

ABSTRACT

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The FoMO (Fear of Missing Out) Phenomenon in Generation Z of TikTok App Users

Keywords : Phenomenology; TikTok; Generation Z; Self-Determination Theory

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This research aims to further discuss the phenomenon of FoMO (Fear Of Missing Out) in generation Z who use the TikTok application and the impact felt by generation Z when using the TikTok application. The theory used self-determination to look at the phenomenon of FoMO (Fear Of Missing Out) and the impact felt on generation Z when using the TikTok application. In the process, researchers use qualitative methods with phenomenological approaches. Where the data collection techniques used are observation, interview, documentation, library studies, and search over the internet. The results found that the phenomenon of FoMO (Fear Of Missing Out) in generation Z who use the TikTok application in the form of fear, worry, and anxiety. In addition, TikTok also has a positive impact such as new information, increased relationships, and inspiring content. The negative impact can be spending quotas, addiction, self-problems (fear, worry and anxiety), and can be a waste of time.

Bibliography (2003-2021)