

The Fear of Missing Out Phenomenon Among FISIP UGJ Students on Instagram Social Media

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Abstract. In today's rapidly evolving technological landscape, social media has become a primary means of spending time by following others' lives and activities. One of the factors contributing to the phenomenon of Fear of Missing Out (FoMo) is the use of social media platforms. Among the various options available, Instagram has emerged as the top choice for the general public. This globally popular app offers various features for updating videos or photos, including the Instastory feature, which is filled with users' daily activities. From there, as viewers, we often feel anxious and compare our lives with others who seem happier or more interesting. This study aims to identify FoMo trends among FISIP UGJ students on Instagram. The method used in this study is qualitative, employing techniques such as interviews, observation on Instagram, and documentation. The informants in this study consist of five students selected using purposive sampling. The results of the study indicate that the FoMo phenomenon among FISIP UGJ students is identified through several trends, namely fashion, location, cuisine, and self-branding, with a primary focus on the location trend.

Keywords: FoMo, Instagram, Social Media

1 Introduction

Social media functions as a means on the internet that encourages individuals to express themselves, interact, collaborate, share, and communicate with others in order to create social relationships online [1]. With the emergence of Instagram, many people have discovered new ways to explore and understand their identities, as evidenced by the tendency to share various information about themselves [2]. However, this situation can trigger feelings of anxiety when users open social media and see the enjoyment experienced by others. This leads them to strive to stay connected with others' activities on the platform. According to [3], if someone feels unable to be away from their phone and anxious about missing out on information from others, they are more likely to choose to interact through social media. Many individuals become deeply attached and interested in others' content and status, leading them to feel the need to demonstrate their presence by sharing every activity on their social media accounts [4]. This situation can be considered a symptom of FoMo.

FoMo is a phenomenon that has emerged in human life amid rapid technological advances, where individuals feel anxiety, fear, and unease when they see others enjoying valuable moments and experiences, while they are not directly involved [5]. As a result, they strive to stay connected to others' activities as displayed on social media [6]. One of the causes of FoMo is the use of social media. FoMo can disrupt an individual's daily activities, which in turn can threaten their social interactions. Social media has become a means of passing time, even distracting people from their personal activities in order to follow the lives of others. FoMo arises from repetitive habits that lead to dependence on information on social media, causing individuals to feel the need to always be up to date [7].

Advances in technology today allow easy access to millions of pieces of information, including through Instagram. This highly popular app among global users offers various features for updating videos or photos, one of which is Insta Story, which showcases users' daily activities. Through this content, as viewers, we often feel anxious and compelled to compare our lives with others who seem happier or more interesting [8].

Among the many social media platforms available to internet users, one of the most popular social media platforms among the public today is Instagram. The word Instagram comes from the words "insta" and "telegram." 'Insta' refers to a Polaroid camera from the past, and "telegram" refers to a device for quickly sending information to others. This

platform is a photo and video-based social media platform with various features for applying filters and direct messaging to send messages to other Instagram users [9].

Instagram has 2 billion users worldwide and 89.9 million users in Indonesia in 2024. Instagram users in Indonesia spend an average of 15 hours and 24 minutes per month and an average of 3 hours per day on the platform [10]. It can be concluded that the use of social media by Indonesian society is inseparable from daily activities. In the era of globalization, social media is considered an effective mass communication tool [11]. The use of social media has now become a platform for sharing ideas, insights, content, and more. The results of in-depth research and information exploration indicate that social media users, particularly on Instagram, are predominantly individuals aged 18 to 24 years old, most of whom are students [12]. These students are in the transition phase from adolescence to young adulthood, making them active users on social platforms. Additionally, students from diverse ethnic backgrounds experience the phenomenon of FoMO (Fear of Missing Out) related to the time they spend on social media [13].

The FoMO phenomenon, or fear of missing out, has now become a widespread behavior among the public. Field research shows that many students are focused on their gadgets. Social media use does not only occur within lecture halls but also in various other locations on campus, such as mosques, cafeterias, and classroom corridors. In fact, it is often seen that students open their phones while charging them, as if they cannot be separated from the device. In this way, they strive to stay connected to the world of social media. In Indonesia, the use of social media such as Instagram continues to increase, especially among the younger generation. This has encouraged the formation of an online culture that emphasizes presence, connection, and the origin of the self through posts, places visited, fashion styles, and cooking activities. In this context, students are not only consumers of digital information but also active agents in constructing their self-image in virtual spaces.

Although FoMO has been explored in various studies from the perspectives of general psychology, digital literacy, and its impact on mental health, there remains a gap in research that dives deeper into psychological needs theory. One relevant yet underutilized theory in FoMO research, especially in Indonesia, is Henry Murray's secondary needs theory. This theory emphasizes that humans have a need for belonging, recognition, and achievement that drives many types of social behavior. This study seeks to fill this gap by examining how these psychological needs influence students' FoMO, specifically their Instagram use. Therefore, this study aims to identify the forms and relationships of secondary needs in the FoMo phenomenon among students at the Faculty of Social and Political Sciences, University of Swadaya Gunung Jati.

2 Literature Review

A study conducted by Lailatuz and Ima (2022) entitled "The Impact of Self-Concept and Self-Regulation on Fear of Missing Out (FoMO) among Instagram Users" applied a quantitative method with a survey approach. This study involved 170 Instagram users who were selected through non-probability sampling techniques. Data was collected using scales to measure FoMO, self-concept, and self-regulation. The findings of this study indicate a relationship between self-regulation and FoMO [14]. Additionally, a study by Lisyia et al. (2019) titled "The Lifestyle of Students Experiencing Fear of Missing Out in Palembang City" used a qualitative approach with data collection techniques including observation, in-depth interviews, and documentation. The results of this study reveal that the lifestyle of students with FoMO is reflected in their self-image, characteristics, and social interactions, which are influenced by habits and dependence on the FoMO phenomenon [15].

As a generation born amid the advancement of internet and digital technology, students now face various new phenomena in social media activities, including the FoMO phenomenon. A study conducted by Fitria and Nurrahmi (2023) titled "Examining the FoMO (Fear of Missing Out) Phenomenon Among Students at Muhammadiyah Riau University" applied a qualitative approach. In this study, data was collected through observation and interviews with five students from the Faculty of Communication Sciences at UMRI. The research findings indicate that the fear of missing out arises among these students due to excessive social media use, which traps them in the FoMO phenomenon [16].

Unfortunately, most studies in Indonesia are still limited to descriptive aspects without linking this phenomenon to deeper psychological needs. Therefore, a theoretical approach through Henry Murray's theory not only brings a new and more systematic understanding of students' behavioral patterns on social media, but also allows us to add a psychological dimension to the interpretation of the local digital culture.

3 Research Method

This study uses a qualitative method, where the researcher acts as the main instrument by interacting directly with the research subjects to understand the phenomena they experience. The researcher describes the findings in words and language relevant to the specific and natural context [17]. The research subjects are students from the Faculty of Social and Political Sciences at Swadaya Gunung Jati University, with informants selected using purposive sampling, which is a sampling technique based on specific criteria.

In collecting data using this technique, the researcher conducted initial observations of the selected Instagram accounts by observing the informants' Instagram usage activities through posts on their "feeds" and "instastories" that met the research criteria regarding the FoMO phenomenon.

The theory used in this study is Henry Murray's theory of needs. According to Henry Murray, human behavior is driven by various psychological needs that influence how a person thinks, feels, and acts. In this study, researchers used Henry Murray's Secondary Needs Theory as a basis for understanding FoMO. Murray identified various psychological needs that, while not biological, influence human behavior in social contexts. Some of those particularly relevant to the FoMO phenomenon are:

- a. Need to Belong: The desire to be part of a particular group or community. This is reflected in following fashion trends and popular social activities.
- b. Need for Recognition: The need to be appreciated or recognized by others through special places, participation in holidays, etc.
- c. Exhibitionism: The urge to show who you are to others, for example by posting pictures of food or interesting activities.
- d. Need for Self-Awareness: The urge to build a self-image and personal brand by following trends and trending topics.

This theory allows for a more in-depth analysis of the psychological motivations underlying the behaviors that shape the identity and digital presence of social media users, particularly students. By using Murray's theory, this study bridges the psychological and digital cultural dimensions, offering a new perspective that has not been widely explored in the local context [18].

4 Results and Discussion

Currently, the use of social media is becoming increasingly widespread among students, growing alongside advances in the digital world. Instagram has become one of the most popular social media apps among students, particularly among teenagers and young adults, including students from the Faculty of Social and Political Sciences who are actively engaging on this platform. They utilize Instagram as a tool to obtain information, seek entertainment, express themselves, follow the latest trends, and observe their friends' activities through the app's engaging features.

The phenomenon of Fear of Missing Out (FoMO) refers to a psychological condition characterized by anxiety or fear of missing out on experiences, information, or trends that are currently happening [19]. FoMO has become a hot topic in the online world and has spread globally, as the development of social media has made individuals active on these platforms more vulnerable to this phenomenon [20]. A similar situation is experienced by students at the Faculty of Social and Political Sciences, Swadaya Gunung Jati University, who are highly active on social media. Researchers conducted interviews with five informants selected based on specific criteria, yielding findings regarding the FoMO phenomenon among these students on the Instagram platform.

Based on the results of interviews with informants 1 & 2, namely Farhat and Maya, who are third-semester students at the Faculty of Social and Political Sciences, UGJ, it was revealed that:

"When I open Instagram, it seems like I do it almost every day, from morning, afternoon, evening, and even before going to bed (Farhat, December 10, 2024).

It has become a habit to open Instagram, especially at night, when I keep scrolling through Instagram because we have finished our activities, so we just look at other people's activities on Instagram (Maya, December 6, 2024).

The research informant above indicated that he considers himself to be someone who is prone to FoMo, as his daily life is closely tied to his use of social media. The FoMo phenomenon among FISIP UGJ students, as active Instagram users, is evident in how they engage in their activities while constantly checking Instagram. Their smartphones and Instagram have become essential tools, and accessing social media has become a daily habit for them.

Based on the results of an interview with informant 3, Dito, a fourth-semester student at the Faculty of Social and Political Sciences, UGJ, revealed that:

"Yes, I'm very impulsive when it comes to Instagram. If I don't open it, I feel restless all day. Even if it's just an hour, I feel like something is missing. It's like when I'm relaxing but don't open Instagram, I feel like I'm missing out. For example, if I don't open Instagram all night, the next day I'll have missed a lot of information (Dito, December 5, 2024).

Based on the results of an interview with informant 4, Rheya, a fourth-semester student at the Faculty of Social and Political Sciences, UGJ, revealed that:

"I really like following trends on Instagram, especially viral trends, which are my favorite. I feel left out if I don't follow them right away, and I feel insecure when talking to friends who are already following the trend." (Reya, December 5, 2024).

The intensive use of social media by informants shows their efforts to avoid feelings of being left behind, which can trigger the phenomenon of Fear of Missing Out (FoMO). This causes them to feel uncomfortable if they miss information or moments that they consider important. As active Instagram users, informants feel anxious about missing out on experiences, especially when they are not active on the platform. Each informant feels concerned about missing out on various events and information relevant to their interests.

Instagram serves as a tool for informants to stay connected to the latest trends. From the data collected, it is evident that the FoMO experience of these individuals can be understood through Henry Murray's theory of needs, which explains the motivation behind each individual's behavior.

4.1 The Need for Affiliate

4.1.1 Fashion Trend

Based on the results of an interview with informant 5, Said, a fourth-semester student at the Faculty of Social and Political Sciences, UGJ, revealed that:

"I really follow fashion trends, because if they're already wearing it, why shouldn't I? So I'm really motivated to follow all the fashion trends on Instagram. Especially with the recent skena style trend, Starboy is super viral, and I'd feel uncool if I didn't follow that viral trend. I often check my friends' or influencers' Instagram stories with skena style and feel impulsive to follow it even though I'm not sure if it suits me or not, but I just don't want to be left behind." (Said, December 7, 2024).

In this phenomenon, he feels compelled to follow the latest fashion trends to remain accepted within his social group and avoid feeling left behind. He admits to following viral styles to appear "in" on social media. Researchers identified the following characteristics of the FoMo fashion phenomenon:

- a. People who follow FOMO fashion usually buy clothes without planning because they always follow trends. These people usually shop impulsively and do not have their own clothing style.
- b. People who experience FOMO in fashion usually get their inspiration from social media, one of which is Instagram. What they see on social media triggers them to also want to have those items.
- c. As trends continue to change, followers of FOMO fashion constantly update their wardrobes so as not to fall behind the times.
- d. They usually follow this style of dress from public figures or influencers they admire in order to feel balanced, and they feel anxious if they are not "up to date."

FOMO on fashion also has its own drawbacks, including:

- a. Financial: Following fashion trends is also wasteful because people always buy items based on their desires, which may never be worn again. This also causes people to experience "fast fashion."
- b. Mental Health: People who do not have sufficient economic means will feel that they are truly left behind and feel anxious because they have not purchased the items that are used by those around them. This causes these people to feel uncomfortable and lack confidence when gathering with their friends who are more "up to date." This causes a person to force themselves to always appear to be in line with current trends.

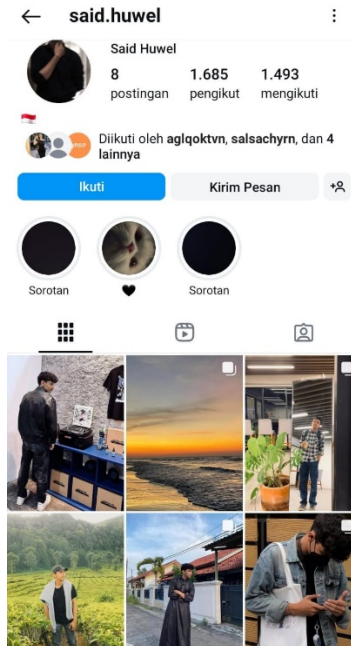


Figure 1. @said.huwel's Instagram Account

From the results of observations of informant 5's Instagram account, it can be seen that the posts show several fashion styles that he follows from various current trends on Instagram.

4.2 The Need for Recognition

4.2.1 Location/Site Trends

The phenomenon of someone feeling afraid of missing out on experiences when visiting popular destinations. This can usually be seen from people's posts on social media, including Instagram, where they share their moments at interesting places. This feeling can create an urge for someone to also visit the location, take selfies, and post them on their Instagram to create a personal brand that is not left behind.

Based on interviews with informants 2 and 3, Maya and Dito, who are students at the Faculty of Social and Political Sciences at UGJ, revealed that:

Informant 2, Maya:

"I feel really FOMO about the trend of new coffee shops in Cirebon and Kuningan. When my friends post about those places, I immediately want to follow suit and go there too." (Maya, December 5, 2024)

- a. Coffee shops: People who come to these places usually want to capture moments there so they can share their experiences with others. The proliferation of new coffee shops in Cirebon and Kuningan has attracted FISIP students to these places. This is also consistent with the results of observations made on the Instagram account of informant 2 Maya:



Figure 2. @mayapujaa's Instagram Account

Based on observations of the Instagram account @mayapujaa, it appears that she posts from coffee shops to show photos of famous locations that can increase social recognition and follow the current lifestyle trends. Informant 3, Dito:

"I usually went into the concert when it's quite crowded—and take pictures to have some feed on my social media." (Dito, December 10, 2024)

- b. Concerts: in addition to enjoying the atmosphere of the concert venue, this also creates FOMO among followers who want to attend the event so they can take photos and share the moment on their social media accounts, especially Instagram. This also becomes part of their personal branding, showing that they are up to date with the latest trends in their environment. This is also in line with the results of observations made on the Instagram account of informant 3, Dito:



Figure 3. @divarahmanto's Instagram Account

Based on observations of the Instagram account @divarahmanto, there are Instagram stories showing Dito sharing the excitement of watching concerts with his friends in order to be part of a community that is “up to date” with the latest trends.

FOMO This destination also has its drawbacks, including:

- a. Lack of satisfaction: people who come to this place just for social media content, not to fully enjoy the experience, but just to join in the moment.
- b. Spending money on unplanned trips is also an impact of destination FOMO, with significant expenses incurred for transportation, lodging, accommodation, and fashion. This results in the negative impact of fashion FOMO, namely wasteful spending

It was found that FoMo students' need for recognition in order to show their existence through their Instagram posts was fulfilled at coffee shops and concerts.

4.3 The Need to Express Oneself

4.3.1 Food Trend

The phenomenon of Instagram users who want to show their taste by trying unique foods. Based on the results of an interview with informant 4, Rheya, a student at FISIP UGJ, revealed that:

I usually follow food vloggers, and whatever food is trending, I'll definitely try it. Like yesterday, when Wizz Mie just opened in Cirebon, I saw it on a food vlogger and immediately wanted to try it, especially since girls are definitely really into spicy food like that.” (Reya, December 5, 2024)

The grand opening of Wizz Mie on November 17, 2024, attracted many consumers from the city of Cirebon, including Rheya, a student at the Faculty of Social and Political Sciences, who also wanted to experience the sensation of this food. The surge of influencers and food bloggers from Cirebon posting about this dish on their social media platforms has drawn a large audience who also want to try it. This has led to extremely long lines, with orders becoming unmanageable. Naturally, those feeling FOMO about the food feel challenged to join the queue to experience it, and they can't wait to capture photos of their meal to post on their social media platforms.

4.4 The Need for Knowledge

4.4.1 Personal Branding

This phenomenon of self-branding is part of digital development, where individuals not only use social media for socializing, but also to showcase their professional identity in order to build personal branding.

Based on the results of an interview with informant 1, Farhat, a student at the Faculty of Social and Political Sciences, University of Swadaya Gunung Jati, revealed that:

“My goal for being active on Instagram right now is to brand myself and find ways to make my personal brand look appealing, as well as to expand my knowledge so that I can become more recognized and acknowledged on Instagram. I've followed many accounts that share tips on building a personal brand through bios, feeds, and stories with engaging storytelling in their content. Honestly, I often feel like I have to stay active on Instagram because I'm afraid of falling behind others, especially when I see people in my field posting their personal branding content—it makes me anxious and feel like I really need to do the same.” (Farhat, December 10, 2024)

The trend of personal branding on Instagram is driven by people's desire to continuously learn and understand how to build a strong image on social media. The need for knowledge drives individuals to seek information about branding strategies and productivity so they can make the most of Instagram. There is a new pressure to always appear productive, which leads people to frequently monitor other accounts and follow trending strategies so they are not considered outdated in terms of personal branding.

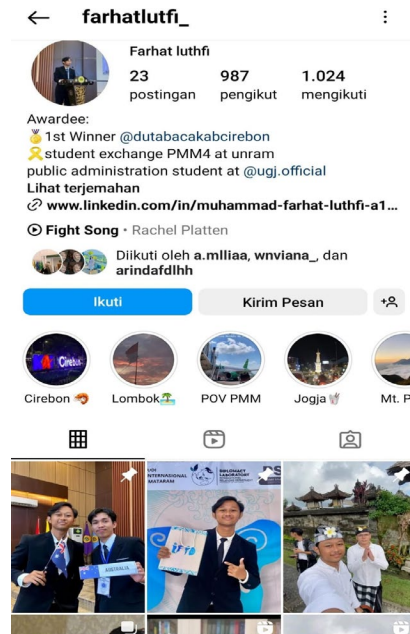


Figure 4. @farhatlutfi_'s Instagram Account

Based on observations of informant 1 Farhat's Instagram account, it can be seen that his personal branding strategy is evident in his Instagram bio, which highlights some of his achievements, as well as in his posts and stories, which consistently share the various productive activities he does on a daily basis.

Every need fundamentally demands fulfillment. Henry Murray stated that individual behavior is directed toward efforts to meet emerging needs. When these needs are not met, a person will feel disappointment and be driven to fulfill those needs [21]. In this study, social media emerged based on psychological needs. Instagram has become a necessity for students of the Faculty of Social and Political Sciences at Swadaya Gunung Jati University to fulfill the need to stay connected with others and the need for quick information, as Instagram is equipped with various features to obtain information activities.

5 Conclusion

Overall, FoMo experienced by students of Faculty of Social and Political Sciences at Swadaya Gunung Jati University is caused by the continuous use of Instagram social media so that they never feel left behind, which ultimately leads to feelings of discomfort if they miss out on something they like.

The FoMo phenomenon is increasingly common among students in the digital age, particularly through social media platforms like Instagram. Previous studies have explored FoMo from psychological, social, and individual perspectives, but none have specifically addressed it in relation to Henry Murray's psychogenic needs. However, psychological needs such as affiliation, recognition, self-expression, and the need for knowledge can be the primary factors behind the FoMo phenomenon. Therefore, this study was conducted to fill this gap, with the aim of identifying the forms of FoMo experienced by students, analyzing their relationship with secondary needs, and understanding how social media plays a role in fulfilling them.

Students from the Faculty of Social and Political Sciences at Swadaya Gunung Jati University acknowledge their regular use of social media to stay informed about everything happening on social media. The use of Instagram by these informants has led to the formation of FoMo criteria followed by each individual student at Faculty of Social and Political Sciences at UGJ, including fashion, travel destinations, and food.

Based on the data we obtained from the informants, this FoMo phenomenon tends to be more dominant in location trends, specifically the need for recognition. This includes the desire to appear relevant and not fall behind social trends, driving them to make decisions dominated by trends on social media rather than personal needs.

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