

THE EFFECT OF FEAR OF MISSING OUT (FoMO) ON PHUBBING BEHAVIOR IN EARLY ADULT

ABSTRACT

The use of smartphones and the internet has both positive and negative impacts. If used excessively it can cause several problems, one of which is phubbing. Several literatures reviews state that the fear of missing out is one of the causes of phubbing behavior. Based on this explanation, this study aims to find out more about the influence of fear of missing out on phubbing behavior. The research subjects were early adult individuals aged 19-35 years. The selection of early-adult individuals as research subjects is based on the highest percentage of smartphone and internet users in Indonesia who are early-adult individuals. The method used in this study is a quantitative research method with a non-random purposive sampling technique. Phubbing behavior was measured using the Generic of Phubbing Scale (GPS) and the phenomenon of fear of missing out was measured using the Fear of Missing Out Scale (FoMOs). The hypotheses in this study are fear of missing out can affect phubbing behavior in early adult individuals aged 19-35 years with positif direction. The number of respondents in this study were 184 respondents. The results of the study revealed that there was a significant positive effect of fear of missing out on phubbing behavior in early-adult individuals aged 19-35 years or $p < 0.000 < 0.05$ with a regression equation $Y = 19.766 + 0.667X$. Thus, both hypotheses in this study are accepted, the higher a person's fear of missing out, the higher his phubbing behavior. Conversely, the lower a person's fear of missing out, the lower the phubbing behavior.

Keywords: *Phubbing; fear of missing out; early-adult individuals*