

The Relationship of Self Control and FOMO with the Tendency of Social Media Addiction in Korean Pop Fans

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Abstract : This study aims to determine the relationship between self-control and FOMO with social media addiction tendencies in Korean pop fans. This research is a quantitative research, with a correlational research type. The subject of this research is Korean pop fans. The sample in this study was 100 respondents using accidental sampling technique. Data collection used a questionnaire on the Social Media Addiction Scale (SMAS), self-control scale, and the Online Fear of Missing Out (ON-FOMO) scale. Data analysis used multiple linear regression analysis test. The results of this study indicate that there is a positive significant relationship between the self-control variable and social media addiction tendencies with a significance value of 0.037, and FOMO with social media addiction tendencies with a significance value of 0.000 < 0.05. Then together the variables of self-control and FOMO have a relationship with the tendency of social media addiction with a significance value of 0.000 and an effect of 0.373 < 0.05 or 37.3%, the remaining 62.7% is influenced by other variables outside this study, so the hypothesis is accepted. The conclusion in this study is that there is a relationship between self control and FOMO with the tendency of social media addiction among Korean pop fans.

INTRODUCTION

Social media addiction is a problematic behavior when using social media that can develop compulsive behavior. (Menayes, 2015; Destiyan and Coralia, 2020).. Social media addiction is the use of social media where individuals cannot regulate the duration when using it, and there is a feeling that virtual life is cooler than the real world. (Griffiths, 2005; Haque, Ramadhan and Matulesy, 2021).. Individuals who frequently use social media can reduce their satisfaction with life (Academy, 2023). (Academy, 2023). Frequent use of social media can lead to envy and even depression which then affects individual life satisfaction. In addition, social media addiction can have negative impacts such as being easily involved in cyberbullying, feelings of insecurity, decreased social interaction, increased

phubbing, and so on. (Krisnadi & Adhandayani, 2022).

A number of studies have looked at social media addiction in different subjects but the phenomenon in Korean pop fans has not been examined much. Korean pop is Korean popular music or a genre of music originating from South Korea. (Sari, 2019). The genre itself includes pop, hip hop, R&B, rock, soul, ballad, and even electronic dance. Korean pop is characterized by upbeat songs with fast, medium, and slow rhythms, and its presentation also presents modern and contemporary dances. (Yenti et al., 2022).. In addition, what makes it interesting is the personnel who have handsome and beautiful faces. That is what then makes this Korean pop music able to bring in many fans from various fandoms to an idol (Hanjani et al., 2022). (Hanjani et al., 2019).. For example, ARMY is the name of the fandom of BTS, EXO-L for EXO, VIP for BIGBANG, and so on.

A study shows that Korean pop fans often access social media for hours each day. (Khairil et al., 2019; Kumparan, 2020).. It can be said to experience social media addiction when using social media for more than 5 hours a day. (Young, 2017). Based on the results of the Kumparan survey, it is known that 56% of Korean pop fans accessed social media for 1 to 5 hours, and 28% of fans even accessed more than 6 hours. (Kumparan, 2017). They are willing to spend a lot of time accessing social media to find out information or activities of their idols. Excessive use of social media can lead to dependence, anxiety, irritability, and so on. (Iberdrola, 2019). If the desire to access social media is not fulfilled, it can cause anxiety, discomfort, and even stress.

Korean pop fans are mostly in the age range of adolescence to early adulthood, which is 12-20 years old. (Kumparan, 2017). The age of 12-20 years can be considered as adolescence (E. Hurlock, 1990; Kasoema, 2022).. Teenagers are sometimes lazy to study because they are busy watching their idols on social media. (Kompasiana, 2022). It is also found in the field that adolescents as students neglect their learning obligations or their awareness in terms of learning decreases, which then affects academic achievement (Kompasiana, 2022). (Kompasiana, 2021).

One factor that can influence social media addiction is self-control. A number of studies have shown that when self control is at a high level, individual social media addiction is lower (Habermann, 2021; Astri, 2022). Individuals with high self-control are able to manage their social media activities well (Bheo et al., 2020). (Bheo et al., 2020).. Self control is believed to have a significant role in reducing the level of social media addiction (Ritonga, Mudjiran and Kiram, 2018)..

Self control is the ability of the mind as well as the body to do something that needs to be done. (Suarti & Astuti, 2022). Self control can also be interpreted as intelligence in regulating and controlling forms of behavior that can have positive consequences. (Averill, 1973; Marsela & Supriatna, 2019).. Individuals with high self-

control can control their behavior and resist the temptations that arise within them. (Purba et al., 2019). This can then make individuals able to take action to achieve the expected results or avoid them.

In addition, a factor that can influence social media addiction is FOMO (fear of missing out) or fear of being left behind if you do not participate in a certain activity. FOMO can be the driving force behind social media use, and is positively correlated with social media addiction. (A. I. D. Putri & Halimah, 2019). FOMO is an excessive desire to join other people's activities on social media. (L. K. D. Rahardjo & Soetjningsih, 2022).. Individuals who experience FOMO can make the intensity of their social media use high which leads to social media addiction, while individuals who do not experience FOMO tend not to experience social media addiction.

Azmi (2019) in his research shows the relationship between FOMO and social media addiction. The lower the FOMO experienced by an individual, the individual's social media addiction will also be in the low category. Research Azizah and Baharuddin (2021) also shows a relationship that can be said to be significant between the FOMO variable and the social media addiction variable positively. Likewise with research Nafisa and Salim (2022) which shows a significant positive relationship between FOMO and social media addiction. A study by Varchetta et al. (2020) showed that FOMO is the best predictor of social media addiction. Individuals who experience social media addiction can also be caused by other variables besides FOMO.

The phenomenon of social media addiction in teenagers who are pop korean fans which seems to be increasing shows that this topic is important to be researched further. This research is important to be done immediately considering that adolescents are students as well as the next generation of the nation who are required to study hard and work hard to improve their quality and be able to advance the nation. If research is not conducted immediately, it is feared that adolescents with high levels of social

media addiction may experience a decrease in academic achievement due to lazy learning, experience problems in relationships with peers, and even experience psychological problems including loneliness and depression. (W. Rahardjo et al., 2020).. Several previous studies have shown that self control and FOMO variables are related to social media addiction separately. However, this study will observe how these two variables correlate with the tendency of social media addiction in adolescent fans of Korean pop. The results of the study are expected to corroborate findings on what factors can reduce social media addiction among teenage korean pop fans in particular.

METHOD

This study involved korean pop fans who live in Surabaya. Determining the number of samples using the Lemeshow formula. This is because the population in the study is not visible with certainty. Sampling using accidental sampling technique with sample criteria used, namely korean pop fans domiciled in Surabaya, using social media to access information about idols, using social media more than five hours per day, age range 12-20 years.

Data collection through distributing questionnaires with a Likert scale, namely the social media addiction scale (Cronbach's Alpha = 0.750), self-control scale (Cronbach's Alpha = 0.791), FOMO scale (Cronbach's Alpha = 0.885). The instrument used is a scale of research adaptation results by conducting expert judgment by experts based on existing scales. The measuring instrument used has gone through validity and reliability tests so that 47 items are valid and reliable (13 items of social media addiction, 17 items of self-control, and 17 items of FOMO). Data analysis in this study used multiple linear regression analysis.

There are three classic assumption tests as a requirement for multiple linear regression analysis, namely normality, heteroscedasticity, and multicollinearity tests. The normality test is useful for showing whether the residual values

are normally distributed or not. After conducting the normality test, it is known that the research data is not normally distributed. According to Ghozali (2018) if in a study it is found that the data is not normally distributed, data transformation can be done so that the data becomes normal. Heteroscedasticity test to show whether there is heteroscedasticity or not, namely by doing the Glejser test. While the multicollinearity test is to find out between the independent variables whether they are closely correlated with each other. The next step is to conduct multiple linear regression analysis tests to show whether there is a relationship between these linear variables.

RESULTS

Table 1 describes the descriptive data of participants' scores. It is known that 16 korean pop fans are in the low social media addiction tendency, 64 are moderate, and 20 others are in the high social media addiction tendency. Furthermore, there are 12 people who are in the low self-control group, moderate self-control with a total of 67 people, and high self-control with a total of 21 people. Then there are 12 people who are in the low FOMO group, 72 people with moderate FOMO, and 16 people experiencing high FOMO.

Table 1: Categories sation of Participant Scores

Variables	Category	Total	Percentage
Social Media Addiction	Low	16	16%
	Medium	64	64%
	High	20	20%
Self Control	Low	12	12%
	Medium	67	67%
	High	21	21%
FOMO	Low	12	12%
	Medium	72	72%
	High	16	16%

Before carrying out the multiple linear regression analysis test, a classic assumption test is required first. After doing the normality test, it is known that the value of Asymp. Sig. (2-tailed)

value of 0.029. It can be interpreted that the data in the study is not normally distributed because the significance value is less than 0.05. According to Ghozali (2018) if in a study it is found that the data is not normally distributed, data transformation can be done so that the data becomes normal. After data transformation, the normality test results show the Asymp. Sig. (2-tailed) value of 0.112. Then it can be said that the data is normally distributed because it produces a significance value greater than 0.05. The results of the heteroscedasticity test found a self control significance value of 0.531 and a FOMO significance value of 0.312. So it means that the two variables do not experience heteroscedasticity because they produce a significance value that is more than 0.05. Then the multicollinearity test shows the tolerance

value of the two variables (self control and FOMO) of $0.855 > 0.1$, and the VIF value on both variables is $1.170 < 10$. From the tolerance and VIF values that appear, it can be said that the two variables, namely self control and FOMO, do not experience multicollinearity.

Next is the hypothesis test in the form of F test analysis, T test, and coefficient of determination (R square) analysis with the help of SPSS data processing. The results show the calculated F value is 28.809 with a Sig value. $0,000 < 0,05$. It can be interpreted that the hypothesis is accepted, where self control and FOMO have a relationship with social media addiction together. Furthermore, the T test explores the contribution of each variable.

Table 2: Multiple Linear T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.162	.049		23.838	.000
<i>Self Control</i>	.013	.006	.184	2.116	.037
FOMO	.048	.008	.516	5.934	.000

In the table of t test results, it can be seen that the Sig. value between self control and social media addiction is 0.037. This value shows the relationship between self control and social media addiction. Furthermore, the Sig. FOMO with social media addiction is 0.000. It can be seen that the Sig. value is less than the value of 0.05 and it can be said that there is a relationship between the FOMO variable and the social media addiction variable. Then the R Square value is 0.373. This shows that 37.3% of social media addiction can be explained by the variables of self-control and FOMO, while the remaining 62.7% is influenced by other variables outside this study.

DISCUSSION

This study was conducted to show the relationship between self-control and FOMO

with the tendency of social media addiction in korean pop fans. The results of the multiple linear regression analysis test show that the self control variable has a positive relationship with social media addiction tendencies, which means that the first hypothesis is rejected. The relationship between self-control and social media addiction tendencies has a positive direction. The existence of this positive relationship is thought to occur due to inaccuracy in making research instruments, namely too many unfavorable items on the positive variable (self control scale). In addition, the distribution of data was distributed via online media without meeting face-to-face with the subject. Conditions like this are thought to make the subject feel supervised and his identity is clearly known through google form, so that when filling in the research data there is faking good in the subject (Paramesti et al., 2014). (Paramesti et al.,

2019). Glanvill (2018) Glanvill (2018) explains 'faking' as a motivated attempt to present oneself in a certain way, especially when in training situations or feedback situations and psychological testing. It is the subject's attempt to present an image for a specific reason, which makes the subject tend to choose a good answer. The existence of this positive relationship is the same as research Anggraeni et al. (2019) that students who have high self-control can also have high internet addiction, and vice versa. The results are different from the research Aprillia (2019) which shows that self-control has a negative relationship with social media addiction. Individuals with good self-control skills, especially when using social media, will experience less addiction.

Good self-control in individuals can make them able to regulate and direct their behavior, especially when online in a better direction. (Pata et al., 2021). They are more able to regulate their behavior so as not to be impulsive such as using social media as entertainment with excessive time and neglecting important activities such as study and work. In the research of Nugroho (2020) It is known that when individual self-control is in a higher category, it can reduce the level of social media addiction in that individual and vice versa.

The results of the self-control category show that the majority of korean pop fans have self-control in the moderate category, namely 67 people. In this case, it can be said that the majority of korean pop fans can control their self-control in accessing social media. When the self control of korean pop fans is good, the level of social media addiction tendency is low. This statement is the same as research by Yusuf et al. (2019) which shows that good self-control plays a role in increasing the ability to reduce the level of social media addiction in students.

Furthermore, the results of the cross tabulation of self control with social media addiction showed that 48 korean pop fans had moderate self control and moderate social media addiction tendencies as well. Research results Suarni et al. (2023) showed self-control as an important factor contributing to the suppression

of social media addiction. High self-control can make individuals manage their social media use well. In contrast, low self-control can make individuals become addicted by continuously accessing social media, and this can have negative impacts such as forgetting their duties as students or workers, and even declining health due to frequent late-night sleep. This is important for korean pop fans as there are other harmful effects on mental health due to social media addiction.

The results of the multiple linear regression analysis test on the second variable show the relationship between FOMO and social media addiction tendencies, which means that the second research hypothesis is accepted. Korean pop fans with high levels of FOMO may experience high levels of social media addiction as well. They always want to be connected to other people's activities on social media and make them use a lot of time in accessing social media. Similar to research by L. K. D. Rahardjo & Soetjningsih (2022) who explained that FOMO can cause excessive use of social media to cause negative impacts such as losing direct social relationships.

Individuals with high FOMO feel afraid of being left behind by a trend, which makes them access social media to the point of addiction. Research Aisafitri & Yusriyah (2021) explained that there is a lot of information available on social media and individuals can find out about the activities of many people. This then makes individuals always want to surf on social media. Furthermore, research Hariadi (2018) shows a significant relationship between the FOMO variable and the social media addiction variable. When the higher the FOMO in him, the higher the social media addiction.

From the results of the FOMO category, it is known that 72 korean pop fans are in the moderate FOMO category, and 16 korean pop fans in the high FOMO category. Individuals with high levels of FOMO tend to want to stay connected to other people's activities so they use social media more often. Research Putri et al. (2019) showed that students feel anxious, afraid, and worried when they are not connected to other

people's activities on social media. These students do not want to miss any information so they will continue to use social media to overcome their fears.

The cross tabulation of FOMO with social media addiction in Korean pop fans shows that there are 53 people who are in a moderate FOMO state and moderate social media addiction tendencies, and 10 people in a FOMO state and high social media addiction tendencies. It can be interpreted that when Korean pop fans experience high levels of FOMO, it can increase the tendency of social media addiction. Research Savitri (2019) explains that when individuals cannot overcome the FOMO experienced, their psychological well-being tends to be negative. This is because anxiety, fear, and worry due to FOMO can cause individuals to be unable to master the environment, unable to relate positively to others, and low self-acceptance. Then research Nafisa (2021) shows that there is a significant relationship between the FOMO variable and the social media addiction variable in students. When the level of FOMO is in a higher category, the level of social media addiction is also high. However, if the level of FOMO is low, it will also lower social media addiction. This explanation shows the adverse effects of FOMO which can cause social media addiction and possibly affect mental health.

The results of multiple linear regression analysis test show that the variables of self-control and FOMO together have a relationship with the tendency of social media addiction. Similarly, in research Wahyunindya & Silaen (2021) which also shows a significant relationship between self-control variables and fear of missing out variables with social media addiction together in adolescents. Research Eksi, Turgut and Sevim (2019) showed that self-control has a relationship with social media addiction. Then from research Cargill (2019) it is known that FOMO is related to social media addiction. It can be interpreted that when the lower the self-control and the higher the FOMO, the tendency of social media addiction is in the higher category.

Based on the previous explanation, it is known that self-control and FOMO play an important role in the tendency of social media addiction. Good self-control in individuals can control themselves so that they become wise when using social media. Meanwhile, individuals with FOMO can make them experience low self-acceptance and cannot master an environment. In research Novitasari, Lestari and Hayati (2022) found a relationship between self control and social media addiction in a teenager in Pontianak. Individuals should be able to control the use of social media so as not to drift in cyberspace and pay more attention to real life. Then research Pratiwi and Fazriani (2020) showed a relationship between FOMO and social media addiction among adolescents who use social media. High FOMO needs to be overcome in order to maintain mental health and be more grateful for what is owned.

The results of the F test show that self control and FOMO together have a relationship with the tendency of social media addiction. In this case it can be said that the third research hypothesis is accepted. Then the coefficient of determination or R Square value shows the contribution of self control and FOMO together has a relationship with the tendency of social media addiction by 37.3%. The effective contribution value of self control is 7% and the effective contribution of FOMO is 30.2%. Furthermore, it can be concluded that self control and FOMO have a relationship with the tendency of social media addiction in Korean pop fans. Therefore, Korean pop fans need to have good self-control and be able to reduce FOMO experienced in order to avoid the tendency of social media addiction which certainly has a bad impact on Korean pop fans. Similarly, in research Sagar (2021) which shows that self control is related to social media addiction. Then in research Amelia (2022) it can be seen that there is a significant role for the FOMO variable in the social media addiction variable.

CONCLUSION

After this research was conducted and the results of the research were obtained from the relationship between self control and FOMO with the tendency of social media addiction in Korean pop fans, the conclusions can be drawn as below:

1. The acquisition of the first hypothesis is that there is a significant relationship between self-control and the tendency of social media addiction positively with a significance value of 0.037 less than 0.05. Then it can be interpreted that the higher the level of self-control in the subject, the higher the tendency of social media addiction.
2. The acquisition of the second hypothesis is that there is a significant relationship between FOMO and the tendency of social media addiction positively with a significance value of 0.000 less than 0.05. Then it can be interpreted that the higher the level of FOMO in the subject, the higher the tendency of social media addiction.
3. The third hypothesis is that there is a significant relationship between self control and FOMO together with the tendency of social media addiction. As much as 37.3% of social media addiction can be explained by self control and FOMO, while the remaining 62.7% is influenced by other variables.

ADVICE

1. For Korean pop fans, they can maximize their self-control better so that they can also control the use of social media, so that it does not have a negative impact on mental health, their body health does not decline, they do not neglect important activities such as study and work, and so on.
2. For future researchers, when they want to examine the variable of social media addiction tendency, they can use other variables besides self control and FOMO. This is because there are still many other variables (social anxiety, peer conformity, loneliness, and so on) that can be related to

the tendency of social media addiction and to be more widespread. Then other researchers can make improvements in data collection such as taking data directly without going through online media, and being careful in making research instruments that allow respondents to do faking good or faking bad on themselves. Specific in this study is faking good (people do not want to be said to have high social media addiction or low self-control). Try to make the instrument to be used not too many unfavorable items, and on positive variables such as self-control use positive items as well. In addition, future researchers are expected to continue to make Korean pop fans as research subjects by balancing the number of Korean pop fans who are female and male, and increasing the sample so that it can represent the expected population.

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