

THE CONTRIBUTION OF SOCIAL IDENTITY TO FEAR OF MISSING OUT (FOMO) AMONG THAI ENTHUSIAST.

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ABSTRACT

The growth of Thailand's entertainment industry in Indonesia has fostered a fan community known as Thai Enthusiasts, who actively engage in various fandom activities such as watching series, purchasing merchandise, and attending concerts. This high level of involvement often leads to anxiety about missing out on ongoing activities or information within the community, commonly referred to as Fear of Missing Out (FoMO), which is assumed to be closely related to the strength of individuals' social identity with their group. This study aimed to empirically examine the contribution of social identity to Fear of Missing Out (FoMO) among Thai Enthusiasts. This research employed a quantitative approach using simple linear regression analysis. The participants were Thai Enthusiasts aged 20–27 years who actively followed Thai artists' updates through social media. Data were collected using two instruments: the Fear of Missing Out Scale (FoMOS), which measures the dimensions of relatedness and self, and a Social Identity Scale developed based on the dimensions of self-esteem, group membership, in-group favoritism, and responses to threats to group identity. The findings of this study are expected to demonstrate that social identity makes a significant contribution to Fear of Missing Out (FoMO) among Thai Enthusiasts.

Keywords: Social Identity, Fear of Missing Out (FoMO), Thai Enthusiasts.