

The Phenomenon of Fear of Missing Out Instagram Social Media in Generation Z in the 2024 Presidential Election

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ABSTRACT

Keywords: instagram, phenomenology, fear of missing out.

In the current digital era, Instagram is not only a place to share personal moments but also a political arena where individuals participate in discussions, campaigns, and other political activities. This research aims to understand the phenomenon of Fear of Missing Out (FoMO) on social media, Instagram, among Generation Z during the 2024 presidential election using Alfred Schutz's phenomenological theory. This research employs the phenomenological method, where data collection techniques used are interviews, observations, and documentation. The study uses an interpretive paradigm to allow the researcher to observe and understand the meanings, values, and behaviors of Generation Z in using Instagram to spread campaign tweets and even comment during the 2024 presidential election. The results of this research show that Generation Z feels a greater desire to use Instagram during the presidential election period. FoMO is a common experience among the informants, particularly related to the fear and anxiety of missing out on important information or discussions happening on Instagram during the 2024 presidential election. The FoMO experienced by the informants indicates a pressure to always stay up-to-date with the latest information, which can negatively impact the informants.



Introduction

The rapid development of information technology today has a very significant impact on politics in Indonesia. Including the use of social media, social media is now used as an effective tool in campaigning, using social media as a tool for politics has triggered transparency and supported e-democracy around the world, including in Indonesia (Aisafitri & Yusriyah, 2021). Social media is one of the media that is used as a place to exchange information freely, anytime, and anywhere. With the rapid development of technology, social media has developed rapidly. Social media is now used as a medium of communication in politics, even the political process intensely and

continuously uses it as a medium to socialize, convey, influence, and construct public opinion (Prasetyo et al., 2022). It can be said that almost all political institutions and political communicators have and use social media as a means to disseminate knowledge and information related to politics itself. As citizens who have the freedom to vote, this social media plays an active role in selecting and seeing how the campaign develops and the active role of legislative candidates in voting (Setiawan & Hidayati, 2023). Social media provides many opportunities to improve effective and efficient external communication in politics in the cyber realm. Modern civilization uses the internet as a tool (Ali, 2015). The fact that this communication technology is very user-friendly and can be accessed by all users anytime and anywhere has also led to a high demand for this technology. Internet media is deeply embedded in society as it facilitates communication both domestically and internationally, allows users to access global information, and fosters partnerships to promote goods and services. We can interact with anyone, anywhere in the world, using the internet, which also removes limitations and makes communication faster and more effective (Syahputra et al., 2022). People's lives have become simpler with technological advances in many fields, including interaction. The Internet serves as a worldwide network that facilitates communication between locations around the world. The internet also serves as a means of conveying information without limits. In the past, people used mail, then telephones, and now the internet to connect with other people who live far away. If sending messages over the phone is only limited to speech, then the use of the internet allows users to send and receive messages both verbally and face-to-face using the built-in camera feature. For most individuals, accessing the internet has now become a habit (Pratiwi et al., 2022).

Conventional politics does not have the same spectrum as social media. Its presence is also limited because it cannot be accessed as easily as new media. So far, one of the weaknesses of political science is the lack of accessibility, resulting in a lack of understanding of politics by the wider community. (Nur, 2020). Therefore, conflicts, disputes, disputes to hoax news, and black campaigns have emerged. Especially in today's digital era, political activities that use new media will be much more effective in greeting the public, as well as providing political intelligence and socialization to the people in Indonesia. (Pratama & Yahya, 2023).

In today's digital era, social media has become an integral part of daily life, especially among Generation Z, who are the generation that grew up with information technology. One of the popular social media platforms is Instagram. In recent years, technological changes and social media have changed the political landscape significantly. One of the most dominant platforms is Instagram, a photo and video-sharing platform that has millions of active users around the world, including Indonesia. Instagram is the main platform for sharing moments of daily life, both through Instagram Feed, Insta Story, and other features. Generation Z is very active in posting visual content such as photos and videos of their lives. The Instagram Stories feature is very popular because it allows them to share their activities and thoughts in real-time

with friends/followers. Insta Stories are considered more personal and spontaneous. Generation Z uses Instagram as a means of exploring their identity and expressing their interests and lifestyle through Instagram feeds. They are enthusiastic about following the accounts of celebrities, influencers, brands, and popular trends they love on Instagram for inspiration and the latest information. Instagram is the main socialization place for Generation Z by giving each other likes, comments, and exchanging messages. This generation actively uses Instagram's hashtag, location, and filter features to increase engagement and get attention on Instagram. In general, Gen Z spends a considerable amount of time (hours per day) browsing, interacting, and consuming content on Instagram. So, Instagram is the main means for Generation Z to form an identity, and lifestyle, and establish social relationships online. The high level of interaction on Instagram makes this generation vulnerable to FOMO. Instagram has not only become a place to share personal moments, but also a political arena where individuals participate in discussions, campaigns, and other political activities, which has become an important place to share information, interact, and even participate in various discussions, including politics. In a political context, Instagram offers a space for individuals, including college students, to express their political views, share information, and discuss relevant issues, including presidential elections. The presidential election is one of the most significant political events in a democratic country. The 2024 presidential election in Indonesia marks a pivotal moment in the country's political history. However, it is important to recognize that Generation Z has different characteristics and preferences when it comes to interacting with politics, especially through social media. This generation is growing up in the digital age, where information is easily accessible and opinions can quickly spread. They also tend to participate in various social and political issues that they consider important.

Based on the formulation of the existing problem, the objectives of this study are:

1. To find out to motives for the Fear of Missing Out phenomenon in Generation Z during the 2024 presidential election.
2. To find out the reasons for the Fear of Missing Out phenomenon in Generation Z during the 2024 presidential election.

Method

The research method used in this study is the phenomenological method. The phenomenological method is a qualitative research approach used to uncover the similarity of meaning that is the essence of a concept or phenomenon that is consciously and individually experienced by a group of individuals in their lives. This method focuses on personal experience and human self-recognition, as well as understanding the universal essence of phenomena experienced by individuals. (Ahmad & Muslimah, 2021).

This research was carried out using a descriptive qualitative approach, qualitative research is research that produces descriptive data in the form of written or oral words from other people. Qualitative research is one of the research with a research style that

constructs relationships and understands their meaning. So qualitative research usually pays great attention to processes, events, and authenticity. In qualitative research itself, the presence of the researcher's value is explicit in a limited situation, involving subjects with a number (Yusanto, 2020). Qualitative research of an activity that is located places its researcher in the world. Qualitative research consists of a series of material interpretation practices that make the world visible. These practices are transforming the world. They transform the world into a series of representations that include a variety of field notes, interviews, conversations, photographs, recordings, and personal notes. In this case, qualitative research involves a naturalistic approach to the interpretation of the world. In other words, when studying something in its natural setting, qualitative researchers try to understand or interpret events in the context of the meaning that society gives to it (El Qudsi & Syamtar, 2020).

Data Source

The source of research data is the subject from which the data can be obtained. If the researcher uses a questionnaire or interview in collecting data, then the source of the data is the respondent (the person who responds to or answers the researcher's questions, both oral and written). There are two types of data, namely:

1. Data Primer

According to (Kuantitatif, 2016) Primary data is data that directly provides data to data collectors. In this compilation, the researcher collects directly from the first source or place of the object of the research being conducted. In this study, the primary subject is Generation Z who is directly involved in the phenomenon of Fear of Missing Out.

2. Data Seconds

According to (Kuantitatif, 2016), Secondary data is a source of data that does not directly provide data to data collectors, for example through other people or documents. Those that are secondary sources of data are in the form of books, theses, and journals related to the research being conducted.

Data Collection Techniques

The data collection methods used in this study include interviews, observations, and documentation. In this study, the presence of the researcher acts as the main instrument as well as data collection. One of the characteristics of qualitative research in data collection is carried out by the researcher himself. The data collected in the study will be used to test hypotheses or answer questions on the formulation of the problem and will then be used as a basis for drawing conclusions or decisions.

Data Analysis Techniques

Data analysis is an effort to find and systematically organize the records of observations, interviews, and others, to improve the researcher's understanding of the case being studied by presenting it as a finding for others. In this study, the researcher used data analysis techniques sourced from Miles and Huberman.

Data Validity Techniques

In checking the validity of data with qualitative methods, a validity test plan is needed which includes a data credibility test, dependability test, transferability test, and confirmability test. But more important is the data credibility test which includes: Perseverance/Persistence of Observation

Continuous observation means consistently seeking interpretation in various ways about a constant process of analysis. Observation diligence means finding characteristics and elements in situations that are very relevant to the problem or issue being sought and then concentrating on those things.

Triangulate

Triangulation is a technique for checking the validity of data that utilizes something else, outside of that data for checking or as a comparison to that data. Thus triangulation is the best way to eliminate differences in the construction of reality that exist in the context of a study while collecting data on various events and relationships from different perspectives. Triangulation in this study is a triangulation method that is carried out by comparing and checking information obtained from interview data and observation data during the learning process.

Results and Discussion

Fear of Missing Out Pada Generasi Z

The rapid development of the internet makes it easier for Generation Z to know many things, with the internet the latest information needed by Generation Z is very easy to get, be it information that is deliberately sought out or even information that is not intended to be known, one of which is related to the 2024 presidential election, for Generation Z who do not know much information even with the campaign carried out using this Instagram make Generation Z know and even feel that this information is useful for them during this presidential election itself.

According to Schutz, the world of life is the context in which individuals live their daily lives, which are filled with meanings shaped through experiences and social interactions. Social media, like Instagram, is an integral part of the life of Generation Z, especially during the presidential election period where political information and social interaction become very intense.

Struktur Motivasi: Because of Motive

Based on interviews, it was found that the use of Instagram increased during the presidential election period. Informants admitted that they often open Instagram to get the latest information, participate in discussions, and see the political views of their friends. This is to Schutz's concept of the life-world, in which individuals form the meaning of their daily experiences through social interaction.



Figure 1 Screenshot of the Informant Archive

Gen Z admits that Instagram is the social media that they use most often in their daily lives, the duration of using this media itself is about 2-4 hours every day. The factor that causes them to be so interested in accessing Instagram itself is motivated by the characteristics of Instagram itself which is rich in audio-visual aspects, as stated by SR informant (Interview, June 2024), for example, he argues that Instagram is a complete package platform, where photo and video content is presented with a very attractive appearance. In addition, their high interest in Instagram is also driven by Instagram's role as a virtual social connectivity provider and an attractive and reactive source of information.

Struktur Motivasi: In Order to Motive

Most informants experience feelings of anxiety or worry about missing out on important information if they don't check Instagram regularly. They feel the need to stay up-to-date so as not to feel isolated or left behind by their friends. This phenomenon can be explained through Schutz's concept of motivation structure, in which individual actions are guided by "in-order-to" and "because-of" motives.

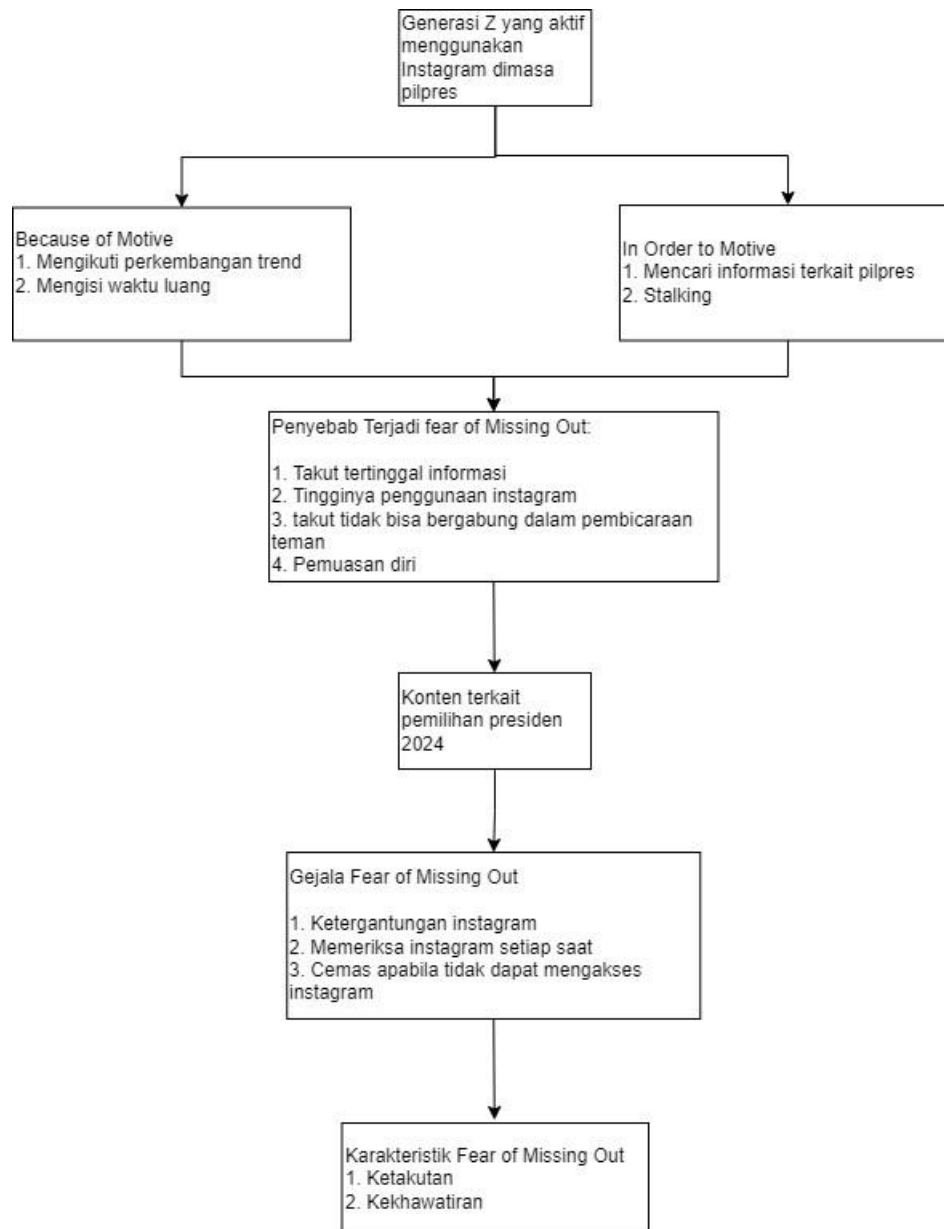


Figure 2 Research Results

The results of the study show that Instagram is an important source of information for Generation Z during the presidential election period. This platform is not only used to get news but also as a means of discussion and sharing political views. According to Schutz, the world of an individual's life is shaped by the social interactions they experience, which in this context is the interaction on social media. The feeling of FoMO experienced by the informant indicates that there is pressure to always be up-to-date with the latest information, which can hurt psychological well-being. This is by Schutz's theory that the structure of individual motivation is influenced by motives "in-order-to" (for a specific purpose) and "because-of" motives.

FoMO encourages individuals to keep checking Instagram so as not to feel isolated from their social group. The efforts used by informants to address FoMO reflect an awareness of the negative impact of excessive social media use. Restrictions on the

time of use and selectivity in following certain accounts indicate an effort to manage the balance between obtaining information and maintaining the psychological well-being of informants.

According to (Abel et al., 2016) A person can be said to be FoMO if he experiences symptoms such as not being able to get rid of his cell phone, anxiety, and anxiety if he has not checked his social media account. More concerned with communicating through social media with his colleagues, is obsessed with other people's statuses and posts, and always wants to appear to exist by sharing every activity and feeling depressed if few people see his social media accounts. This is to the results of the statement found by the author that they cannot take away from their mobile phones, always check their social media pages, always post things that smell of the 2024 presidential election campaign, and always share whatever activities they are doing, such as things they like and moments that they consider valuable and should not be missed.

Based on the definition that has been described (Przybylski et al., 2013), it is known that the aspects of Fear of Missing Out consist of fear which is interpreted as an emotional state that arises in a person who feels threatened when a person is connected or disconnected to an event or experience and conversation with another party, and indeed that is what the informant who experiences FoMO feels, They are afraid of missing information or other people's activities that they follow, so they tend to make efforts not to miss information during the 2024 Presidential Election period, such as checking Instagram at all times, and stalking every day. When the informant feels that he has lost a precious moment, then regret arises in him, this is because the informants indirectly themselves are also missing information related to the 2024 presidential election so that it is a lesson that does not repeat in the future by always looking for information, finding out the activities carried out by friends, participating in giving opinions through instastories about the 2024 presidential election.

Individuals with high levels of FoMO tend to experience anxiety, depression, and life dissatisfaction more frequently, as they feel they have to constantly connect and participate in all social activities in order not to miss out. This anxiety can make them feel compelled to constantly check social media, which can interfere with their emotional well-being and lead to prolonged stress. During the presidential election period, the need to feel connected to others and gain self-validation became more intense. Generation Z uses Instagram not only to keep up with the latest news and developments but also to engage in political discussions, share opinions, and show their support for a particular candidate. FoMO's theory emphasizes that social connectedness is a basic need, and in the context of presidential elections, this sense of connectedness becomes very important because they want to be part of the national conversation and do not want to miss important moments. This desire to use social media intensively reflects in-order-to motive in Schutz's phenomenological theory, where the purpose of using social media is to stay connected and gain social validation, which ultimately serves to meet their basic connectivity needs. They want to stay up-to-date with what's

happening around them and make sure they don't miss out on important information or experiences. Instagram, as a visual social media platform, played a huge role in strengthening FoMO during the presidential election. Generation Z often sees posts from friends, influencers, and political figures who are involved in campaigns, attend political events, or discuss important issues. This makes them feel that they have to continue to monitor social media so as not to miss relevant information or activities. Social media strengthens FoMO by highlighting important and interesting moments, which can create pressure to stay engaged and appear up-to-date with political developments.

In addition, motive also plays an important role, where their actions are influenced by past experiences that make them feel left behind or miss out on important information. Negative experiences like these form patterns of behavior where individuals feel the need to monitor social media constantly to make sure they don't miss it again. Social pressure from peers and the environment also reinforces the need to stay connected and active on social media.

In a study on the phenomenon of Fear of Missing Out (FoMO) on Instagram social media in Generation Z during the presidential election in Indonesia, the concepts of because-of-motive and in-order-to motive from Alfred Schutz's phenomenology are very relevant and in line with the FoMO theory developed by Przybylski et al. (2013). FoMO, according to Przybylski, is the persistent fear that others have more satisfying or interesting experiences that they miss, exacerbated by intense social media use.

The concept of because-of motive in Schutz's phenomenology explains the actions of individuals based on past experiences that encourage them to stay active on social media. For example, a previous experience where they missed an important event or information that friends discussed on Instagram could cause anxiety. Negative experiences like these form patterns of behavior where individuals feel the need to monitor social media constantly to make sure they don't miss it again. Social pressure also plays an important role, where seeing friends active on social media and engaging in political discussions or social events encourages them to also get involved so as not to feel left out. This is in line with Przybylski's findings that FoMO is often associated with dissatisfaction with social life and anxiety arising from feelings of being left behind.

Meanwhile, in-order-to motive describes the goal or intention that an individual wants to achieve through a specific action. In the context of FoMO, this means that their goal in using social media is to stay connected to the latest information, gain social recognition, and build their social identity. Gen Z often feels that by being active on Instagram, they can show engagement in important issues and gain validation from their social environment. (Przybylski et al., 2013) Emphasizes that FoMO is related to the need to stay connected with others and keep up with what's happening, so individuals feel compelled to check social media constantly. This goal shows that social media use is not just about getting informed, but also about building and nurturing self-identity and ensuring they don't miss out on opportunities to participate in social experiences

that their peer group considers important. By combining the concepts of because-of motive and in-order-to motive, this research can provide deeper insights into the reasons and goals behind Generation Z's behavior on social media. Because-of-motive helps explain the factors that cause anxiety and social pressure that drive FoMO, while in-order-to-motive explains an individual's goal in using social media to stay connected and informed. Both enrich the understanding of FoMO and show that Generation Z's actions are influenced by past experiences and social goals in the present. This is relevant to FoMO's theory from (Przybylski et al., 2013) which highlights the deep-seated need for social connectedness and validation, which is at the core of their behaviour on social media. These two motives help us understand why Generation Z is particularly vulnerable to FoMO, as their actions are not only a reaction to social pressures but also how to achieve their social and psychological goals in a fast-paced and connected digital environment.

Conclusion

From the study's findings, it emerges that Generation Z feels an increased motivation to use Instagram, especially during the presidential election period. Instagram became their primary platform for political information, offering them the latest updates, a space to share political views, and a way to participate in discussions. This interaction enabled Generation Z to feel actively involved in the political process, resonating with Schutz's concept of the lifeworld, where individuals shape their experiences through social connections. Another discovery shows that FoMO, or the "Fear of Missing Out," has become a prevalent experience for informants, particularly when it comes to the fear of missing critical information or discussions on Instagram. This constant need to stay updated drives them to repeatedly check the app and engage with content they deem essential. This behavior aligns with Schutz's motivational structure, as the informants' actions are led by "in-order-to" motives, such as seeking information, and "because-of" motives tied to their desire for connection.

Furthermore, the study highlights that while FoMO negatively affects the psychological well-being of informants, leading to stress and anxiety, there are also positive aspects of Instagram usage. Some informants find that the platform helps them feel more connected and informed, indicating a dual dimension to social media engagement. This subjective experience is reflected in their individual "stocks of knowledge," influencing how they interact within their social world. Informants manage these feelings by actively setting boundaries and limiting their time on Instagram, a method to mitigate the negative impacts of FoMO while maintaining the positive aspects of connection.

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