CREATING AN AWARENESS CAMPAIGN AGAINST THE FOMO PHENOMENON IN YOUNG ADULTS' SOCIAL MEDIA USAGE

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ABSTRACT

This research aimed to create an awareness campaign on raising the understanding of the topic as prevention toward the happiness and productivity-killing phenomenon or FoMO (Fear of Missing Out) phenomenon in young adults' social media usage. Qualitative method was applied in the research by (1) using questionnaire; (2) interviewing the psychological experts; (3) using secondary research such as books, journals, printed articles, and online sources. Then, the researchers drew a solution by analyzing the collected data. The distribution also focused on people who were active users of social media. This research finds that promoting positive thoughts in people who experience FoMO might be an effective solution to combat this type of anxiety. Therefore, the data become the underlying basis toward the making of SayNomoToFomo campaign. Its main strategy is to educate and encourage the target audience to understand and tackle FoMO using a mixture of interactive and printed medium.

Keywords: awareness campaign, Fear of Missing Out (FoMO), young adults, social media

INTRODUCTION

Alongside the rapid development of the internet and smartphones, people can access any information and create and share information. This is also due to social media. The difference of social media with the more traditional form of media is that it enables user interaction throughout their features. Thus, it allows them to participate in creating and sharing information. The researchers cite that the average motivations of people for using social media in the global citizens are mostly to stay up to date to current information, promote work, and shop (Mander, 2016). A survey also finds that social media has taken the biggest portion of people's online time adding up to more than 30% of the overall percentage (Young, 2017).

Although social media has provided practicalities in fulfilling the needs for social communication, the constant flow of information may trigger a form of apprehension that one might be missing out on life's rewarding experience. This growing phenomenon is known as Fear of Missing Out (FoMO). It is characterized by the excessive urge to check social media to stay up to date regularly. According to Przybylski et al. (2013), FoMO is a self-regulatory medium created to alleviate one's feeling of general unhappiness. It is in the form of avoiding negative emotional states like loneliness, boredom, and relationship dissatisfaction. However, the research further assesses that using social media as an outlet to cure emotional discomfort can promote negative mood and depressed feelings by social comparison. Therefore, it alleviates the initial state of unhappiness.

According to Asosiasi Pengguna Jasa Internet Indonesia (APJII) (Sugiharto, 2016), the young generation takes up more than three-quarters of the overall portion of internet users in Indonesia. As the generation that grows up alongside the digital age, it is only natural that a great amount of their daily routine involves cyber networking. According to Griffiths (2013), there are many evidence that young adults; and females are more likely to use social media excessively, and some of them have generated addiction-like symptoms in their use. The addiction symptoms are based on the six core components of addiction. Those are salience (preoccupation with social media use); mood modification (engagement in social media that leads to favorable emotional state); tolerance (increased use of social media over time); withdrawal symptoms (displaying negative symptoms when they are restricted from social media); conflict (interpersonal and intrapersonal problems generated by social media use); and relapse (loss of control over social media use).

Theories in psychological development support the evidence of a connection between FoMO and its presence in young adults that use social media. A research suggests the cognitive and emotional development in the adolescent brain will continue to develop until early adulthood (Casey, Jones, & Somerville, 2011). Thus, their ability to control emotion and reward-seeking behavior is not yet fully developed, and it makes them still at risk of addictive behaviors and other mental illnesses such as anxiety and mood disorders. Social psychologist, Ade Banani (Kompas Klasika, 2017) has stated that young adults possessed a higher tendency toward FoMO as they still lacked in stability and self-control. Hence, they should acquire better self-knowledge in combating the negative thought patterns of FoMO.

By examining the numerous researches mentioned, the researchers can see how FoMO links to the degradation of psychological well-being by promoting depressive feelings such as anxiety, dependency on social media, and negative moods in general. Although there is nothing new about people trying to compare their lives to one another, social media plays an important part in intensifying FoMO by providing wider access to other people's lives. Given the social media's prevalence in Indonesia, it should be noted that FoMO may squander in the minds of the youngsters and restraint them from focusing their mind and productivity on positive real-life aspects. In addition, there is not much information on social media use and FoMO in the existing local education, mental-health institution, and youth institution or community. Therefore, the researchers believe it is important to create an awareness campaign on raising the understanding of the topic as prevention toward this happiness and productivity-killing phenomenon.

METHODS

There are several methods used in this research. First, it is the questionnaire given to 60 respondents randomly. Second, the researchers interview the psychological experts. Third, researchers use secondary research such as books, journals, printed articles, and online sources. Then, the researchers form a solution by analyzing the collected data. The survey questionnaires are distributed to 60 young adults' students and employees online. This is done so that the collected information can reflect more thorough outlook of the demographic. The distribution also focuses on people who are active users of social media. The objective of the survey will be to understand the target audience's habit and motivation and to clarify whether they experience symptoms of FoMO in using social media. It also investigates the level of demand toward the proposed campaign project.

Then, to see the target audience response toward the proposed outcome of this project, the researchers examine their understanding of the issue and opinion regarding the need for an awareness campaign. The majority of correspondents have developed some concern regarding how certain use of social media can have a negative impact toward their emotion and behavior. However, they still have

trouble in preventing these negative emotional outcomes and recognizing them as FoMO. Hence, it lacks some certain understanding of the issue. Other than using the survey questionnaire, an in-depth interview is also used. There are two sources. First, there is Pingkan Rumondor, a clinical psychologist who works as a faculty member at Bina Nusantara University. The researchers choose Pingkan Rumondor as the first source because of her master background in psychology and her experience as a clinical psychologist. Second, Esther Widhi Andangsari is a clinical psychologist who works as a faculty member at Bina Nusantara University too. She has done numerous researches regarding Problematic Internet Use (PIU) in Indonesian young adults. PIU is one of the many terms to describe excessive social media use. Currently, she is finishing her doctoral studies with the research focusing on the topic.

In addition to the questionnaire and interview, the researchers also carry out secondary research of an established organization that acts as a supporting associate of the campaign. The organization is Sehatmental.id, a social movement, and startup about mental health, initiated in 2014 by a social activist and creative worker, Ade Binarko. Sehatmental.id has been consecutively held Mental Health Fest as an event aiming to create awareness about the importance of mental health. The event consists of various programs including talk shows, free-checkup, and entertainment performances. Sehatmental.id also uses website and social media to promote their purpose and provide education on mental health through self-help articles, public figures testimonials, and social media call-to-action through the hashtag of #TenangAja. The similar issue of concern about mental health and the young generation become the basis of choosing Sehatmental.id as the campaign's associate organization. By cooperating with the established organization, the campaign is expected to achieve a wider range of audience and to support another movement with similar causes.

RESULTS AND DISCUSSIONS

To summarize the analysis, the main problem that should be tackled is that a great majority of young adults in Jakarta, Indonesia have been harmed by FoMO through their time of using social media. This might be caused by the lack of a local agent to inform this newly emerged digital phenomenon of FoMO. Thus, their knowledge of the issue become limited even though it has become widespread among themselves. The main aim of this campaign is to educate these target audience regarding the issue so that they could have a complete understanding about FoMO. In addition, the campaign also needs to promote the positive attitude in using social media among the target audience. As for the objective, this campaign should show the target audience the importance of having a positive outlook to prevent FoMO and to help the target audience understand the causes and effects of FoMO.

The target audience of the campaign focuses mostly on emerging young adults (18-25 years old) who are an active user of social media and the internet. The primary target mostly consists of college students who still live with their family and come from middle to high social class. They are wealthy enough to own smartphones and personal digital devices as their medium of 24/7 online access. Jakarta as the urban capital city in Indonesia will be the demographic focus of the campaign, supported by its likeliness to have the highest statistics of internet penetration and usage.

From the survey questionnaire, the researchers notice that the use of social media is prevalent in the emerging young adults, and other group age (below and above). The social media that are the most popular among the target audience are Instagram. It acquires 95% of usage, and Facebook and Twitter follow behind. Meanwhile, the respondents' top purpose in using these platforms is to acquire information (88%) and entertainment (80%). Only an average 50% of respondents choose socializing

and self-expression as their purpose. They choose media platform mostly because of convenience (practical and multifunction), popularity among acquaintance, and accessibility to information.

To understand the habit of the target audience in social media usage, the researchers inspect their frequency of usage and behavior. Most respondents have a normal to the high frequency of social media usage, only four out of 60 respondents who access social media less than five times per day. Respondents who indicate a high dependency on social media is more likely to have experienced negative emotional impact as an outcome rather than those who have high autonomy over their use of social media. However, the majority of the correspondents have at least experienced some of these negative emotions. They consider themselves not to have difficulties in controlling their usage. This finding implies that experiencing negative emotional experience relating to FoMO is starting to become common in the everyday use of social media.

Moreover, according to Pingkan Rumondor, the main role of technology in forming anxiety in the young adults is by facilitating the users with far and bigger exposure toward social information. As a result, it creates a way for the users to compare themselves with what they see in social media. These things will create unrealistic expectations if they try to keep up and finally become their source of anxiety. She adds that nowadays, this kind of phenomenon is known as FoMO, and it is heavily correlated with the process of social comparison in psychology. However, she also points out that it is important to note that when a person experiences anxiety in using social media, it can be assured that he/she has already influenced by another form of stressors. It can be through loneliness, high level of neuroticism, or stressful conditions of his/her environment. These stressors create malfunction cognition in using social media and result in other negative emotions.

There are two ways she sees important to solve and reduce FoMO in the young adults. First, it is by communicating the positive message. It can motivate and inspire young adults to cultivate positive behavior and prevent them from easily falling into FoMO. She also adds that promoting gratitude can be an effective solution because it is an important part of one's wellbeing. On the other side, it is still important to limit and control the use of social media. Even though social media only acts as a medium to fulfill their lacking pre-existing condition, they need to reduce their attachment toward it. This can be achieved by stressing the importance to use social media only for productive use, such as to maintain and generate real-world connections. For the outcome to become attractive for the targeted audience, Esther Widhi Andangsari suggests the visual to only use a minimal amount of texts and visually attractive images. She also advises to include interactive medium as one of the media to be used due to its effectivity in picking up the necessary attention of the target audience.

Then, the creative process starts with the brainstorming and mind mapping of ideas. A mind map is an essential tool for the researchers to remember and find the right keywords and inspirations for the project. The mind map focuses on four main themes. Those are the causes and effect of FoMO, the importance of positive attitude as a solution toward it, the importance to focus on real-world experience as an antithesis of FoMO, and the technology of social media as the medium of FoMO. Based on the created mind map, the researchers find some important elements of the concept, that later will be the underlying idea in deciding the key visuals in the campaign. There are four keywords regarding the campaign strategy that should represent the outcome of the campaign. First, it is Positive as the right attitude to attain happiness and productivity in social media. Second, Youthful represents the character of young adult as the campaign's main target audience. Third, Encouraging is to provoke people to change their negative thinking. Fourth, Informative means demonstrating useful and updated information about FoMO.

The visual of this campaign will be stylish and bright. It consists of image, logo, headline, tagline, and body copy. The main visual focus on the image with the bright and cheerful tone of colors to support the positive message of the campaign. It uses a combination of sans-serif and decorative font to demonstrate a casual and positive look. In addition, some minimal graphics elements or

drawing will be applied as a supporting decoration to convey the message. The language that will be used as the main language of this campaign is Bahasa Indonesia followed by small use of English in describing the main issue (FoMO) or making the hashtag more attractive. The example can be seen in Figure 1.

Figure 1 Campaign Name and Logo Development

In the creation of the key visual of the campaign, the researchers explore the concept and ideas through the making of sketches. This process leads to the final concept of the campaign, in which it is named as SayNomoToFomo. It will be led by an independent social youth organization called as Poseetive. The name 'SayNomoToFomo' is chosen for its boldness and straightforward attitude to prevent FoMO. Thus, it can be an effective name for the awareness campaign. Then, the logo shape is inspired by an Instagram notification feature. Similarly, the name of 'Poseetive' is chosen to highlight the importance of a positive attitude. Therefore, the organization logo should reflect this concept as seen in Figure 2.

Figure 2 Logo Development of Supporting Organization

The campaign uses two main media those are printed and interactive. Considering the context of the issue that exists within social media and the internet, the campaign's main media focus on interactive medium. Then, the poster series is the first essential tool used in spreading awareness for the campaign. The main visual of the poster tries to promote a positive attitude by focusing one's attention in the present moment. If people understand this motive before using social media, they should be more able to prevent themselves from comparing and falling into the FoMO loop. This idea is communicated by using an outline drawing of a phone screen with a heart shape to represent the 'like' feature on Instagram and an image of a different person doing their preferred activities. These posters will be applied to a variety of medium including digital web banners, printed wall posters, and vehicle posters that will be put in specific public places to reach the wider audience. The examples are in Figure 3 and 4.

Moreover, the second essential tool in spreading the awareness is video. Alongside web banner, it acts as a click-bait toward the campaign's page. Using the same concept as the poster, the video tries to show how the positive attitude can be used to stop people from being caught in the FoMO loop. The video is 60 seconds, and it will be put in the website, the campaign's Youtube page, and Instagram advertisement as seen in Figure 5.

Figure 3 SayNomoToFomo Poster Series

Figure 4 SayNomoToFomo Web Banner Advertisement

Figure 5 SayNomoToFomo YouTube Video Advertisement

Additionally, the website and Instagram page act as the campaign's landing page as seen in Figure 6, 7, and 8. The website will be filled with information regarding FoMO, tips, and trick to reduce and prevent FoMO, activities held by the supporting organization. These also act as an open platform for people who want to share their stories and experiences regarding FoMO. On the other hand, Instagram more or less acts as a reflection of the website. It is only differentiated by way of showing the information through posts. The contents will be regularly updated so that it can maintain awareness from the target audience.

Figure 6 SayNomoToFomo Website – Menu Homepage

Figure 7 SayNomoToFomo Website - *Apa sih Fomo?* Page

Figure 8 SayNomoToFomo Instagram Page

Alongside the main tools of the campaign, the promotion includes a sticker, postcards, tote bag, and t-shirt. The visual of the merchandise uses elements of wording and image of the campaign and the organization's branding. The example can be seen in Figure 9.

Figure 9 Advertising Collaterals of the Campaign and Organization

CONCLUSIONS

The internet and social have been revolutionary in helping people share and access information. However, like many other tools, they have both positive and negative potential effects according to their usage. Looking at the data and statistic regarding how social media are affecting young adults as its biggest age-segment of users, the researchers can presume a kind of problematic habit and motivations in how these youngsters approach social media. Thus, it results in negative emotional consequences or otherwise known as FoMO. This is further supported by theories of developmental psychology that assesses early young adults to be in a state of identity-exploration and instability. It can result in a lesser ability to control their emotions and to have self-regulation that makes them more susceptible to FoMO.

The research and collection of data have led the researchers to a finding which suggests promoting positive thoughts in people who experience FoMO. It might be an effective solution to combat this type of anxiety. A secondary solution is to educate them about the causes and effect of FoMO so that they can understand the issue better. In addition, some people might have been more easily susceptible to this feeling because of predisposed personal and environmental conditions like stress or loneliness. Therefore, the data become the underlying basis toward the making of SayNomoToFomo campaign. Its main strategy is to educate and encourage the target audience to understand and tackle FoMO using a mixture of interactive and printed medium. The campaign's main message for the target audience (young adults) is to say no to FoMO. In specific, the campaign hopes to communicate the origins and effects of FoMO and why and how to combat FoMO by developing a calm mindset in approaching social media.

As for the future recommendation, the researchers hope that the campaign can ignite other discussion and actions on this issue concerning excessive social media usage in the young adults and the negative psychological repercussions that it can bring. Seeing that social media is a vital part of modern life, it is crucial to navigating the way through it wisely so that it will not get in the way to live one's life.

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