

ABSTRACT

The Effect of Fear Of Missing Out In Social Media On Smartphone Addiction of Korean Pop Fans

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K-pop fans have many activities related to their idols that are easily accessible through social media. Curiosity and fear of being left behind in information because they have to feel up to date regarding their idols make K-pop fans vulnerable to experiencing FoMO. It can also make it difficult for K-pop fans to get away from their smartphones, thus disrupting their daily life which leads to smartphone addiction. The purpose of this study was to determine the effect of FoMO on social media on smartphone addiction among K-pop fans. The subjects of this study were 346 K-pop fans. In measuring smartphone addiction, researchers used the smartphone addiction scale (SAS) from Yulianto (2022), and in measuring FoMO used the fear of missing out scale (FoMOS) from Kaloeti (2021). Researchers do data analysis using logistic regression. The results showed that FoMO in social media had a effect on smartphone addiction among K-pop fans.

Keywords: *Fear of Missing Out (FoMO) on Social Media, Smartphone Addiction, Korean Pop Fans*

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