

PENGARUH *FEAR OF MISSING OUT* (FOMO) DAN *SOCIAL COMPARISON* TERHADAP *SOCIAL MEDIA FATIGUE* PADA REMAJA PUTRI

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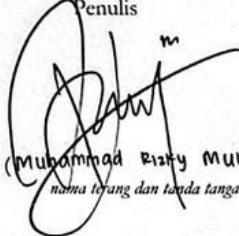
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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *fear of missing out* dan *social comparison* terhadap *social media fatigue* pada remaja putri. *Social media fatigue* merupakan kondisi kelelahan psikologis yang muncul akibat keterlibatan dalam penggunaan media sosial secara berlebihan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional. Subjek penelitian berjumlah 388 remaja putri usia 10–20 tahun di Indonesia yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan menggunakan skala *fear of missing out scale*, *social comparison scale*, dan *social media fatigue scale*. Analisis data menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa *fear of missing out* berpengaruh positif dan signifikan terhadap *social media fatigue* dengan nilai signifikansi $< 0,001$ dan nilai t sebesar 3,455. Selain itu, *social comparison* juga berpengaruh positif dan signifikan terhadap *social media fatigue* dengan nilai signifikansi $< 0,001$ dan nilai t sebesar 3,481. Secara bersama-sama, *fear of missing out* dan *social comparison* memberikan sumbangan efektif sebesar 6,3% terhadap *social media fatigue*. Berdasarkan hasil penelitian dapat disimpulkan bahwa *fear of missing out* dan *social comparison* merupakan faktor yang berpengaruh terhadap munculnya *social media fatigue* pada remaja putri. Semakin tinggi tingkat *fear of missing out* dan kecenderungan melakukan *social comparison*, maka semakin tinggi pula kecenderungan mengalami kelelahan dalam penggunaan media sosial.

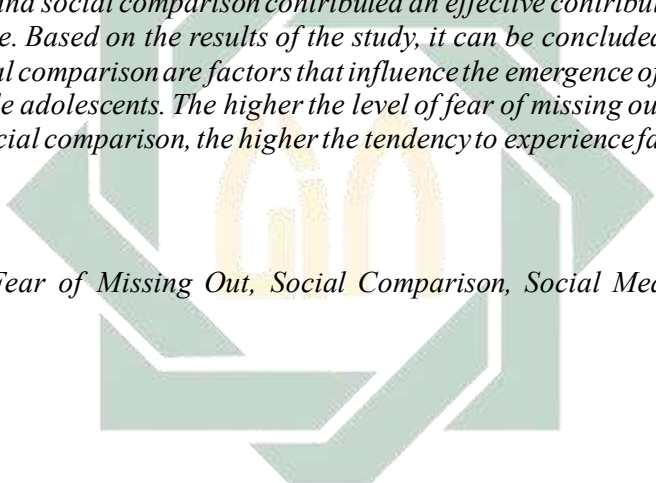
Kata kunci: *Fear of Missing Out*, *Social Comparison*, *Social Media Fatigue*, Remaja Putri

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ABSTRACT

This study aims to determine the effect of fear of missing out and social comparison on social media fatigue among female adolescents. Social media fatigue is a psychological exhaustion condition that arises due to excessive involvement in social media use. This study employed a quantitative approach with a correlational research design. The research subjects consisted of 388 female adolescents aged 10–20 years in Indonesia who were selected using a purposive sampling technique. Data were collected using the fear of missing out scale, social comparison scale, and social media fatigue scale. Data analysis was conducted using multiple linear regression with the assistance of IBM SPSS Statistics 27. The results showed that fear of missing out had a positive and significant effect on social media fatigue with a significance value of < 0.001 and a t -value of 3.455. Furthermore, social comparison also had a positive and significant effect on social media fatigue with a significance value of < 0.001 and a t -value of 3.481. Simultaneously, fear of missing out and social comparison contributed an effective contribution of 6.3% to social media fatigue. Based on the results of the study, it can be concluded that fear of missing out and social comparison are factors that influence the emergence of social media fatigue among female adolescents. The higher the level of fear of missing out and the tendency to engage in social comparison, the higher the tendency to experience fatigue in social media use.

Keywords: Fear of Missing Out, Social Comparison, Social Media Fatigue, Female Adolescents



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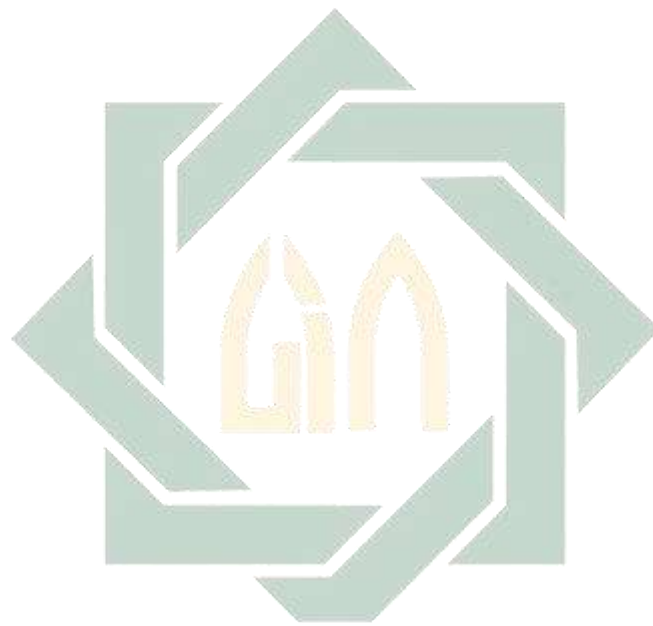
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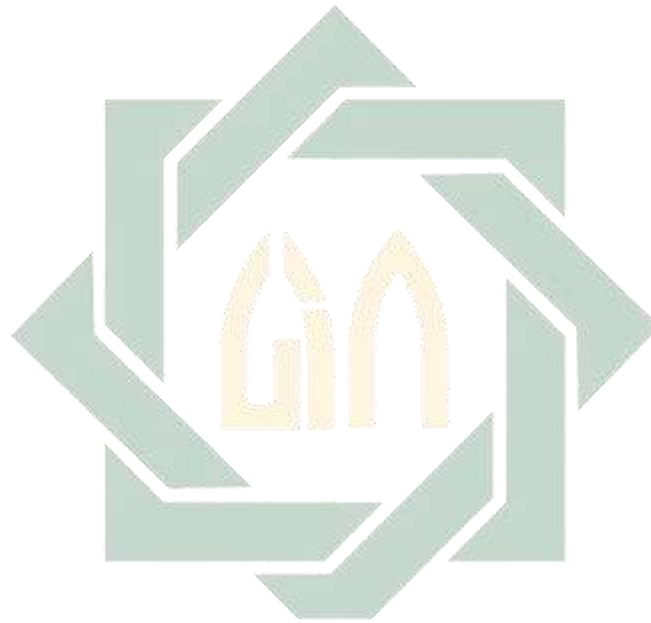
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