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USE OF SOCIAL MEDIA AND PHUBBING BEHAVIOR AGAINST FEAR OF LOSING

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ABSTRACT

The emergence of fear will lose among the millennial generation due to the influence of smartphones in an era that is increasingly developing with technological advances in social media. The widespread use of social media, Instagram, phubbing behaviour that appears is why someone often ignores the natural interlocutor in front of them. This study analyses the effect of using social media Instagram and phubbing behaviour on the fear of loss in Sungai Kunjang District on the millennial generation in Sungai Kunjang District. The sample of this study was 104 people using the nonprobability sampling technique with the purposive sampling method. The data collection used is a scale of fear of loss, social media, Instagram and phubbing behaviour. The four scales are arranged using a Likert model. The collected data were analyzed by using SPSS 25.0 for the Windows program. This study indicates a significant effect between social media Instagram and phubbing behaviour on the fear of losing. There is a positive and significant effect of using social media Instagram on the fear of losing. There is no effect between phubbing behaviour on fear of loss.

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Introduction. Generation Z is a group of people born in the 1996-2010 range; this generation is also known as the net and millennial generations (Purnomo, Asitah, Rosyidah, Septianto, Daryanti, Firdaus, 20). Generation Z has indeed become a conversation in recent years because it is a generation that grew up in the internet and digital advancements; this generation is also more in touch socially through cyberspace. The millennial generation is the group with the most fear of loss globally, with 70 per cent higher than other ages who experience the fear of losing (JWT *Intelligence*, 2012). The fear of losing is the fear of losing precious moments from other people or groups where when the individual is not present in the moment and is characterized by a desire to stay connected with other people's activities through cyberspace (Przybylski, AK, Murayama, K., Dehaan, CR, & Gladwell, V., 2013).

This sense of wanting to continue to be connected makes individuals spend much time in cyberspace. This is by research conducted on individuals aged 15-22 years in Indonesia, around 42.2 per cent of individuals who use the internet. Nearly 70 per cent of them admitted to doing activities on

the internet for more than three hours a day. The main activities usually carried out are opening social media (94%), looking for information (64%), and accessing *e-mail* (60.2%) (*Markplus Insight*, 2012).

Someone who has a low level of satisfaction of basic needs will be more interested in using social media than those who have a higher level of basic needs (Przybylski, AK, Murayama, K., Dehaan, CR, & Gladwell, V., 2013), meaning that most of the current millennial generation has a low level of satisfaction of basic needs and can lead to high fear of loss in the millennial generation. According to Rizky (2015), there are four aspects of using social media, Instagram Namely participation, openness, conversation, and community. Factors influencing the effect and influence of using social media are social Instagram interaction, information seekers, spending time, vacations, relaxation, expressing opinions, communicative utility, convenience utility, sharing information, and supervision or knowledge of others (Whiting & Williams, 2013).

Based on data obtained from the research results of the We Are Social company, it shows that the total active users of social media Instagram every month in Indonesia reach up to 53 million people, and most of them are aged 16-24 years which on average are students and college students. The results of a pre-survey to the millennial generation of social media users Instagram at UNISBA, which were carried out through filling out questionnaires online, showed that 45 or 84.90% of people saw the feature, insta-story in other words, viewing insta-stories was the most frequently done activity when accessing social media. Instagram to view other people's activities. There are as many as 21 or 32.07% of people who open their social media Instagram While doing lecture activities because they want to know other people's activities or events recorded on social media Instagram, 36 or 67.92% of people Open Social media Instagram to find out viral events that become friends' conversations With their friends, 38 or 62% of people feel it takes too long to find out about their friends' activities in cyberspace, and 31 or 62% of people feel they have to upload their activities that they feel are valuable to social media Instagram.

With internet-based technology, as many as 85% of internet users in Indonesia access smartphones. This study confirms that several findings will increase the level of use and purchase of smartphones in Indonesia. When viewed from the age category, users of smartphones most are individuals aged 18-24 years, then 60% of them open the internet via smartphones (APJII & PusKaKom, 2014). They cannot be separated from the grip of a smartphone or social media Instagram because someone often ignores the natural interlocutor in front of them (phubbing). Regarding the use of smartphones in Americans, about 68% of respondents feel the need to educate someone who is having dinner with colleagues in the company not to ignore the message before dinner is over (Alto, 2016).

The impact of phubbing behaviour shows reduced meaning on the relationship satisfaction and trust of the interlocutor and reduces empathy when one individual uses a smartphone (Przybylski, AK, Murayama, K., Dehaan, CR, & Gladwell, V., 2013). This is related to the research results by Wang, X., Xie, X., Wang, Y., Wang, P., Lei, L. (2017) on adults in China who are married, showing that partners who are fellow partners have phubbing behaviour. It has a negative relationship with satisfaction and has a positive relationship with depression.

Based on the series of problems described above, the authors are interested in researching the title "The Influence of Social Media Use *Instagram* and Phubbing behavior on Fear of Losing" on gender in Sungai Kunjang District.

Research method.

The type of research used in this study is to use quantitative research. The design used in this research is statistics descriptive and inferential. In this study, there are two independent variables, namely the use of social media, *Instagram* and phubbing behaviour, and the dependent variable is the fear of losing. Data analysis was carried out for processing research data using multiple regression analysis with the help of the SPSS version 25.0 computer program for windows. Subjects in this study used the method of determining the sample, namely *random sampling*. According to Sugiyono (2012), *random sampling* is a technique of determining the sample randomly; namely, everyone has the right to be a sample researcher. In addition, the sample used in the study used a non-design, *probability sampling*, which means a sampling technique that does not provide equal opportunities/opportunities for each element (member) of the population to be selected as a member of the sample. Sampling was determined based on the following characteristics:

1. The millennial generation in Sungai Kunjang District aged 16-26 years.
2. Have Social media *Instagram*.

Based on the characteristics above, the sample size is the millennial generation in Sungai Kunjang District aged 16-26. The data collection method used in this study is a measurement tool or instrument. There are four research instruments used: the scale of using social media *Instagram*, phubbing behaviour, and fear of losing. This study uses a Likert type scale. The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2012). The scale is compiled using a Likert form which is grouped into favourable and unfavourable statements and has five alternative answers, namely, Very Appropriate (SS), Appropriate (S), Doubtful (R), Not Appropriate (TS), and Very Unsuitable (STS).

The data processing process begins with testing the validity and reliability of the variable research. For the fear of losing scale, four items fall out of 32 items with a reliability value of 0.902. The scale of the use of social media has to *Instagram* no items that fall out of the 34 items with a reliability value of 0.873. Then on the scale of the orientation future, there is one item that falls out of 28 items with a reliability value of 0.902.

Techniques Data analysis was carried out for research data processing using multiple regression analysis to determine how much influence and predictive ability the two independent variables had on the dependent variable. Regression analysis is used to study how the variables consisting of two or more are interconnected; the relationship obtained is generally expressed in a mathematical equation that states the functional relationship between the variables. All Techniques were analysis data carried out with the help of the SPSS version 25.0 computer program for *Windows*. Before testing the hypothesis analysis, there will be a test of assumptions first.

Research results. In descriptive test results, descriptive data is used to describe data distribution on the millennial generation in Sungai Kunjang District. The empirical mean and the hypothetical mean were obtained from the responses of the research samples through three research scales, namely the fear of loss scale, the use of social media *Instagram*, and phubbing behaviour.

Table 1. Empirical Mean and Hypothetical Mean

Variable	Empirical Mean	Hypothetical Mean	Description
Fears Will Lose	108.26	10,850	Normal
Use of Social Media <i>Instagram</i>	120.29	13 868	Normal
Phubbing behaviour	58.88	12 338	Normal

Based on the above table are known picture data on the distribution of research subjects in general to the millennial generation in the river visit. Based on the measurement results through the fear of loss that has been filled in, the empirical mean is 108.28, which is higher than the hypothetical mean of 87 in the high category. Then based on the measurement results through the social media usage scale *Instagram* that has been filled in, the empirical mean is 120.29, which is higher than the hypothetical mean of 102 in the high category. Then based on the measurement results of the behaviour scale *phubbing* filled in, the empirical mean is 58.88, which is lower than the hypothetical mean of 81 in the low category.

Before testing the hypothesis analysis, first, perform an assumption test consisting of a. test normality and linearity test. The results of the assumption test can be seen as follows:

1. Normality Test

The normality test is to see deviations from the observed frequency of observations from the theoretical frequency. The normality test of the data can be done, among others, by comparing the probability of the Kolmogorov-Smirnov value of 0.05 (5%). The rule used is if $p > 0.05$, then the distribution is normal, otherwise if $p < 0.05$, then the distribution is not normal (Santoso, 2012).

Table 2. Normality Test Results

Variable	Z	P	Description
Fear of Losing	0.133	0.100	Normal
Use of Social Media <i>Instagram</i>	0.061	0.200	Normal
Phubbing behaviour	0.074	0.188	Normal

Based on table 2 above, it is known that the test results for the assumption of normality in the distribution of data on the fear of losing variables produce a Z value of 0.133 and a p-value of 0.100 ($p > 0.05$). The test results based on the rules show that the distribution of the items of fear of losing is declared normal. Furthermore, the subjective vitality variable produces a Z value of 0.061 and a p-value of 0.200 ($p > 0.05$). The test results based on the rules show that the distribution of personal vitality items is normal.

Then the behaviour variable data *phubbing* produces a Z value of 0.074 and a p-value of 0.188 ($p > 0.05$). The test results based on the rules show that the distribution of the items of phubbing behaviour is expected.

2. Test Linearity

The linearity assumption test was conducted to determine the linearity of the relationship between the dependent variable and the independent variable. Linearity is a condition in which the relationship between the dependent variable and the independent variable is linear (straight line) within a range of variables specific independent (Santoso, 2012). The rule used in the linearity test is if the deviation from linearity $p > 0.05$ and the calculated F value $< F$ table at a significance level of 5% or 0.05, then the relationship is declared linear (Sudarmanto, 2013).

Table 3. Linearity Test Results for

Variable	F-Hit	F-Tab	P	Ket.
Fears Will Lose-Use Social Media <i>Instagram</i>	1,420	3,025	105	Linear
Fear Will Lose-Phubbing behaviour	0973	3025	0530	Linear

Based on Table 3 above showed that the test results assuming linearity between the fear of losing the use of social media *Instagram* shows the value of deviation from linearity F count of 1.420 $< F$ table value of 3.025 which means there is an influence and p-value of 105 > 0.05 which means that the effect is declared linear. Furthermore, between fear of loss and behaviour, *phubbing* the deviation from linearity F count is 0.973 $< F$ table value of 3.025, which means there is an effect and p-value is 0.530 > 0.05 , which means the effect is linear. After testing the assumptions, the researchers then conducted the results of hypothesis testing. The hypothesis in this study is to determine the effect between the use of social media *Instagram* and phubbing behaviour on the fear of loss in the millennial generation in Sungai Kunjang District. The analysis technique used is multiple linear regression analysis. Based on the results of the entire model regression test on the variables of using social media *Instagram* and phubbing behaviour towards the fear of losing together, the following results were obtained:

Table 4. Hypothesis Test Results of Gradual Model Regression Analysis

Variables	F-Hit	F-Tab	R2	P
UsageSocial Media <i>Instagram</i> (X1)				
Fear of Losing (Y)	34.051	2.11	0.635	0.000
Phubbing behaviour (X2)				
Fear of Losing (Y)				

Based on table 4 above, the results show that F count $> F$ table, which means that social media *Instagram* and phubbing behaviour against the fear of loss had a very significant influence on the value of F = 34 051, R2 = 0635 and p = 0.000. This means that the significant hypothesis in this study is accepted. Then from the gradual regression analysis can be determined as follows:

Table 5. Hypothesis Test Results in Regression Analysis Model

Full-Variable	Beta	T-Hit	T-Tab	P
Uses Social Media <i>Instagram</i> (X1)	0.434	5,418	1,983	0.000
Fear Losing Will (Y)				
Phubbing behaviour (X2)	-0356	-4445	1983	0000
fear losing will (Y)				

Based on table 5 above, it can be seen that $t > t$ table, which means that a significant difference between social media uses *Instagram* is the fear of losing the value of $\beta = 0.434$, t count = 5.148, and $p = 0.000$ ($p < 0.05$). Then the phubbing behaviour towards fear of losing shows t count $> t$ table, which means there is a significant effect on phubbing behaviour on fear of losing with $\beta = -0.356$, t count = -4.445, and $p = 0.000$ ($p < 0.05$).

Discussion. The first hypothesis is that there is an influence between social media *Instagram* and phubbing behaviour on the fear of losing. In line with the factors that influence the fear of loss according to JWT Intelligence (in Przybylski, 2012) which include openness on social media, age, *social one-upmanship*, topics spread through hashtags. The factors mentioned earlier are the factors used in this study.

The fear of loss, according to Przybylski, AK, Murayama, K., Dehaan, CR, & Gladwell, V. (2013), is the fear of losing precious moments about other people or groups where the individual concerned cannot be present at the moment and is characterized by the desire to stay connected to what others are doing via the internet or cyberspace. By the millennial generation, which is a *constantly connected generation*, a generation that is always connected and knows the activities of others through cyberspace, especially when they are unable to be present at the moment. The desire to continue to be connected makes the millennial generation always nailed to their cell phones or gadgets. According to a survey connecting with Millennials (Visa Study, 2012), eight out of ten of the millennial generation say that they were even sleeping with the phone that lights up and actively respond to messages, phone, e-mail or any news emerging from their mobile phones. In addition, social media *Instagram* also plays a role in this because social media *Instagram* is in great demand in this era because social media *Instagram* focuses on photos and short videos that focus on status so that this social media is easier to use (Randolf A. Manampiring, 2012).

The second hypothesis is that there is a significant influence between social media *Instagram* on the fear of losing; social media *Instagram* also plays a role in this because social media *Instagram* is in great demand in this era. After all, social media *Instagram* focuses on photos and short videos that focus on status, focusing on status. This social media is easier to use (Randolf A. Manampiring, 2012). This is per the research results conducted by Lisya, Dadang, and Abdullah (2019) to six students at the Muhammadiyah University of Palembang. When the researchers asked about setting the time to open their devices, respondents admitted that they spent their free time playing on their cellphones and opening their social media *Instagram*. This shows that from the indications of the fear of losing someone who has made them consciously or unconsciously always access social media *Instagram* wherever they are.

Baker, Z., G., Heather, K., & Angie, SL (2016) said that students from various major universities and various ethnic groups showed that students positively feared loss related to their time on social media. *Instagram*, meaning that the higher the use of social media *Instagram* subject's, the higher the fear of losing the subject. Meanwhile, if viewed from one of the factors that influence the fear of loss, according to JWT Intelligence (in Przybylski, 2012), openness on social media *Instagram*, openness on social media *Instagram* makes it easier for users to find information, learn something, or follow trends.

Then the third hypothesis is that there is a significant influence between phubbing behaviour and the fear of losing. Based on table 35 on model regression analysis hypothesis test, phubbing behaviour towards the fear of losing the millennial generation in Sungai Kunjang District shows no significant effect. This is evidenced by the value of $\beta = -0.356$, t count = -4.445, and $p = 0.000$ ($p < 0.05$). This means that behaviour is *phubbing*, not one of the causes that make the millennial generation afraid of losing. Following what was stated by Robert Kaunt (in Sparks, 2013), phubbing behaviour tends to excessive use of cellphones. It causes a short attention span or distraction in which the individual cannot fully understand the information because the cell phone or device causes distraction or distraction.

The results of this study are supported by the results of previous studies conducted by Franchina, V., Vanden Abeele, M., Van Rooij, AJ, Lo Coco, G., & De Marez, L. (2018). The results of research conducted on adolescents who have a fear of losing show the results, namely phubbing behaviour not significantly related to fear of loss. Few respondents behaved *phubbing when* face-to-face with their friends or relatives; this was because they claimed to attach great importance to face-to-face with friends and prioritized it to establish proper interaction.

This explains that phubbing behaviour is not one factor that influences the fear of loss, but other factors influence it. According to JWT Intelligence (in Przybylski, 2012), one factor that influences the fear

of loss is disclosing information on social media. Information disclosure on social media causes a person to feel compelled to follow existing information and does not want to be seen, whether it is developing information about idols, news, or peer activities. Therefore, someone who fears losing will spend time on the internet to not miss information. So if the millennial generation has information disclosure on social media always to follow the latest news or information, they tend to fear losing.

Based on this description, it can be explained that phubbing behaviour does not affect the fear of losing. However, if the millennial generation has information disclosure on social media and curiosity about the latest information, it will fear losing.

Conclusions. Based on the research that has been done, it can be concluded that there is a significant effect between the use of social media *Instagram* and phubbing behaviour on the fear of loss in the millennial generation in Sungai Kunjang District. It was also found that the positive and significant influence of social media *Instagram* on the fear of loss in the millennial generation in Sungai Kunjang District. Finally, there is no influence between phubbing behaviour on the fear of loss in the millennial generation in Sungai Kunjang District.

It is recommended that users manage the use of social media *Instagram* to avoid losing, considering the fear of losing is a behaviour that tends to be harmful because it has aspects of competence, autonomy, and association. So that by controlling the use of social media, *Instagram*, the research subject will avoid the fear of losing. As the next generation, the nation should control itself to keep doing things that tend to be positive, not negative, such as fear of loss and phubbing behaviour in this study. This can be done by controlling social media *Instagram* to reduce or avoid the fear of losing students. Further researchers who are interested in researching the fear of loss should examine more broadly the factors that can influence the behaviour of fear of loss, considering that in the results of this study, there is a variable that does not affect the fear of loss, namely phubbing behaviour so that future researchers are expected to find out better findings than the research that has been done.

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