

**THE INTENSITY OF SOCIAL MEDIA USE AS A PARTIAL MEDIATOR  
BETWEEN FEAR OF MISSING OUT AND SOCIAL MEDIA ADDICTION IN  
EMERGING ADULTHOOD IN INDONESIA**

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**Abstract**

With the vitality of the internet and social media platforms in humans' lives, it is by no means that social media comes with both advantages and disadvantages that would impact one's day-to-day activities. However, high reliance on these online platforms could result in maladaptive social media behaviors, which resulted in Social Media Addiction. This research aims to explore the role of the Intensity of Social Media Use as a mediator between Fear of Missing Out (FoMO) and Social Media Addiction in emerging adulthood in Indonesia. Result shows that the Intensity of Social Media use partially mediated the relationship between Fear of Missing Out and Social Media Addiction. Partial mediation reveals opportunities to explore other potential mediators that contributed to the relationship. This research fills the gap around the study of social media behaviors and gives a new perspective in designing interventions for maladaptive social media behaviors to promote healthy social media use in Indonesia.

**Keywords:** *Social Media Addiction, Fear of Missing Out, Intensity of Social Media Use, Social Media, Maladaptive Internet Use*

## Abstrak

Dengan vitalnya internet dan platform media sosial dalam kehidupan manusia, sudah tentu media sosial memiliki kelebihan dan kekurangan yang dapat mempengaruhi aktivitas sehari-hari. Namun, ketergantungan yang tinggi terhadap platform online ini dapat mengakibatkan perilaku media sosial maladaptif, yang mengakibatkan Adiksi Media Sosial. Penelitian ini bertujuan untuk mengeksplorasi peran Intensitas Penggunaan Media Sosial sebagai mediator antara *Fear of Missing Out* (FoMO) dan Adiksi Media Sosial pada usia dewasa muda di Indonesia. Hasil penelitian menunjukkan bahwa Intensitas penggunaan Media Sosial memediasi secara parsial antara hubungan *Fear of Missing Out* dan Kecanduan Media Sosial. Mediasi parsial memberikan peluang untuk mengeksplorasi mediator potensial lainnya yang berkontribusi pada hubungan tersebut. Penelitian ini mengisi kesenjangan di sekitar studi perilaku media sosial dan memberikan perspektif baru dalam merancang intervensi untuk perilaku media sosial yang maladaptif untuk mempromosikan penggunaan media sosial yang sehat di Indonesia.

**Kata Kunci:** *Adiksi Media Sosial, Fear of Missing Out, Intensitas Penggunaan Media Sosial, Media Sosial, Perilaku berinternet maladaptif*