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The Effect Of Tiktok Social Media Use Intensity On Fear Of Missing Out Among State University Students In Manado City

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Abstract

This study aims to determine the effect of the intensity of Tiktok social media use on the Fear of Missing Out among students of state universities in Manado City. This study uses a quantitative approach method with data collection techniques using questionnaires distributed to 109 respondents selected using a purposive sampling technique with the criteria of active students in Manado City and active users of Tiktok social media. The results of this study indicate that the intensity of Tiktok social media use has a significant influence on the fear of missing out among students in Manado City as evidenced by a significance value of 0.000 (p <0.05) with a coefficient of determination (R^2) of 0.154. This means that the intensity of Tiktok social media use has an influence of 15.4% on the behavior of fear of missing out among students of state universities in Manado City, while the remaining 84.6% is influenced by other factors outside this study. In conclusion, the higher the intensity of Tiktok social media use, the higher the level of FOMO among students in Manado City.

Keywords:Tiktok, fear of missing out, student

INTRODUCTION

The numerous demands and responsibilities faced by students can lead to boredom or emotional states where individuals feel helpless and excessively tired due to the large number of assignments they receive (Ariestyawan, 2025). Mulya & Dewi (2025) explain that life in a university environment places students in complex situations, where they must handle various tasks and responsibilities simultaneously, including understanding complex academic material and establishing healthy social relationships. According to Santrock (2001), students are

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generally adolescents (10-21 years old), which is a transitional period from childhood to adulthood. One of the most important changes during this period is social relationships, where the ability to adapt becomes a demand for creating broader social relationships (Prastiwi & Imanti, 2022). Adolescents have a strong need for recognition and acceptance by peers (Diananda, 2018). Therefore, students tend to be easily influenced by their social environment and technological sophistication to see the latest trends in fashion, culinary, and entertainment venues (Tambingon et al., 2016).

According to Islamiati and Saputra (2021), a trend is a positive public response to something new, attracting many individuals as long as it remains popular and in high demand. A trend is also understood as something that attracts widespread public attention during a specific time period (Sakinah et al., 2022). For example, the green lifestyle trend shows that college students are highly responsive to lifestyles considered modern and adding value to their self-image as a strategy for gaining social recognition (Islamiati and Saputra, 2021). Furthermore, Sakinah et al. (2022) explain that college students have a high curiosity for new things, which triggers an interest in following fashion trends as a means of self-expression. Attending popular venues also indicates their involvement. Jayanti and Lelengboto (2025) describe Jalan Flamboyan as a very popular and phenomenal location in Manado City that has become an influential social destination for students to validate their existence through participation in trends. Furthermore, based on observations and interviews with several students in Manado City, a strong social pressure to follow trends was found due to concerns about missing out on information, experiences, or conversations. Feelings of discomfort arise when they don't participate when they see posts from friends or influencers visiting cafes, tourist destinations, or viral events. This aligns with research by Tambingon et al. (2016) at the Faculty of Economics and Business, Sam Ratulangi University, which shows that peer influence is quite strong in the 17–24 age group, where a broad social environment increases the pressure to conform to gain recognition and maintain social status. Adopting trends is done to stay relevant and share similar lifestyle standards. This condition causes individuals to worry about missing out on trends or memorable moments from others, as Stillman (in Cahyadi, 2021) revealed that the most fundamental fears of Generation Z are the fear of missing out on interesting news or information and the fear of being seen as insignificant. This aligns with a study by Sengkey et al. (2025), which explains that students are in a highly vulnerable phase of experiencing anxiety due to digital social pressures, such as the Fear of Missing Out (FOMO), in order to gain social validation.

According to Akbar et al. (2019), FOMO can be defined as the fear of missing out on important moments, where individuals become anxious when their friends engage in activities

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they consider more interesting or have more experience with (Mayasari and Nurrahmi, 2023). This anxiety drives conformity, which is a change in attitude and behavior due to social pressure from groups to conform to existing norms (Muzakar, 2023). This phenomenon also appears in real-life activities such as climbing mountains to appear to be following trends without adequate preparation (Ulinuha, 2025). The tendency to impose this lifestyle encourages consumptive behavior to support appearance, where research by Apolo and Kurniawati (2023) on 18–21 year olds showed that the higher the FOMO, the more consumptive behavior increases. Akbar et al. (2019) revealed that the negative consequences of FOMO include self-identity issues, loneliness, negative image, feelings of inadequacy, and jealousy that cause psychological burdens.

According to Alabri (2022), FOMO is influenced by the need to belong and the use of social media. Social media is a digital platform for interacting and exchanging information quickly (Noventa, 2023). Through social media such as Instagram, TikTok, Twitter, and Facebook, information can easily go viral (Marzella et al., 2024). Referring to a report by Muhamad (2026), TikTok was the most downloaded application in Indonesia throughout 2025 with a total of 62 million downloads. Astuti and Andrini (2021) explained that TikTok has become the most dominant application among teenagers, initially serving as entertainment to reduce boredom during the pandemic and a means of self-expression through creative videos. In Manado City, research by Tamalonggehe et al. (2023) in Sario Village showed that TikTok use among teenagers began with curiosity and then developed into a sense of comfort and addiction, thus becoming a daily routine that is difficult to abandon as a primary source of information, entertainment, and social interaction.

Purwanto's (2024) research on "The Influence of TikTok Social Media Use on Fear of Missing Out (FOMO) Behavior Among Students of SMA Negeri 1 Wajo" showed a positive and significant influence. In contrast, Sopiah's (2025) research on Islamic Economics students in Cirebon found that TikTok partially had a negative effect on FOMO because its use was more for entertainment or education. The inconsistency of these results indicates that TikTok's influence is not universal, but rather depends on the social and cultural context of the subject's environment. Due to the inconsistency of previous research results and the high use of TikTok social media in Manado City, as well as the dynamics of its society which tends to be obsessed with self-existence to avoid losing positions in social competition (Mokalu, 2014). Therefore, further study is needed regarding the intensity of TikTok social media use on Fear of Missing Out among students in Manado City. This study aims to examine the influence of the intensity of TikTok social media use on Fear of Missing Out among students of state universities in Manado City. The benefits of this research include theoretical benefits, where this research can

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contribute to the development of psychology, especially in the field of social psychology. In addition, it is also expected to provide useful information and in-depth insights into the phenomenon of fear of missing out in Indonesia, especially among students. Meanwhile, the practical benefits of this research are to provide a better understanding of the phenomenon of fear of missing out among students and provide input for the wider community to encourage healthier use of social media.

METHOD

In this study, a quantitative research method was used. Quantitative research is a research method based on the philosophy of positivism and this method is used to investigate a specific population or sample, by collecting data using research instruments, as well as quantitative or statistical data analysis, with the main objective of testing the established hypothesis (Sugiyono 2017). This study used an instrument in the form of a questionnaire that produces numerical data, which is then analyzed using a simple linear regression technique to see how much influence variable X has on variable Y.

A population is a general group consisting of entities or subjects with specific characteristics and attributes determined by the researcher to be studied in order to draw conclusions (Sihotang, 2023). The population in this study was all active students currently studying at state universities in the Manado City area.

A sample is a portion of a population that represents certain characteristics possessed by that population (Sugiyono, 2017). In this study, the sample was selected using a purposive sampling technique based on suitability to the criteria set according to the research objectives (Sihotang, 2023), namely active students of State Universities in Manado City who are active users of TikTok social media. Using the Slovin formula with a 10% error rate (e = 0.1), the minimum required sample was 100, and a total of 109 qualified respondents were successfully collected.

Data collection technique

The data collection technique in this study used a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals and groups regarding a particular phenomenon in society (Abdullah et al. 2022). This study employed a fear of missing out scale and a TikTok social media use intensity scale as the research instruments.

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RESULTS AND DISCUSSION

Hypothesis Testing

The hypothesis testing process in this study was conducted using simple linear regression analysis. Through this analysis technique, the researchers aimed to determine whether the intensity of TikTok social media use had a significant influence on the fear of missing out variable.

Model	Unstandardized B	Std. Error	Beta	t	Sig
(constant)	12.530	2.418		5.182	0.000
X	0.253	0.057	0.392	4.412	0.000

Based on the analysis results, a significance level of 0.000 was obtained, which is much smaller than the significance standard of 0.05 (0.000 < 0.05), which indicates the influence of the independent variable on the dependent variable.

R Square Test

Model	R	R square (R^2)	Adjusted R Square	Standard Error of the estimate
1	0.392	0.154	0.146	5.253

Based on the table above, the R-square value of 0.154 indicates that the intensity of TikTok social media use explains 15.4% of the fear of missing out behavior. The remaining 84.6% is influenced by factors outside the research model.

DISCUSSION

The analysis results show a positive and significant influence between the intensity of TikTok use on Fear of Missing Out (FOMO) among state university students in Manado City, as evidenced by a significance value of 0.000. The regression coefficient of 0.253 indicates that every increase in duration, frequency, attention, and appreciation in accessing TikTok will be followed by an increase in the tendency of FOMO. This phenomenon occurs because students pay full attention and appreciate viral trends on TikTok as social standards to be achieved, thus triggering anxiety about being left behind by their peers.

The coefficient of determination (R-square) value shows that TikTok only contributes 15.4% to FOMO. This low contribution is influenced by the characteristics of TikTok's For You Page (FYP) algorithm, which is based on personal interest, so the content presented is less

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directly related to the social dynamics of real-world friendships (Jain et al., 2025). Meanwhile, FOMO in college students is more susceptible to being stimulated by peer posts that cover social activities and achievements, and lifestyle (Kusumaningrum, 2026). This difference in content focus is what causes the low R-square value. Meanwhile, the remaining influence of 84.6% comes from other variables outside this study.

Despite its low contribution, TikTok remains crucial as a primary platform for students to stay abreast of global trends (Kusaini et al., 2024). The flow of information and lifestyle content on TikTok has been shown to play a significant role in shaping the mindsets and lifestyle standards of students in Manado City (Rakinaung et al., 2025).

The findings of this study align with Purwanto (2024), who found a positive relationship between TikTok use and FOMO. However, these results differ from Sopiah (2025), who found a negative relationship because respondents used TikTok purely for entertainment. This difference is due to the sociocultural characteristics of students in Manado City, who use social media not only for entertainment but also to build their identity and showcase their lifestyle (Drakel et al., 2018).

CONCLUSION

Based on the results of the study on the effect of the intensity of Tiktok social media use on the Fear of missing out in state university students in Manado City, it can be concluded based on the results of statistical tests that there is a positive and significant influence between the intensity of Tiktok social media use on the Fear of missing out. This is proven by a significance of 0.000 ($p < 0.05$). Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected, which means that the higher the intensity of Tiktok social media use, the higher the level of FOMO in students. The coefficient of determination (R Square) value of 0.154 explains that the variable of the intensity of Tiktok social media use contributes 15.4% to FOMO behavior in students in Manado City. Meanwhile, the remaining 84.6% is influenced by other variables outside this study. Overall, these results indicate that the intensity of Tiktok social media use is one of the triggering factors that cause feelings of anxiety about missing out on valuable or enjoyable moments experienced by others.

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