

The Relationship Between Self Esteem and Fear of Missing Out (FOMO) in Kpop Fandom Social Media Users

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DOI : <https://doi.org/10.61796/icossh.v2i3.41>



Sections Info

Article history:

Submitted: April 10, 2025

Final Revised: May 15, 2025

Accepted: May 28, 2025

Published: June 5, 2025

Keywords:

Self esteem

Fear of Missing Out (FOMO)

Kpop fandom

ABSTRACT

Objective: The purpose of this study is to determine the relationship between self esteem and Fear of Missing Out (FOMO) in Kpop fandom social media users. **Method:** This research method is quantitative correlation. The subjects amounted to 131 of the total population of 210 Kpop fandom people. The technique of determining the sample is done by cluster sampling. Analysis of the hypothesis of this study using product moment correlation test. **Results:** The results of hypothesis analysis, showed $r = -0.788$ and $p < 0.001$ (<0.05) which means there is a significant negative relationship between Self Esteem and FoMO in Kpop fandom social media users. Consequently, the higher the self esteem, the lower the FoMO in Kpop fandom social media users, and vice versa, the lower the self esteem, the higher the FoMO in Kpop fandom social media users. **Novelty:** The novelty in this study lies in its focus on examining the relationship between self esteem and FoMO in the Kpop fandom of social media users as well as focusing on the psychological dynamics of the Kpop fandom who have high emotional attachment to their idols, different from previous studies that generally discuss FoMO among adolescents or social media users in general.

INTRODUCTION

The internet is a technology product that is widely used by many people. As a technological product, the internet is able to create a new type of social interaction that is also different from social interactions in the past. In the past, most people interacted with each other directly or face-to-face, but now most people interact online through social media or through cyberspace. As a medium of social interaction, the internet has become widespread throughout the world, including in Indonesia [1]. According to the Indonesian Internet Service Providers Association (APJII), 196.71 million out of 266.9 million people in Indonesia use the internet, which means the internet is considered a necessity because it allows us to access information anytime and anywhere, one of which is using social media. As many as 89% of internet users in Indonesia use social media [2]. Today's young generation is a millennial generation who recognizes and is familiar with social media as a medium for finding information [3]. Social media users can use it for various purposes, such as communicating, enjoying entertainment, or getting the latest information about various products or entertainment content. Korean Content Fans are one of the social media users who enjoy these various social media [4]. Social media is thought to be the cause of the increase in the number of Korean (Hallyu) fans. Gracelyn and Sandy's study found that KPop fans usually surf social media for 1 to 6 hours every day to find information about their idols [5]. The results of the jakpat survey on the social media habits of Kpop fans, indicated that 67.21% of respondents follow the personal accounts of their favorite idols on social media, 59.90% of respondents said that they had posted statuses about Kpop on their social media accounts, 58.76% of respondents

admitted to having shared news or articles about Kpop on their social media accounts, 67,21% of respondents followed their favorite idols' personal accounts on social media, 59.90% of respondents admitted to having updated statuses about Kpop on their social media accounts, and 21.44% of respondents who turned out to be some fanatical fans admitted that they even had certain social media accounts or blogs that were used for fangirling or fanboying using alias names [24]. Then according to the results of a survey conducted by Katadata Insight Center (KIC) and Zigi.id which discussed what social media Korean fans use to interact with the fandom community. As a result, they most often use Instagram. The survey results show that 88.35% of respondents have interacted with the community and fandom members through the social media.

The presence of social media can also have a positive impact and a negative impact. One of the negative impacts is Fear of Missing Out (FoMO) [7]. In psychology, fear of missing out is not a new concept, McGinnis first used this concept in his 2004 article, "Social Theory at HBS: McGinnis' Two FOs", which was published in *The Harbus*, the student magazine of Harvard Business School (HBS). To date, the term has grown rapidly and is widely discussed by experts [8]. Fear of Missing Out (FoMO) is defined as a pervasive feeling of fear that others may have a valuable experience that is not missed when one cannot attend the moment. FoMO is also indicated by the desire to continue to engage with what others are doing [9]. According to another opinion conveyed by McGinnis (2020), fear of missing out is an unwanted fear or anxiety caused by one's views, which is often exacerbated by activities on social media as well as the belief that other people's experiences are better than their own [8].

Przybylski et al used Self Determinant Theory (SDT), proposed by Deci and Ryan, to understand Fear of Missing Out (FoMO). SDT includes basic psychological needs consisting of ability, autonomy, and attachment. Fear of Missing Out (FoMO) is a feeling of fear and anxiety caused by the three basic psychological needs not being met on an ongoing basis [10]. A person who experiences FoMO, especially on social media, will experience low need satisfaction, mood, and life satisfaction in real life. This may occur due to the advancement of easily accessible technology, which makes people want to always know what is happening. However, acute FoMO can lead to self-identity issues, loneliness, negative self-image, feeling inadequate, and also envy [11]. This is in line with the statement of Elhai et al. (2016) who stated that when someone makes a mistake while using a cell phone that causes worry, especially when used with high intensity, it can have an impact on a person's mental health that can cause depression and FoMO. People who experience FoMO will feel afraid of being left behind by the latest news which ultimately encourages them to continue accessing social media [12]. Similarly, Korean fans where FoMO can cause feelings of loss, stress and feeling distant, when Korean fans do not know or miss important moments of their idols. As a result, Korean fans who experience FoMO want to stay connected with their idols. A study conducted by the Royal Society of Public Health (RSPH), an independent British public health organization, found that 40% of social media users suffer from FoMO. According to a

survey conducted by the Australian Psychology Society, adolescents are more likely to experience FoMO, with a prevalence of 50% or twice that of adults [6].

In this analysis TikTok and Kpop Radar, a fandom data service founded by music startup Space Oddity, discuss Kpop trends on TikTok from 2018 to 2021. This analysis includes the world map of Kpop on TikTok, the markets that generate the most Kpop content. According to the "2021 Kpop TikTok" Infographic, Kpop videos on TikTok have increased rapidly worldwide in the past three years. The current number of Kpop video creations on TikTok tripled from 33.5 million in 2019 to 97.87 million in September 2021. Of that total, 92.8% of videos came from outside Korea. Indonesia is the largest market for Kpop videos, with 16.4%, followed by the Philippines, 13.5%, the US, and even going so far as to surpass South Korea, which ranks fourth with 7.2%. Based on an initial survey conducted by the researcher, it shows that FOMO is a common phenomenon among social media users in the KPop fandom and from the survey results, feeling anxious when not getting the latest updates from their idols as many as 5 (38.5%), feeling lonely or less satisfied with their social life when they cannot follow activities or events related to their Kpop idols as many as 4 (30.8%), feeling the need to check social media or news to find out the latest activities of their Kpop idols as many as 5 (38.5%), often follow trends or popular activities of their kpop idols on social media as many as 4 (30.8%), feel that they must always follow the latest trends related to their kpop idols on social media as many as 4 (30.8%), feel anxious if they do not participate in campaigns or online activities followed by the Kpop fandom community (such as voting, hashtag challenges, and trending topics) as many as 4 (30.8%), and never feel pressured to always be active on social media in order to achieve certain goals in the Kpop fandom community (such as following trends) as many as 13 (100%). Based on the description above, it can be concluded that the majority of respondents experience FOMO feelings related to Kpop, with frequent frequency, especially in the aspects of psychological needs relatedness and psychological needs self. These emotions can have a big impact on daily life. Respondents tend to overcome FOMO by actively following updates on social media and the KPop fandom community.

There are 2 aspects of FoMO, mentioned by Przybylski et al. (2013), namely, (1) psychological relatedness needs, this need is a feeling that a person has when they want to establish a strong relationship with someone. If psychological relatedness needs are not met, anxiety easily occurs and makes a person feel uncomfortable. As a result, they are prone to finding out what activities or events someone is doing, especially on social media. This is done to help them feel calmer and reduce their anxiety, (2) psychological needs of self, there are two things related to this need, the first is competence, which is a person's desire to adapt and interact with their environment to achieve a goal, the second is independence, which is when a person has the freedom to combine their own desires without being influenced by others. When individuals' psychological needs are not met, this becomes a reason for them to vent on social media [1]. Factors that influence the occurrence of FoMO in a person, namely gender, financial situation, desire to seek information, age, and ease of access to information through social media [13]. According

to Buglass et al. (2017) in their research found that one of the predictors that makes someone experience fear of missing out is self esteem, because self esteem is one of the main motivational factors for a person [14]. Abel & Buff, also explained that the emergence of Fear of Missing Out (FoMO) can be influenced by anxiety and self esteem factors [15]. According to Siddik, Mafaza, and Sembiring (2020), the emergence of FoMO can be influenced by self-esteem based on the needs of the individual [15]. According to Siddik, Mafaza, and Sembiring (2020), the emergence of FoMO can be influenced by self esteem based on the needs of the individual [16]. According to Branden, people who have high self-esteem are always optimistic, able to face difficulties, resilient, confident, not easily discouraged, and able to establish good social relationships. In contrast, people who have low self-esteem are characterized by low self- esteem, describe themselves negatively, feel less capable, worthless, and unable to establish social relationships well [17].

According to Coopersmith, self-esteem is an evaluation that individuals make of themselves [18]. A person with high self-esteem will value himself, consider himself valuable, and consider himself equal to others [19]. However, someone who has low self-esteem will use social media to increase their self esteem, namely, by getting positive comments and likes from other social media users [20]. One of the human needs is self esteem, according to Maslow's theory, human needs can be classified into five levels, namely self actualization needs, self-esteem needs, social needs, security, and physiological needs [21]. Coopersmith mentions four aspects of self esteem, namely, a) power, which is a person's ability to control and regulate their own and other people's behavior, b) significance, which is the care, attention, and affection that a person receives from others. This is an appreciation and expression of others' interest in them, as well as a sign of their acceptance and popularity, c) virtue, which is the adherence to moral, ethical, and religious principles, characterized by being obedient means abandoning prohibited actions and performing actions permitted by morals, ethics, and religion, d) competence, which is the ability to meet achievement demands, which is indicated by one's success in completing various tasks or jobs well [1].

The results of research conducted by Kolinug et al., regarding the relationship between self-esteem and fear of missing out in adolescent social media users at SMA Negeri 1 Manado, show that there is no significant negative relationship between self esteem and Fear of Missing Out (FoMO), in other words, high or low self-esteem has nothing to do with Fear of Missing Out (FoMO). Conversely, the increase or decrease of FoMO has nothing to do with the high or low self-esteem of the individual [21].

However, in a study conducted by Mandas & Silfiyah regarding social self esteem and fear of missing out in generation z social media users, it shows that there is a very significant negative relationship between social self esteem and FoMO ($r_{xy} = -0.547$ at $p = 0.000$), in other words, the lower one's social self esteem, the more likely it is to experience fear of missing out. Based on previous research, it can be seen that there are gaps in previous research. In previous studies, not many have conducted research on kpop fandom, so researchers are interested in conducting research on kpop fandom [17].

Based on the explanation above, the hypothesis in this study is that there is a negative relationship between self esteem and Fear of Missing Out (FOMO), meaning that the higher the self esteem, the lower the Fear of Missing Out (FOMO), and vice versa, the lower the self esteem, the higher the Fear of Missing Out (FOMO). This research is expected to help understand how self esteem affects the level of FOMO of individuals involved in KPOP fandom. It is important to identify the psychological mechanisms that underlie their behavior and emotions. And based on the description above, the question in the study is whether there is a relationship between self esteem and Fear of Missing Out (FOMO) in kpop fandom social media users. And the purpose of this study is to determine the relationship between self esteem and Fear of Missing Out (FOMO) in kpop fandom social media users. Then the novelty in this study lies in its focus on examining the relationship between Self Esteem and Fear of Missing Out (FoMO) in the K-Pop fandom of social media users, especially the Seventeen fan community (Carat). Different from previous studies that generally discuss FoMO among teenagers or social media users in general, this study focuses on the psychological dynamics of Kpop fandom who have high emotional attachment to their idols.

RESEARCH METHOD

This study used a quantitative method with a correlational design, which aims to see how the relationship between two variables. According to Creswell, 2014 quantitative research is an approach that focuses on collecting and analyzing quantitative data, which is data consisting of numbers or numerical variables. The purpose of this method is to find out how variables relate to each other or to understand phenomena through statistical analysis. This method emphasizes measurement, objectivity, and generalization of research results [22]. In this study there are 2 variables, the independent variable (X) is self esteem and the dependent variable (Y) is Fear of Missing Out (FoMO). The purpose of this study is to determine the relationship between self esteem and Fear Of Missing Out (FOMO) in kpop fandom social media users.

The population in this study were seventeen fans totaling 210 members, based on the carat kpop fandom community whatsapp group. According to Nanang Martono (2015), the population includes all objects or subjects that exist in an area and fulfill certain conditions related to the researcher's problem [23]. Sampling refers to the table developed by Issac and Michael with a 5% error rate in determining the sample. So that the total number of samples in this study is 131. The sample is part of the population and its characteristics [23]. The technique in determining the sample is done using cluster sampling, the technique is used when the population consists of groups and not individuals [23]. Sample criteria in this study, namely men and women and fans of Kpop. Data collection techniques are the most strategic step in research because the main purpose of research is to obtain data. The data collection technique used in this study is to use a scale intended to measure the subject (Sugiyono, 2015 in Sywalli, 2023) [1]. The scale used in this study is a psychological scale, to identify the relationship between self esteem and fear of missing out (fomo) in kpop fandom social media users and the data

collection tool used, namely Likert scale. There are four answer options on the Likert scale used, namely strongly agree (SS), agree (S), disagree (TS), and strongly disagree (STS), there are two instruments to collect data. The self esteem scale instrument uses an adaptation scale used by Syawalli (2023) [1], there are 30 items related to aspects of self esteem Coopersmith mentions four aspects of self esteem namely, a) power (power), b) significance (significance), c) virtue (virtue), d) ability (competence), with a reliability of 0.897. Then for the Fear of Missing Out (FoMO) scale instrument using the adaptation scale used by Syawalli (2023) [1], there are 25 items related to aspects of Fear of Missing Out (FoMO) mentioned by Przybylski et al namely, (1) psychological needs relatedness, (2) psychological needs self.

The questionnaire distribution technique was conducted online using Google Forms. This platform was chosen because it makes access easier for respondents who are in various locations. To reach the target population, the survey was sent through social media such as WhatsApp of Kpop fandom groups. The purpose of using social media was to ensure that the questionnaire reached respondents who met the research criteria quickly and effectively. In addition, an introductory message was included to explain the purpose of the study, protect the anonymity of the data, and provide data completion guidelines so that respondents correctly understood how to answer each question. To test the research hypothesis, it uses product moment correlation using the JASP computer program.

RESULTS AND DISCUSSION

Results

Respondents in this study are kpop fandom social media users totaling 131 people, based on the data in table 1. below it can be seen that the female gender dominates, as many as 91 people (69.4%) while men are 40 people (30.5%). The data was obtained from a research questionnaire in the form of a google form distributed online through the kpop fandom community's social media.

Table 1. Respondent data.

Demographic Data	Criteria	Number of Subject (N=131)	Percentage
Gender	Female	91	69%
	Male	40	30%

Tabel 2. Descriptive analysis.

Descriptive Statistics	Self Esteem	Fear of Missing Out (FOMO)
Valid	131	131
Missing	0	0
Mean	57.397	76.015
Std. Deviation	16.858	10.888

Descriptive Statistics

	Self Esteem	Fear of Missing Out (FOMO)
Minimum	30.000	44.000
Maximum	113.000	100.000

Based on the results of descriptive tests, the results show that the minimum value of self esteem is 30 and the maximum value is 114 and the average value is 57.397 with a standard deviation of 16.858. Then for the Fear of Missing Out (FOMO) variable, the minimum value is 44 and the maximum value is 100, and the average Fear of Missing Out (FOMO) score is 76.015 with a standard deviation of 10.888.

Tabel 3. Data categorization.

Variable	Category	Interval	Frequency	Percentage
Self Esteem	Low	$X < 41$	22	17%
	Medium	$41 < X < 74$	84	64%
	High	$X > 74$	25	19%
FoMo	Low	$X < 65$	20	15%
	Medium	$65 < X < 87$	88	67%
	High	$X > 87$	23	18%

In this study, it was found that the results of the self esteem scale with 131 respondents obtained a category level, namely as many as 22 people (17%) had low self esteem, as many as 84 people (64%) had a moderate level of self esteem, and as many as 25 people (19%) in the high category. Then, based on the results of the FoMo scale with 131 respondents, the category level is obtained, namely as many as 20 people (15%) have self esteem in the low category, as many as 88 people (67%) have a moderate level of self esteem, and as many as 23 people (18%) in the high category. From the results of the data categorization, it can be concluded that most respondents are in the moderate category in both the self esteem and FoMo variables.

Tabel 4. Normality test.

Test	Fit Statistics	
	Statistic	p
Kolmogorov-Smirnov	0.081	0.356

The results of the normality test using the Kolmogorov-Smirnov method, obtained a result of 0.081 with $p = 0.356$. This normality test aims to determine whether the data is normally distributed or not. By using a significance level of $p > 0.05$, because the $p\text{-value} > 0.05$, which means the data is normally distributed. These results indicate that the assumption of normality is met.

Tabel 5. Linearity test.

		Coefficients				
Model		Unstandardized	Standard Error	Standardized	t	p
H ₀	(Intercept)	76.015	0.951		79.91 1	< .001
H ₁	(Intercept)	105.244	2.092		50.31 9	< .001
	Self Esteem	-0.509	0.035	-0.788	- 14.56 1	< .001

Then the linearity test results showed that there is a significant relationship between Self Esteem and Fear of Missing Out (FOMO) with coefficient = -0.509, $t = -14.561$, and $p < 0.001$. Because the p -value < 0.05 , this relationship is considered significant, so it can be concluded that Self Esteem has a linear relationship to Fear of Missing Out (FOMO).

Tabel 6. Hypotesist test.**Pearson's Correlations**

Variable		Self Esteem	Fear of Missing Out (FoMO)
1. Self Esteem	Pearson's r	—	
	p-value	—	
2. Fear of Missing Out (FOMO)	Pearson's r	-0.788	—
	p-value	< .001	—

The results of hypothesis analysis using Pearson correlation or product moment, obtained the results of $r = -0.788$ and $p < 0.001$ (< 0.05), this indicates a significant negative relationship between Self Esteem and Fear of Missing Out (FOMO) in kpop fandom social media users, which means that the higher the Self Esteem, the lower the level of FOMO and vice versa, the lower the Self Esteem, the higher the level of FOMO. Since the p value is < 0.05 , this relationship is statistically significant, so the hypothesis in this study can be accepted.

Tabel 7. Determination Test

Model	R	R ²	Adjusted R ²	RMSE
H ₀	0.000	0.000	0.000	10.888
H ₁	0.788	0.622	0.619	6.722

From the results of the analysis, the value of $R = 0.788$ was obtained, which indicates that there is a strong relationship between Self Esteem and Fear of Missing Out (FOMO). Then also obtained the results of the R^2 value = 0.622 which indicates that Self Esteem has an influence of 62.2% on Fear of Missing Out (FOMO,) while the other 37.8% is influenced by other factors.

Discussion

Self esteem is the evaluative part of self-character formation that consists of positive and negative perceptions of oneself that one has. This perception is very important for a person because it is an appreciation of oneself and the environment. Once a person has the desire to have a high sense of self-worth, self-esteem will emerge. Individuals who have high self esteem tend to view themselves positively, making it easier to achieve success, adapt to the environment, and gain acceptance from others. Conversely, individuals with low self esteem more often show negative behavior, withdraw, feel worthless, lack confidence, are difficult to accept, and experience obstacles in achieving success [1]. The level of self-esteem in each individual varies and is influenced by various factors, such as family environment, gender, physical condition, social environment, and intelligence (Indriani; Ghufroon & Risnawita). Individuals with moderate self-esteem generally have a balanced view of themselves, where they feel quite confident but are still aware of their weaknesses and the need to improve, Syahrina. High self-esteem is associated with various positive aspects, such as life satisfaction, ability to adapt socially, resilience to stress, and good achievement in education and work (Biddle, Fox, & Boutcher; Santoso, Astuti, & Ninawati. In contrast, low self-esteem is often associated with a variety of problems, such as low achievement, depression, eating disorders, delinquency, lack of confidence, sensitivity to failure, and a tendency to experience setbacks in achieving goals (Luo, Wang, Zhang, Chen, & Quan; Santoso et al.) [30].

According to Maslow's theory, individuals who fulfill their self esteem needs will show a confident attitude, feelings of worth, and importance to be present at this time. Conversely, individuals who do not meet their self esteem needs will show a passive attitude, lack of courage, low attitudes and feelings, inability to cope with the demands of life, and inferiority in socializing [14]. FoMO or the fear of missing information and an event or a moment when one cannot attend the moment or event, can cause feelings of helplessness and can also lower one's self esteem [1].

Someone with a high level of FoMO feels the need to always monitor their friends' activities on social media for fear of missing out on information or missing out on fun moments [17]. According to research by Akbar et al, many people are encouraged to stay active on social media at all times by the presence of smartphones. People with these characteristics often find it difficult to avoid using smartphones and social media, they will become anxious if they are not aware of the latest events and information or if other people ask them about the information [25]. This is in line with the statement of Elhai et al who stated that when someone makes a mistake when using a cellphone to cause worry, especially when used with high intensity, it can have an impact on a person's mental health which can cause depression and FoMO. People who experience FoMO will feel afraid of being left behind with the latest news which ultimately encourages them to continue accessing social media [12]. Likewise with Korean fans, they will look for information related to their idols and things about Korea. This is due to their curiosity about idols or the latest news about Korea. In addition, Korean fans also more often look for information that is viral or trending related to idols or Korean culture [6]. This is

driven by psychological relatedness needs, unconsciously someone does something when trying to fulfill psychological relatedness needs, self evaluation actually also occurs when they compare themselves with others on social media. This self evaluation then creates self esteem [17]. One of the main factors that influence FoMO or the fear of being left behind on social media in individuals is the level of self esteem, based on the high and low levels of self esteem [1].

Gender is one of the factors that can affect a person's self esteem, in this case women sometimes feel that their self esteem is lower than men. Things like feeling inadequate, insecure, and feeling like they need to be protected. This happens because the role of parents and expectations from society are different for men and women. This opinion is in line with Coopersmith's research, which shows that women's self esteem is lower than men's self esteem [1]. However, research conducted by Khairunnisa, 2021 regarding "Self Esteem Differences Based on Gender in Students at UIN Ar-Raniry Banda Aceh", shows that there is a very significant difference between the self esteem of male and female students, meaning that the self esteem possessed by female students is higher than that of male students, and vice versa the self esteem possessed by male students tends to be lower than that of female students [27]. Then FoMO in a person can also be influenced by gender factors. According to research conducted by Przybylski et al. (2013), men are more prone to suffering from FoMO than women. The cause of this trend among men is because they use social media more often when facing stressful emotional situations [28]. In a study conducted by Vonna, 2022 regarding "Differences in Fomo (Fear Of Missing Out) Tendencies Based on Gender in Students at SMK 8 Lhokseumawe", it shows that there is a very significant difference between FoMO in male and female students, meaning that FoMO in male students tends to be higher than female students, and vice versa FoMO in female students tends to be lower than men [29].

The results of the hypothesis test, obtained the results of $r = -0.788$ and $p < 0.001$ (<0.05), this indicates a significant negative relationship between Self Esteem and Fear of Missing Out (FoMO) in kpop fandom social media users, which means the higher the Self Esteem, the lower the level of FoMO and vice versa, the lower the Self Esteem, the higher the level of FoMO. This study provides results that are consistent with research conducted by Mandas & Silfiah, 2022 regarding "Social Self Esteem And Fear Of Missing Out In Generation Z Social Media Users", showing that there is a very significant negative relationship between social self esteem and FoMO. In this study, low social self-esteem was shown to be a predictor of high Fear of Missing Out (FoMO) in generation Z born in 1998-2004, especially active social media users. Generation Z or the post millennial generation has a high likelihood of experiencing fear of missing out (FoMO) due to some of their key characteristics. Factors such as underinfluence, being always connected, and digital intuitiveness [17]. Research conducted by Syawalli, 2023 on "The Relationship Between Self Esteem and Fear Of Missing Out (Fomo) in Social Media User Students at Ar-Raniry State Islamic University Banda Aceh", also shows that there is a very significant negative relationship between self esteem and Fear of Missing Out (FoMO) in UIN Ar-Raniry Banda Aceh students [1]. Based on the findings of this study and previous

research, it was found that there is a significant negative relationship between self esteem and FoMO. This means that the higher the self esteem, the lower the FoMO, and conversely the lower the self esteem, the higher the FoMO. Then in the determination analysis results obtained the value of $R^2 = 0.622$ which indicates that Self Esteem has an influence of 62.2% on Fear of Missing Out (FOMO) while the other 37.8% is influenced by other factors.

The results of data categorization in table 2. show that most respondents have a level of Self Esteem and FoMO in the moderate category. This shows that the majority of respondents have a fairly stable self esteem and a tendency to experience FoMO at a moderate level. Respondents with Self Esteem in the moderate category are likely to have a balanced view of themselves and do not overestimate or overestimate their abilities. On the other hand, a moderate level of FoMO indicates that respondents have a desire to stay involved in social activities and get the latest information about their idols. This study provides results that are consistent with research conducted by Konilug & Prasetya, 2021 regarding "The Relationship Between Self Esteem and Fear of Missing Out in Adolescent Social Media Users at SMA Negeri 1 Manado", it was found that self esteem in adolescent social media users was 76% and FoMO was 80%. So it can be concluded that the category of self esteem and FoMO in adolescent social media users at SMA negeri 1 Manado is in the moderate category [21]. According to Triani and Ramdani, one of the significant predictors of the emergence of FoMO is self-esteem, this is because people who have high self-esteem will be motivated to show themselves better than others, resulting in high FoMO [26].

The impact of FoMO according to Psychology Today, Mc. Ginnis, namely having a bad mood, decreased self-confidence, and the emergence of feelings of loneliness. This theory is in accordance with the situation of informants in the research conducted by Maulidya et al. regarding "FoMO (Fear of Missing Out) in Korean Fan Students" in this study they tend to feel lonely when they access Korean content for too long such as dramas or social media scrolls. Because their time has run out to access Korean content, informants become confused and do not know what else to do, making them feel "empty". Mc. Ginnis also explained some of the effects of FoMO, one of which is disrupting concentration. Informants in a study conducted by Maulidya et al. said that this happened because of notifications about Korea on their devices while they were studying or doing assignments, making them forget and instead continue playing on their devices. Apart from disrupting concentration, FoMO can also have an impact on Korean fans on their financial condition. Fanatical fans tend to sacrifice some of their income to support their favorite idols, including buying various Korean-related products. Based on findings from interviews conducted by Maulidya et al, many informants are willing to spend money ranging from hundreds of thousands to millions of rupiah to buy merchandise, photocard, food, Korean cosmetics, or even attend a Korean event. Then another impact of FoMO on Korean fans is seen in physical conditions. Many fans who spend a long time accessing Korean content are willing to stay up late and delay eating, which is potentially detrimental to health. Research by Adelia et al also revealed that participants experienced

disturbances in eating and sleeping patterns. They also admitted that their sleeping habits became irregular, often sleeping late at night or before dawn, and waking up during the day. In addition, their eating patterns became chaotic because they often delayed eating while they were busy looking for information about their idols. In addition, friendship patterns have also changed, where topics of conversation that previously did not focus on things about Korea now make it the main topic of discussion, even the style of speech began to use a mixture of Indonesian and Korean. A similar thing was expressed in Dina Khairunnisa's research, which stated that after getting to know K-Pop they felt more comfortable in an environment with similar interests. They also learn how to socialize and build friendships through watching Korean dramas or the lives of their idols [6].

Then, there are forms of negative consequences of FoMO, such as identity crisis, feelings of loneliness, poor self-image, alienation, and jealousy. Given these impacts, FoMO behavior needs serious attention. On the other hand, FoMO also has positive impacts, such as increasing gratitude for what you have, expanding your network of friends on social media, getting the latest information every day, and adding insight through various new knowledge. However, if there is no fear of missing out on things and other people's activities, one's self-esteem will certainly not fall just because of not following an event or a moment that may often happen just because of a momentary event. On the contrary, it can be said that if someone experiences the event, they will begin to recognize when they feel it [26].

CONCLUSION

Fundamental Finding : The results of hypothesis analysis using product moment correlation test, obtained the results of $r = -0.788$ and $p < 0.001$ (<0.05) which indicates a significant negative relationship between Self Esteem and Fear of Missing Out (FoMO) in Kpop fandom social media users, which means the higher the self esteem, the lower the Fear Of Missing Out (FOMO) in Kpop fandom social media users, and vice versa, the lower the self esteem, the higher the Fear Of Missing Out (FOMO) in Kpop fandom social media users. Based on the determination test results, it shows that there is a strong relationship between Self Esteem and Fear of Missing Out (FoMO). Most respondents showed that their level of self esteem and FoMO were in the moderate category, indicating that the majority of respondents have a fairly stable self esteem and have a tendency to experience moderate FoMO. Respondents with Self Esteem in the moderate category are likely to have a balanced view of themselves and do not overestimate or overestimate their abilities. On the other hand, a moderate level of FoMO indicates that respondents have a desire to stay involved in social activities and get the latest information about their idols. **Implication :** These findings imply the importance of fostering self-esteem in adolescents, particularly among Kpop fandom social media users, to reduce their vulnerability to FoMO. Educational institutions, mental health practitioners, and digital literacy campaigns can use these insights to design psychoeducational interventions, workshops, or awareness programs that promote healthy self-perception and critical engagement with social media content. Strengthening

self-esteem may act as a protective factor to buffer the psychological impacts of excessive exposure to online idol culture. **Limitation** : However, it cannot be denied that the research has several limitations that may affect the research process, first, this research was only conducted on K-Pop fandom on social media, specifically the Seventeen fan community (Carat), so the results cannot be generalized to other fandoms or social media users outside the community. Second, the data collection method used online questionnaires, such as Google Forms, which has the possibility of bias because it depends on the honesty of respondents in filling out their answers. Third, because it uses correlational quantitative methods, so this study only shows the relationship between Self Esteem and FoMO without being able to prove causality. **Future Research** : Suggestions for future researchers who want to examine the same theme are to explore other factors that influence FoMO or expand the study in other fandom communities and use more diverse research methods.

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