

## **ABSTRACT**

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***The Influence of Motive Media Usage and Exposure to Account @Indozone.id Against Instagram Behavior of The Fear of Missing Out On Followers @Indozone.id***

*Keywords : Motive, Exposure, Instagram, the behavior of the Fear of Missing Out*  
(xxi + 147 + Appendix)

This research aims to find out how the influence of motive media usage and exposure to account @indozone.id against instagram behavior of the fear of missing out on the @indozone.id followers. This research uses the motif of variable media use, exposure to an account and the behavior of the fear of missing out. This research method using a quantitative approach. A questionnaire has been distributed to 400 respondents followers purposive sampling technique with @indozone.id.

The results showed that the motive of the use of media and exposure to your account can affect the behavior of @indozone.id instagram the fear of missing out on the @indozone.id followers. In accordance with the theory of SOR (stimulus-response-organisms) assume that the motives of media usage and exposure to your account gives the stimulus/arousal on instagram media effectively which ultimately affects attention followers instagram account @indozone.id that they agree to remain always connected and get current information through social media, especially in accounts @indozone.id instagram id, when the intensity of the use of the old media and automatically they will receive exposure to media will cause the behavior of the fear of missing out, feeling where fear, anxiety and worry would lose a current information and not up to date on everything that's going on, then they must stay connected with social media every day.

*Bibliography (1998 – 2017)*