

PENGARUH *FEAR OF MISSING OUT* (FOMO) TERHADAP PERILAKU *PHUBBING* PADA GENERASI Z PENGGUNA MEDIA SOSIAL DI KOTA BANDUNG

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ABSTRAK

Media sosial merupakan media informasi yang memudahkan individu untuk mendapatkan informasi terbaru. Mudahnya dalam mengakses informasi *up to date* secara terus menerus, mengakibatkan individu memiliki ketakutan jika ketinggalan momen, yang biasa disebut *Fear of Missing Out*. *FoMO* yang dialami individu bila mengakses medsos dengan terus menerus, menimbulkan lebih banyak lagi dalam penggunaan gawai. Menyebabkan individu mengalihkan perhatiannya lebih kepada gawai, terkadang mengabaikan pembicaraan bersama orang lain. Perilaku tersebut dikatakan Perilaku *Phubbing*. Maka dari itu, penelitian ini bertujuan untuk mengetahui pengaruh *Fear of Missing Out (FoMO)* terhadap perilaku *Phubbing*. Sampel penelitian ini berjumlah 181 generasi Z berusia 18-24 tahun di Kota Bandung, dengan teknik sampling yang digunakan adalah *nonprobability sampling* jenis *purposive sampling*. Alat ukur yang digunakan adalah skala *FoMO* (10 item valid; $\alpha = 0.780$) dan skala perilaku *phubbing* (9 item valid; $\alpha = 0.832$). Teknik analisis data menggunakan uji regresi linear sederhana dengan bantuan program *IBM SPSS versi 25.0 for Windows*. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif antara *Fear of Missing Out* terhadap perilaku *Phubbing* pada gen z dengan nilai $t_{hit} 7,065 > t_{tab} 1,973$, hal tersebut memperlihatkan semakin tinggi *FoMO* maka semakin tinggi pula perilaku *Phubbing*. Dengan besaran 21,8% *FoMO* berpengaruh terhadap *Phubbing*, dan sisanya dipengaruhi oleh faktor lain.

Kata Kunci : *fear of missing out*, perilaku *phubbing*, media sosial, generasi z.

THE EFFECT OF FEAR OF MISSING OUT (FOMO) ON PHUBBING BEHAVIOR ON GENERATION Z SOCIAL MEDIA USERS IN BANDUNG

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ABSTRACT

Social media is an information medium that makes it easier for individuals to get the latest information. The ease of accessing up to date information continuously causes individuals to have a fear of missing a moment, so this is called the Fear of Missing Out. FoMO that individuals experience when accessing social media continuously, causes even more in the use of devices. Causing individuals to divert their attention more to devices, sometimes ignoring conversations with other people. Such behavior is called Phubbing Behavior. Therefore, this study aims to determine the effect of Fear of Missing Out (FoMO) on Phubbing behavior. The sample of this research is 181 generation Z aged 18-24 years in Bandung, with the sampling technique used is purposive sampling non-probability sampling. The measurement tools used are the FoMO scale (10 valid items; $\alpha = 0.780$) and the phubbing behavior scale (9 valid items; $\alpha = 0.832$). The data analysis technique uses a simple linear regression test with the help of the IBM SPSS version 25.0 for Windows program. The results of this study indicate that there is a positive influence between Fear of Missing Out on Phubbing behavior in gen z with a t hit value of $7.065 > t_{tab} 1.973$, this shows that the higher the FoMO, the higher the Phubbing behavior. With a magnitude of 21.8% FoMO has an effect on Phubbing, and the rest is influenced by other factors.

Keywords: fear of missing out, phubbing behavior, social media, generation z.