ANALYSIS OF FOMO BEHAVIOR ON TIKTOK TRENDS (CASE STUDY OF BK STUDENTS CLASS OF 2020 UNIVERSITAS PANCASAKTI TEGAL)

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Abstract

The aim of this research is to determine the aspects that influence FOMO behavior in students in active participation in TikTok trends and the impact of FOMO behavior on TikTok trends. This research uses qualitative research with a case study research design. The data collection techniques used in this research were observation, interviews and documentation. The data sources in this research were obtained from primary data (subjects AHP, AMH, SCU) and secondary data (close friends of informant subjects BIK, ZK, SA). The results of this research and discussion are on the aspects that influence FOMO behavior in students in active participation in TikTok trends, namely the cognitive aspect of the fear of being left behind felt by the three subjects so that the three subjects actively participate in the TikTok trend, the psychological aspect of the feelings of anxiety felt by the three subjects. subject so that the three subjects actively participate in the TikTok trend and the social aspect is the pressure from friends felt by the three subjects so that the three subjects actively participate in the TikTok trend. The impact of FOMO behavior on the TikTok trend on the three subjects (AHP, AMH, SCU) is addiction, reduced self-confidence, a feeling of unluckiness, psychological problems more like feelings of anxiety, disrupting productivity, lack of self-care and reduced social interaction. On the impact of decreasing achievement, only one subject (AMH) had an impact while the other two subjects (AHP, SCU) had no impact on decreasing achievement.

Keywords: Behavior, FOMO, TikTok trend

1 INTRODUCTION

The FOMO (Fear of Missing Out) phenomenon in students is where students often feel the need to be involved in various activities, events, or trends so as not to feel left out of social and academic experiences. FOMO occurs when someone wants to take part in an interesting activity or experience after seeing other people doing it on social media, so as not to feel left behind or miss out on important information according to Sachiyati et al., (2023) . McGinnis, (2020:18) says in his book that FOMO is the unwanted feeling of anxiety that originates from the perception that other people's experiences are more satisfying than your own self .

In the era of social media and platforms like TikTok, students tend to be exposed to the lives of their friends through various posts, stories and viral content. This can fuel social comparison and the urge to constantly engage in activities to achieve a level of engagement that is considered 'normal' or 'popular'. TikTok utilizes algorithms to customize the content shown to users based on their preferences, thereby accelerating the spread of trends and creativity around the world. Many other TikTok users believe that the content contained in the TikTok application is a trend that needs to be followed so that it can go viral like the content of other successful creators according to Haryono & Yanuartuti, (2023:40) . TikTok trends continue to develop over time and can include various types of content, such as challenges, dancing, lip syncing, visual creativity, and other short forms of entertainment. TikTok users often participate in these trends to gain popularity, recognition, or just have fun. Trends can come from certain music, creative ideas, or popular phenomena. Understanding and participating in these trends can create a sense of social engagement, but it can also trigger FOMO if someone feels left behind or left out. TikTok trends involve a combination of factors such as user creativity, platform popularity, and cultural impact. TikTok, as a short video sharing platform, provides an easily accessible means of creative expression for millions of people. The drive to gain popularity and recognition through short videos has created a dynamic ecosystem on TikTok. Artists, content creators, and general users contribute to emerging trends by creating, adapting, or responding to trending content. Social factors, such as the need for social validation and involvement in online communities, also play an important role in the growth and spread of trends on TikTok.

Of the 42 BK students from the class of 2020, around 57% or 24 students experienced addiction to social media (TikTok) and the phenomenon that exists from the perspective of people in general who do not know them closely is that the symptoms of FOMO behavior that are visible or displayed in the 3 subjects are not very visible. students who will be studied by researchers, people generally see that these 3 student subjects only behave like people in general, but from researchers who already know more closely the scope of BK students at Pancasaki University, Tegal, there are symptoms that appear in 3 AHP female student subjects (22 years old).), AMH (22 years old) , SCU (22 years old) showed symptoms of FOMO when the 3 student subjects saw an interesting activity of their friends on social media and definitely wanted to do that activity too, like when the PLP researchers saw when the 2 student subjects saw their friends on social media, they had already completed their PLP report, at that time they took a photo showing the completed report, so that these 2 student subjects wanted to quickly complete their report and follow their friend by showing the report they had completed, and also when AHP found out information about their classmate who had already completed it. Registering for a proposal seminar makes AHP feel left behind and worried about himself being left behind by his friends, as well as AMH who feels anxious about his friend who is further along in working on the proposal than he is. In an activity carried out by AMH and AHP on Sunday, the two of them were jogging together and they were both seen posting photos on social media when the activity was carried out, on the subject of SCU also when looking at social media and seeing a friend who looked like he had finished his thesis trial and graduation so that it makes SCU feel anxious about wanting to be in that position immediately so that SCU immediately completes his thesis so that he can be in his friend's position, also when SCU sees his friend who is already working and is an employee it still makes SCU feel that he wants to be in his friend's position so that SCU tries to be quick. completing their studies, in their daily lives these three students are also inseparable from social media (Tiktok). Based on the above phenomenon that the author encountered within the scope of Tegal University BK students regarding FOMO behavior, the author was interested in conducting research with the title "Analysis of FOMO Behavior on Tiktok Trends (Case Study of 2020 BK Students at Pancasakti University)". With the aim of knowing aspects of FOMO behavior in students in active participation in TikTok trends and to determine the impact of FOMO behavior on TikTok trends.

2   METHODOLOGY

This research uses qualitative research with a case study research design. The data collection techniques used in this research were observation, interviews and documentation. The procedures in this research are like the stages proposed by Murdiyanto, (2020:37-51) , namely the pre-field stage, field implementation stage, data analysis stage. There are two types of data sources, namely primary data sources and secondary data sources (Endah Malow Ratnaningtyas, 2023:16) . The data source in this research was obtained from primary data consisting of 3 students who were addicted to the social media TikTok and also experienced symptoms of FOMO behavior. (Subjects AHP, AMH, SCU) and secondary data obtained from close friends of the subjects (BIK, ZK, SA) . The data collection technique in this research used direct observation of the three subjects, interviews were conducted with the three subjects and also conducted with informants, namely close friends of the subjects, documentation was carried out during interviews and during the research by collecting documents related to the research. In data analysis, this research uses data analysis according to Miles and Huberman (in Sugiyono, 2021: 132-147) , namely first by collecting data that has been carried out during field research, after that reducing the data. In the process of reducing data, researchers also use the QSR application Nvivo 12 to categorize research data. This stage involves several steps, namely, (1) Entering Data: The first step is entering data from the research results into Nvivo according to the themes and patterns that have been determined, (2) Coding or Coding: The data that has been entered is then given code to group relevant information, (3) Data Depiction: After the data has been coded, researchers use the visualization feature in Nvivo, namely word cloud, to describe the data that has been coded. The next data analysis technique is presenting the data in the form of descriptions through words presented descriptively and finally drawing conclusions. This research uses the technique of presenting analysis results using informal presentation techniques according to Sudaryanto (in Zaim, 2014: 114)

3   RESULTS

The results of this research are related to aspects that influence FOMO behavior in students in active participation in TikTok trends referring to three aspects, namely, cognitive aspects, psychological aspects and social aspects. Meanwhile, the impact of FOMO behavior on TikTok trends refers to eight

impacts, namely, decreased achievement, addiction, reduced self-confidence, feelings of unluckiness, psychological problems, disrupting productivity, lack of self-care, and social interaction.

3.1 Aspects that influence FOMO behavior in students in active participation in TikTok trends

3.1.1 Cognitive Aspect

Figure 1. *Word Cloud Cognitive Aspects*

The three subjects are the same in this case that the subject feels he is left behind because he missed the TikTok trend, the AHP subject feels left behind when he sees comments on existing content so he makes himself look for it, out of a strong desire to remain relevant and up to date, and feeling afraid of being left behind, greatly influences FOMO behavior in subjects in active participation in TikTok trends. This encourages them to continue to be involved and follow developments in trends even though they have spent a lot of time on the platform, whereas AMH and SCU subjects often feel this because when they meet with friends and discuss the latest trends when AMH and SCU miss out on these trends, it causes them to feel fear of being left behind compared to other people and making themselves look for these trends, the desire to remain relevant in social interactions, high curiosity, and feeling left behind greatly influence FOMO behavior in AMH subjects in active participation in TikTok trends . This encourages subjects to continue to be involved and seek information about the latest trends so they don't feel afraid of being left behind and can still participate in social conversations. As well as in SCU subjects the desire to remain relevant, and discomfort when afraid of being left behind influence FOMO behavior in subjects in active participation in TikTok trends . Subjects feel the need to continue to be involved and know the latest information about TikTok trends so they don't feel afraid of being left behind and can still participate in social conversations with the subject's friends. From the discussion of the three subjects, it is in accordance with what was stated by Dewi et al., (2022 :179-180) that this cognitive aspect involves processing information and individual perceptions of situations or opportunities which can trigger feelings of fear of missing out. It includes the way individuals interpret information about ongoing activities or experiences, compare them with their own experiences, and project the consequences of not participating in the situation. This is also in line with what Abel stated in (Kiyassathina et al., 2021). that Sense of Self/Self Esteem is related to how individuals assess themselves. Sense of self or self-esteem refers to a person's beliefs and attitudes towards themselves. That individuals' evaluation of themselves influences Fear of Missing Out (FOMO).

3.1.2 **Psychological Aspects**

Figure 2. *Word Cloud Psychological Aspects*

The three subjects AHP, AMH, SCU felt anxiety which resulted in active participation in the TikTok trend from these feelings of anxiety. In the AHP subject, he felt anxious if he did not follow the latest developments on TikTok, because he was worried that he would feel left out of information and not participate in conversations with his friends, so the psychological aspects that influence FOMO behavior in students in active participation in TikTok trends include social anxiety, pressure to stay up to date,

feelings of confusion or disconnection, of not feeling enough. Subjects felt compelled to continually check and follow TikTok trends to stay relevant and engage in social conversations with the subject's friends. Meanwhile, the AMH subject felt anxious because he was afraid of being left behind by the TikTok trend but the anxiety he felt was not too much. The psychological aspects that influence FOMO behavior in students in active participation in the TikTok trend include feelings of anxiety and fear of missing out on information. Even though this anxiety is not too big, it is significant enough to make AMH feel the need to continue looking for and following the latest trends on TikTok so as not to be left behind and remain relevant in the social environment. SCU subjects sometimes feel anxious if they are left behind by trends on TikTok. The psychological aspects that influence FOMO behavior in students include the feeling of anxiety that arises when the subject feels left behind by TikTok trends. This anxiety encourages subjects to actively look for and follow trends in order to stay up to date and relevant in the subject's social environment. The discussion above is in line with what was stated by Abel in (Kiyassathina et al., 2021). Social anxiety refers to anxiety that arises in a social context, including when interacting via social media or in direct social situations. In terms of FOMO, social anxiety can cause someone to feel pressured to continue monitoring other people's activities and getting involved in social trends. This anxiety may arise due to concerns about the judgment of others or an inability to meet social expectations, which can exacerbate FoMO by increasing the desire to always be connected and not feel left out of social groups or the latest information.

3.1.3 Social Aspects

Figure 3. *Word Cloud Social Aspects*

In the three subjects AHP, AMH and SCU, all three subjects felt pressure from their friends and their environment who provided comments related to trending TikTok content which caused them to feel pressured by the words their friends said, making the subjects find out about the latest trends being said. by his friend. In AHP subjects, social aspects such as pressure from friends and the need to remain relevant in the social environment greatly influence FOMO behavior in subjects in active participation in TikTok trends . Subjects feel encouraged to always know and follow the latest trends on TikTok so they don't feel left behind and can still participate in conversations and social activities with the subject's friends. In AMH, social aspects such as pressure and criticism from friends and the social environment as well as the need to stay connected in social groups greatly influence FOMO behavior in subjects in active participation in TikTok trends. The subject feels compelled to know and follow the latest trends on TikTok so as not to feel pressured, different, or alienated from the subject's social circle of friends. In the SCU subject, social aspects such as sharing links to TikTok trends, verbal encouragement, and expectations of the social environment from friends greatly influence FOMO behavior in subjects in active participation in TikTok trends . The subject felt compelled to continue following the d TikTok trend to maintain social relationships and meet the expectations of friends and the subject's social environment, this shows how strong social influence is in encouraging active participation in the d TikTok trend. Based on the discussion of the three subjects, it is in accordance with what was stated by Dewi et al., (2022 :179-180) that social aspects are influenced or triggered by social interactions and the environment around the individual. These include the influence of social media, friend groups, culture, and social norms that can increase or dampen a person's feelings of FOMO. The social aspect also involves social comparison, where a person feels pressured to conform or meet standards created by others, which can reinforce feelings of FOMO if they feel they are not meeting expectations or are not at the same level as others in terms of experience or achievements. Also in line with what was stated by Abel in (Kiyassathina et al., 2021". That the Social Interaction aspect is related to how individuals feel and respond to their social interactions. FOMO can increase if someone feels uncomfortable or dissatisfied with the way they interact with other people For example, if someone feels awkward or stressed in social situations or doesn't feel involved in popular social activities, they may worry that they are missing out on important information or experiences that other people are having reducing their sense of connectedness to their social environment..

3.2 The impact of FOMO behavior on TikTok trends

3.2.1 Decreased Achievement

Figure 4. *Word Cloud Declining Performance*

In the FOMO behavior towards TikTok trends which has an impact on decreasing achievement, the results of research on AMH subjects show that the behavior is fear of missing out on information which makes AMH continue to look for information on TikTok trends which have an effect on decreasing academic achievement. FOMO behavior towards TikTok trends can interfere with academic performance. Excessive engagement with TikTok content causes individuals to postpone important tasks, which may ultimately result in decreased academic performance. This suggests that poor time management and dependence on digital content can have a negative impact on decreased academic performance. This is in accordance with what was stated by Syahruddin., (2023:206-208) , that One of the negative impacts of FOMO is that it causes performance to decline. Meanwhile, AHP subjects and SCU subjects had no effect on the behavior of being afraid of being left behind regarding TikTok trend information. FOMO behavior towards TikTok trends does not always have a negative effect on academic achievement. In some cases, as experienced by AHP, TikTok can actually be a source of useful information and help in academic activities. This shows that with good time management, engagement with TikTok trends can provide educational benefits without sacrificing academic achievement. In SCU's case, the ability to manage time and complete assignments before engaging with TikTok content helps keep its academic performance steady. This shows that with effective time management, engagement with TikTok trends can be done without compromising academic performance. It can be concluded that of the three subjects, only the AMH subject had an impact on decreasing academic achievement due to FOMO behavior regarding the TikTok trend, while the AHP and SCU subjects had no impact on decreasing academic achievement.

3.2.2 Addicted

Figure 5. *Addiction Word Cloud*

The impact of addiction is due to FOMO behavior towards TikTok trends, which is one of the impacts that arises because the fear of missing out on a TikTok trend makes a person addicted. In this research, which was conducted on subjects AHP, AMH, and SCU, the three subjects when their behavior of fear of missing out on a TikTok trend made the three subjects addicted. In AHP, FOMO behavior towards TikTok trends can lead to addictive behavior. This addiction is seen in the need to constantly follow the latest trends, spending excessive time on the platform, and neglecting other important activities. This suggests that uncontrolled engagement with TikTok can have a negative impact on a person's daily life, indicating digital addiction. In AMH, FOMO behavior towards TikTok trends can lead to addictive behavior, although it may not be extreme. This addiction is characterized by the need to continuously search for and watch content until satisfied, indicating significant dependence on the platform. This shows that although the level of addiction may differ, there is a real influence of FOMO on excessive TikTok use. In SCU, FOMO behavior towards TikTok trends can result in addictive behavior. This addiction is evident in the constant need to check and stay up to date with the latest d trends, indicating

a significant dependency on the platform. This indicates that FOMO can fuel digital addiction, leading users to spend excessive time on TikTok to ensure they don't miss out on the latest information. It can be concluded that the three subjects experienced addiction from FOMO behavior towards the TikTok trend, this is in accordance with what was stated by Syahruddin, (2023:206-208) , that One of the negative impacts of FOMO is that it can cause addiction.

3.2.3 Reduces Self-Confidence

Figure 6. Word Cloud Reduces Self-Confidence

Regarding the impact of FOMO behavior on the next TikTok trend, namely that it can reduce self-confidence, this impact affected the subjects in this study, the three subjects AHP, AMH and SCU, that in the research results these three subjects felt the behavior of being afraid of being left behind by the TikTok trend, which caused The three subjects were exposed to trending TikTok content which showed someone who was beautiful, successful and happy, making these three subjects compare themselves with the trending content they saw which caused the subjects to become less confident with what was within the subject. On the subject of AHP, FOMO behavior towards TikTok trends can have a negative impact on self-confidence. Constant exposure to content that showcases the beauty and success of others makes subjects feel less in comparison, increasing feelings of insecurity and reducing self-confidence. This indicates that content consumption on TikTok can influence an individual's self-perception and psychological well-being. On the subject of AMH, FOMO behavior towards TikTok trends can have a negative impact on self-confidence. Constant exposure to content that displays the success and happiness of other people makes subjects feel left behind and dissatisfied with their own condition, increasing feelings of insecurity and reducing self-confidence. In the SCU subject, FOMO behavior towards TikTok trends can worsen social comparisons, so that individuals feel less confident. Dissatisfaction with one's own situation, especially when seeing others who appear more successful, can lead to a decrease in self-confidence and feelings of worthlessness. It can be concluded from the three subjects that FOMO behavior towards TikTok trends has an impact on reducing self-confidence, this is in line with what was stated by Syahruddin, (2023:206-208) , that One of the negative impacts of FOMO is that it can reduce a person's self-confidence.

3.2.4 Feeling Unlucky

Figure 7. Word Cloud Feeling Unlucky

One of the impacts of FOMO behavior or fear of being left behind on this TikTok trend is a feeling of being unlucky. The existing discussion is based on research results that the behavior of fear of being left behind by TikTok trends in the three subjects influences the subject's feeling of being unlucky, the AHP subject feels that he is unlucky compared to other people, when he sees a TikTok trend that shows someone who has a partner but he doesn't, FOMO behavior against d TikTok trends can cause the subject to feel unlucky. This social comparison can create feelings of loneliness and dissatisfaction with personal circumstances, reinforcing the feeling that they are falling behind in an important aspect of life, namely relationships. Likewise, the AMH subject feels unlucky when he sees trending TikTok content showing what someone has by comparing what the AMH subject has which causes him to feel unlucky

with what he has, FOMO behavior towards TikTok trends can lead to feelings of unluckyness. This social comparison can result in subjects feeling like they are not good enough or do not have what they should have, creating a sense of dissatisfaction with their own lives. The SCU subject also feels unlucky because he compares himself with people his age who already earn their own income which causes him to feel not as lucky as other people. FOMO behavior towards TikTok trends can cause feelings of unluckiness, but the subject still feels able to manage and is not affected, excessively. Despite their desire to achieve the same progress, they did not feel significantly depressed, indicating awareness and control over these feelings. It can be concluded that the three subjects felt the impact of FOMO behavior on the TikTok trend, namely a feeling of unluckiness, this is in accordance with what was stated by Syahruddin, (2023:206-208) , that One of the negative impacts of FOMO is that it makes someone feel unlucky.

3.2.5 Psychological Problems

Figure 8. Word Cloud Psychological Problems

In the three subjects, FOMO behavior or fear of being left behind by TikTok trends had an effect on the three subjects, namely subjects AHP, AMH, SCU felt anxious when they felt left behind by an existing trend, but the three of them did not feel stressed. The AHP subject experienced anxiety when he missed out on the latest TikTok trend information so that the AHP subject felt anxious about himself. FOMO behavior towards TikTok trends can cause anxiety, but not to the point of causing severe stress. Subjects felt stressed by the need to stay up to date, but were still able to manage this anxiety without experiencing serious psychological disorders. In the AMH subject, the anxiety he experiences is more about the fear of missing out on content that is very informative for him, FOMO behavior towards TikTok trends that are considered informative can cause significant anxiety in the subject. This anxiety arises from concerns that the subject will miss important and valuable information, which can affect the subject's mental well-being. This anxiety does not cause severe stress. SCU subjects feel anxious when they see trending TikTok content that shows someone's success and is compared to themselves. FOMO behavior towards TikTok trends can cause anxiety related to social comparison and personal achievements. However, this anxiety does not develop into severe stress. It can be concluded that the three subjects experienced anxiety but did not cause stress to the subject, this is related to what was stated by Syahruddin, (2023:206-208) , that One of the negative impacts of FOMO that arises is increasing the risk of psychological problems, especially the feelings of anxiety that a person feels.

3.2.6 Disrupts Productivity

Figure 9. Word Cloud Disrupts Productivity

Regarding the impact of FOMO behavior on TikTok trends, one of them is disrupting productivity. In the research results, the three subjects felt productivity was disrupted when the behavior of fear of being left behind was felt towards TikTok trend information which caused productivity disruption for the three subjects AHP, AMH, and SCU. On the subject of AHP, FOMO behavior towards TikTok trends can result in decreased productivity. Excessive engagement with these platforms leads to laziness and procrastination in completing important tasks, thereby hindering the achievement of daily goals. On the

subject of AMH, FOMO behavior towards TikTok trends can disrupt daily productivity. Excessive use of TikTok, especially at night, causes lack of sleep and disrupted morning routines, thereby reducing motivation and efficiency in carrying out daily activities. On the subject of SCU FOMO behavior towards TikTok trends can disrupt productivity. Although not always significant, excessive interest in TikTok content can cause procrastination and diversion of attention from tasks that should be done, thereby reducing efficiency and productivity in daily activities. It can be concluded that the three subjects' FOMO behavior towards the TikTok trend can have an impact on disrupting the subject's productivity, this is in accordance with what was stated by Syahruddin., (2023:206-208) , that One of the negative impacts of FOMO is that it disrupts productivity. Also in line with research conducted by Yusuf et al., (2023). The impact of Fear of Missing Out includes, among other things, decreasing student productivity levels.

3.2.7   Lack of Self-Concern

Figure 10. *Word Cloud Lack of Self-Concern*

The impact that is influenced by FOMO behavior or fear of being left behind by the TikTok trend is a lack of concern for yourself and your surroundings. The results of the research showed that the three AHP subjects, AMH became less concerned with themselves because in a condition where the three subjects felt afraid of being left behind with TikTok trend information so they were too focused and engrossed in these activities, resulting in a lack of self-care like the AHP subjects because they were too busy finding out. about TikTok trends making him lazy about bathing, FOMO behavior towards TikTok trends can have a negative impact on self-care and social interactions. Dependence on these platforms causes subjects to ignore basic needs such as bathing and reduces time for socializing with people around them. This shows that excessive use of TikTok can disrupt the balance between online activities and personal and social responsibilities, similar to AMH because being too busy also reduces rest, FOMO behavior towards TikTok trends can have a negative impact on caring for one's own needs. Dependence on these platforms causes individuals to neglect basic needs such as rest. This shows that excessive use of TikTok can disrupt the balance between online entertainment and maintaining personal health and well-being, while SCU still cares about himself but sometimes because he is busy spending time with TikTok trends, he forgets to eat, FOMO behavior towards TikTok trends can cause temporary neglect of basic needs such as food. Even if the individual still cares about themselves in general, excessive engagement with TikTok can lead to forgetting to eat occasionally. This shows that even though there is an impact, the impact is not always significant and can still be controlled. It can be concluded that from the three subjects, FOMO behavior towards the TikTok trend resulted in not caring about oneself, this is in line with research conducted by Akbar et al., (2019) , Mentioning that the impact that arises is one of which is the effect of not caring about oneself.

3.2.8   Social Interaction

Figure 10. *Social Interaction Word Cloud*

The impact that arises when FOMO behavior or fear of being left behind regarding TikTok trends. In the results of research on 3 subjects AHP, AMH and SCU, when the three subjects felt that they were afraid of missing out on information about TikTok trends, the three subjects were busy with themselves by

continuing to scroll TikTok under any circumstances, even when they were with friends, they were also busy themselves looking for information on TikTok trends. If you frequently scroll through TikTok, this causes a lack of social interaction with close friends or people around you. In AHP, FOMO behavior towards TikTok trends has a negative impact on social interactions. Excessive engagement with TikTok causes subjects to focus more on online activities rather than communicating with friends directly, thereby reducing the quality and quantity of social interactions. This shows that excessive use of TikTok can disrupt social relationships and reduce opportunities to interact and share experiences directly. At AMH, FOMO behavior towards TikTok trends can damage the quality of social interactions. When subjects focus more on trending TikTok content, attention to friends and live conversations decreases, leading to less meaningful interactions. This suggests that excessive use of TikTok can disrupt social relationships and reduce the ability to connect emotionally with others. And in SCU, FOMO behavior towards TikTok trends can disrupt social interactions. When subjects focused more on online activities, attention and involvement in interactions with friends decreased. This leads to less deep social connections and missed opportunities to share experiences face-to-face, thereby affecting the quality of social connections built. It can be concluded that the three subjects felt the impact of less social interaction on FOMO behavior towards the TikTok trend, this is in line with research conducted by Akbar et al., (2019). One of the impacts of FOMO is not being able to fully enjoy social interactions in real life. Also in line with research conducted by Yusuf et al., (2023). Mentions that the impact of Fear of Missing is, among other things, interference with skills or social interactions with people in the real world.

4 CONCLUSIONS

Based on the results of research conducted by researchers regarding "Analysis of FOMO Behavior on TikTok Trends (Case Study of BK Students Class of 2020 Universitas Pancasakti Tegal)", the researchers drew the following conclusions; (1) Aspects that influence FOMO behavior in students in active participation in TikTok trends are cognitive aspects in the fear of being left behind felt by the three subjects so that the three subjects actively participate in the TikTok trend, psychological aspects in the feelings of anxiety felt by the three subjects so that the three subjects actively participate in the TikTok trend. TikTok trends and social aspects of peer pressure felt by the three subjects so that the three subjects actively participated in the TikTok trend. (2) The impact of FOMO behavior on the TikTok trend on the three subjects (AHP, AMH, SCU) is addiction, reduced self-confidence, a feeling of unluckiness, psychological problems more like feelings of anxiety, disrupting productivity, lack of self-care and reduced social interaction. On the impact of decreasing achievement, only one subject (AMH) had an impact, while the other two subjects (AHP, SCU) had no impact on decreasing achievement.

ACKNOWLEDGEMENTS

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