

ABSTRACT

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THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA USAGE INTENSITY AND FEAR OF MISSING OUT (FOMO) ON OVERSHARING BEHAVIOR IN GENERATION Z

Keywords: Social Media Instagram Usage Intensity, Fear of Missing Out (FOMO), Oversharing Behavior, Generation Z.

(xiii + 98 + Appendices)

This research aims to analyze the influence of Instagram social media usage intensity and the "Fear of Missing Out" (FOMO) on oversharing behavior among Generation Z adolescents. Generation Z adolescents are actively engaged on social media platforms like Instagram and tend to exhibit oversharing behavior due to the Fear of Missing Out (FOMO), which motivates them to stay connected and avoid feeling left out. Grounded in the Uses and Effects Theory, this study examines the impact of Instagram usage intensity (X1) and FOMO (X2) on oversharing behavior (Y) among Generation Z. The research employs a quantitative methodology using a non-probability sampling technique, specifically convenience sampling and quota sampling, with 400 respondents participating through a gform questionnaire. The results of the study, as determined by T-tests, reveal a significant influence of both Instagram usage intensity (X1) with a calculated t-value of 8.130 > t-table value of 1.965 and a significance level of 0.000 < 0.05, as well as FOMO (X2) with a calculated t-value of 16.061 > t-table value of 1.965 and a significance level of 0.000 < 0.05. Additionally, the simultaneous influence of both variables on oversharing behavior (Y) is also significant, with an F-value of 286.585 > F-table value of 3.018 and a significance level of 0.000 < 0.05. This research provides valuable insights into the interaction between Instagram usage intensity, FOMO, and oversharing behavior among Generation Z.

Bibliography (2002-2023)