

ABSTRACT

FoMO stands for Fear of Missing Out. In Indonesian, this term is usually used to describe the behavior patterns of young people who feel excessive worry or fear that they will be left behind by the current trend. The development of technology and information at this time makes teenagers always close to smartphones so they don't miss updates from discussions on the internet and social media. That is, social media is very influential on adolescents in the formation of self-identity. Then, how does the image standard built by the social structure on Instagram affect the FoMO experienced by young Instagram users? What are the indicators that someone is experiencing FoMO on Instagram social media? and How is the Directing approach in conveying narrative elements regarding the use of Instagram social media among students in Bandung with the potential for Fear of Missing Out? In designing this film, it will use a comparative method with similar works and use qualitative methods which will be carried out through data collection, then processed as a form of new design in a film. The production results from the design of this film are expected to become an information medium as an offer of solutions regarding the use of Instagram social media among students in the city of Bandung with the potential for Fear of Missing

Out. Keywords: Directing, Youth, FoMO, Instagram and Smartphone