

ABSTRACT

Social media is an arena for individuals to communicate with one another by presenting themselves through uploads and establishing virtual bonds and social action. When entering precious moments needed by every human being, such as fear, anxiety, and worries that result if someone feels left out of information and doesn't want to feel different from other groups, which is interpreted as fear of missing out (FoMO), social action and one's curiosity about something can encourage a sense of empathy. The purpose of this study is to see if there is a link between fear of missing out (FoMO) and the intensity of social media use on TikTok among Telkom University students. The correlational quantitative method was employed for the investigation. The Likert scale was employed in this study, which had 400 participants. According to the findings of the hypothesis testing, there is a $25.289 > 1.966$ positive association between Fear of Missing Out (FoMO) and Intensity of Use of social media TikTok among Telkom University students. The higher the level of Fear of Missing Out (FoMO), the more intense the social media use on TikTok among Telkom University students.

Key Words: *Fear of Missing Out, TikTok, Intensity of Social Media Use*