

ABSTRACT

Final-year students aged 20 years and over often feel various pressures to achieve a certain level of success or achievement. One of them is the pressure from flexing content that is often presented on social media. Dependence on flexing content can trigger anxiety about the future, which ultimately leads to the emergence of the quarter-life crisis phase. Through its content, social media indirectly influences students, especially in forming a crisis of self-confidence. This research aims to determine the influence of dependency on flexing content on the quarter-life crisis phase of final-year students and to find out how big the influence of dependency on flexing content is on the quarter-life crisis phase of final-year students. This research uses a quantitative approach with a survey method for 214 Communication Science students class of 2020 at Telkom University, Bandung. The results of this research obtained a significance value of $0.000 < 0.05$. This shows that the dependence on flexing content which includes cognitive, affective, and behavioral aspects influences the quarter-life crisis phase which includes hopes and dreams, educational challenges, religion and spirituality, work life, home, lovers, family, and friends, and identity in final-year students. final Communication Science class of 2020, Telkom University Bandung, with an influence level of 40.7%, and the other 59.3% were influenced by other factors not included in the research.

Keywords: *Flexing Content Dependency, Quarter Life Crisis, Final Year Students*