on the table above, the results of the correlation analysis show Instagram Usage Intensity is significantly correlated with Fear of Missing Out in emerging adulthood in Jambi City during the Covid-19 Pandemic. It can be seen that the p-value is $0.001 < 0.05$, so it can be said that there is a correlation between Instagram Usage Intensity and Fear of Missing Out with a correlation coefficient of 0.490, which is a moderate relationship and in a positive direction. The results showed that H_a was accepted and H_o was rejected.

Based on the table above, it is known that the Fear of Missing Out variable has $p = 0.023 < 0.05$, so it can be interpreted that there is a significant difference in the level of FOMO between male and female where female gender has a higher mean score. The analysis was conducted by using the Independent T-Test.

Table 3. he Frequency Distribution of Research Respondents by Age

Age	Respondent	
	F	P
18	24	6.3%
19	22	5.8%
20	27	7.1%
21	108	28.3%
22	129	33.8%
23	26	6.8%
24	21	5.5%
25	25	6.5%
Total	382	100%

Table 4. The Correlation Test of Instagram Usage Intensity – Fear of Missing Out

Coefficient of Correlation	Sig	The direction of correlation	Category
0.490	< .001	Positive	Moderate

Table 5. The Discrimination Test of Fear of Missing Out by Gender

Variable	t	df	P	Inf.
<i>Fear of Missing Out</i>	-2.288	380	0.023	There is a difference

Table 6. The Discrimination Test of Fear of Missing Out by Age

Variable	df	F	P	Inf.
<i>Fear of Missing Out</i>	7	4.564	< 0.001	There is a difference

Based on the table above, it is known that the Fear of Missing Out variable has P $0.001 < 0.05$, so it can be interpreted that there is a significant difference in FOMO based on age. The analysis was conducted by using Anova One Way.

The results of differences in fear of missing out based on age found that ages 19 and 20 years had a higher level of fear of missing out than those aged 18, 22, 23, and 25 years old.

3.2 Discussion

Based on the results of the correlation test analysis to see the correlation between Instagram Usage Intensity and fear of missing out in emerging adulthood in Jambi City during the Covid-19 Pandemic Period with 382 subjects, the correlation coefficient (r) was 0.490 with a p value of $< .001$. These results indicate that there was a significant relationship in the moderate category between Instagram Usage Intensity and the fear of missing out in emerging adulthood in Jambi City during the Covid-19 Pandemic. This condition indicates that the higher the intensity of Instagram usage on individuals, the higher level of fear of missing out.

The results of this study are consistent with previous study which found that students with high duration of social network use were more likely to experience high levels of FOMO compared to students with low duration.

of social network use [22]. The effects of FOMO on individuals include an active attitude in using Instagram, a higher number of Instagram accounts followed by respondents, and a tendency to be addicted to social media [23].

The Covid-19 pandemic that has shifted everything online can trigger the feeling of FOMO in individuals. It was found in previous study that during the Covid-19 pandemic, engagement with social media triggered the fear of being left behind in the online social interaction experience among friends [17]. The feeling of FOMO in individuals encourages someone to do social comparisons and stalking. Furthermore, FOMO and social comparisons are stressors that drive individuals to engage in higher social media use [24].

The results of discrimination test conducted to see differences in the level of fear of missing out by gender show $p\ 0.023 < 0.05$, meaning that there was a difference in fear of missing out for men and women. Female subjects have a high level of fear of missing out. This condition is consistent with the findings of a previous study that women have a higher level of fear of missing out than men [26]. This is because women tend to have a high need to be accepted, recognized in a group, and are prone to stress when they are not popular on social media [27].

The discriminant analysis conducted to see the fear of missing out by age resulted in $0.001 < 0.05$, indicating that there were differences in the intensity of using Instagram and the fear of missing out in several age groups. The levels of fear of missing out on the subjects shows that the ages of 19 and 20 years have higher mean scores.

A previous study with subjects aged 14 to 39 years, is consistent with the findings in this study where younger people have higher social media engagement, levels of social comparison, and FOMO compared to older people [11]. The feeling of FOMO is one of the causes of the low psychological well-being of social media users in emerging adulthood. At this period, one ideally builds relationships with others and explores oneself. Social media then becomes one of the instruments to facilitate someone to establish relationships and explore himself. However, it can also be a means for the spread of the FOMO phenomenon to be wary of [18].

In overcoming FOMO, individuals can avoid the feeling of FOMO by implementing JOMO behavior or joy of missing out. The behavior of JOMO is to be disconnected for a moment on social media to focus on enjoying the moment that is around you for real. The JOMO lifestyle invites individuals to enjoy life more calmly, focus on the

present life, and build warm relationships with the surrounding people [29]. In addition, a safe measure to avoid the feeling of FOMO than can be implemented while surfing on social media is by not comparing yourself negatively. This effort is substantiated by the previous study which describes that social media can bring negative or positive impacts, depending on motives and mindsets of individual themselves in using the media [29].

4 Conclusion

Based on the results of the correlation test, the $p\text{-value} < 0.001$ ($p\text{-value} < 0.05$), which means that Instagram usage intensity is correlated with the fear of missing out in emerging adulthood in Jambi City during the Covid- 19 pandemic. The correlation value was 0.490, which means that the correlation between the intensity of using Instagram and the fear of missing out was in the moderate category with a positive direction of correlation.

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