

Membongkar Hubungan Antara Konsumsi TikTok dengan FoMO dan Orientasi Perbandingan Sosial = Unraveling the Relationship of TikTok Consumption on FoMO and Social Comparison Orientation

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Abstrak

Dewasa ini, TikTok merupakan salah satu platform jaringan sosial yang paling banyak digunakan. Penelitian sebelumnya menunjukkan bahwa pengguna TikTok memiliki kecenderungan lebih tinggi terhadap Fear of Missing Out (FoMO) dan orientasi perbandingan sosial. Namun, terdapat perbedaan hasil dalam studi sebelumnya yang menekankan perlunya penelitian ini untuk dilakukan. Studi ini bertujuan untuk menguji hubungan antara Fear of Missing Out (FoMO) dan orientasi perbandingan sosial, serta konsumsi TikTok. Studi ini melibatkan 381 partisipan ($M = 29.0$ tahun, $SD = 14.0$) melalui penyebaran survey online yang dilakukan di Australia dan luar negeri. Hasil penelitian menunjukkan bahwa konsumsi TikTok berkorelasi positif dengan FoMO dan orientasi perbandingan sosial. Berdasarkan hasil penelitian, diperlukan usaha untuk mengurangi dampak buruk dari tingkat FoMo yang tinggi dan orientasi perbandingan sosial ke atas pada penggunaan TikTok.

.....Nowadays, people seem unable to live without social media. The same applies to TikTok, one of the most widely used social networking platforms. Previous research has indicated that people who consumed TikTok regularly have a higher tendency to Fear of Missing Out (FoMO) and Social comparison orientation. However, there are inconsistencies in these studies that underscores the necessity for this research to be undertaken. This study aims to examine the relationship between Fear of Missing Out (FoMO) and social comparison orientation and TikTok consumption. The study was conducted in Australia, which involved 381 individuals from the community ($M = 29.0$ years, $SD = 14.0$) that were recruited using a convenience sample via online survey dissemination. The results showed that TikTok consumption was positively correlated with FoMO and Social Comparison Orientation. Based on this study, further efforts are needed to mitigate the harmful impact of high levels of FoMO and upward social comparison orientation on TikTok users.