THE INFLUENCE OF THE BIG FIVE PERSONALITY ON FEAR OF MISSING OUT ON PROMOTIONAL CONTENT ON INSTAGRAM @giladiskonn

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Abstract

The development of technology and information in Indonesia is very rapid which has made internet and social media users in Indonesia continue to experience a very significant increase. The diversity and convenience provided by the internet makes its users experience an increase in the time they access it and always have the desire to check their social media accounts, one of which is Instagram social media. This phenomenon is often called the Fear of Missing Out (FoMO). FoMO is a fear, discomfort, always wanting to know other people's activities, and a feeling of missing moments that arises in an individual. FoMO can make an individual's behavior focus only on the outside world, thus making him lose his identity and focus more on others than himself. This can become an anxiety and fear that will affect the personality of its users or can be called the big five personality. The Indonesian people are also very enthusiastic about finding information related to promotions, so one of the accounts, @giladiskonn, uses this, which provides information about culinary promos, traveling, fashion, and others. Based on this, the researcher conducted a study to find out whether there was an influence of the big five personality on Fear of Missing Out on social media Instagram @giladiskonn. This research method is quantitative and collects data from questionnaires distributed via Instagram to followers of @giladiskonn. Then the data is processed in SPSS version 25 for windows and the results show that there is a significant influence of the big five personality on the fear of missing out on promotional content @giladiskonn.

1. INTRODUCTION

Indonesia is a densely populated and developing country. Additionally, with the advancement of technology and information, the internet has become one of the essential needs for the Indonesian population in this modern era (Halimbash, Rifayanti, and Putri, 2021). The number of internet users in Indonesia has continuously shown a significant increase. Based on data from dataindonesia.id, as reported by Karnadi (2022), it is noted that the number of internet users in Indonesia has reached 73.7%, totaling 205 million users. Furthermore, a survey conducted by CNN Indonesia (2021) also reveals that 19.3% of teenagers and 14.4% of young adults in Indonesia show signs of internet addiction. Computer-Mediated Communication (CMC) is one of the forms of digital technology advancement in the field of communication that individuals use to communicate with one another (Littlejohn and Foss, 2009). This theory explains the ease of communicating with others without the need for face-to-face interaction, thanks to the development of increasingly advanced communication tools. According to Meier and Reinecke (2021), CMC can have both positive and negative effects on individuals, depending on their understanding of the potential impacts of CMC. One of the psychological impacts is that individuals may become more inclined to spend time alone with their smartphones, leading to reduced self-confidence and anxiety when separated from their smartphones (Arnus, 2015).

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The psychological impacts as described by Arnus (2015) are:

1. Antisocial Behavior

   This is a personality tendency to be closed off from one's surroundings, including societal rules and regulations, which may lead individuals to engage in actions that violate legal norms.

2. Computer Anxiety

   It is a fear that causes individuals to experience symptoms such as vertigo, cold sweats, excessive anxiety, and other physical effects when they make mistakes while operating a computer or when they face the social effects of computer usage.

3. Addiction

   This represents a personality inclination towards internet addiction, driven by technological advancements that make the internet interactive and diverse in presenting content, leading users to feel a need and desire to continue using it, either to fulfill their needs or for entertainment.

Thus, CMC (Computer-Mediated Communication) has become a new pattern in communication that cannot be avoided and has become a lifestyle for today's society. However, if the role of CMC is not used properly, individuals will suffer its negative impact.One form of CMC is the emergence of social media. According to Nafisa and Salim (2022), social media is a facility that users can use to interact with others online/virtually and is a place where users can represent themselves. Social media has also become the most frequently used communication tool today and the easiest and fastest way to exchange information for some people around the world (Pratiwi and Fazriani 2020). With the diversity and convenience of features provided by social media, users are very pleased and enthusiastic in using it, which can lead to an increase in the time spent accessing it and make individuals become dependent on it (Halimbash, Rifayanti, and Putri 2021).

The social media addiction experienced by its users knows no age boundaries. According to a survey by Savira (2022), teenagers, in particular, tend to access their social media profiles up to 100 times a day. This can trigger users to experience the impact of the Fear of Missing Out phenomenon, often abbreviated as FoMO. FoMO is one of the reasons individuals spend more time on social media because they fear missing out on moments happening around them (Hamutoglu, Topal, and Gezgin 2020). According to Nafisa and Salim (2022), FoMO is a form of social anxiety that arises due to the rapid technological advancement, which makes it easier for individuals to seek all kinds of information through social media. According to Przybylski et al. (2013), the high level of FoMO is caused by individuals frequently accessing social media, especially while engaging in activities. For example, while walking in a mall, individuals often unconsciously check their smartphones and open their social media accounts. FoMO can lead individuals to focus solely on the external world through their social media, potentially causing them to lose their identity, and, worse, they may lose control over it (Komariah, Tayo, and Utamidewi 2022).

According to Halimbash, Rifayanti, and Putri (2021), one of the factors in social media that can influence an individual's FoMO is social interaction. Then, with the emergence of the Covid-19 virus in late March 2020, it brought about many changes in individuals' activities, including a shift towards virtual communication (Rustandi and AS 2023). Virtual communication is a form of communication between two or more individuals that occurs through digital technology, such as the internet, telephone, or social media, enabling them to communicate without being in the same physical location (Suhanti, Puspitasari, and Noorrizki 2018). An example of virtual communication

is through the use of social media.Social media, Instagram in particular, ranks second as the most frequently used platform by the entire Indonesian population, reaching 84.8% of internet users in the age range of 16 to 64 years (Riyanto 2022). Instagram facilitates users to interact with others by sharing photos, videos, comments, and communicating with each other through direct messages. According to Aisyi and Fuady (2022), the interesting features of Instagram include the "story" feature, which allows users to share their status or activities in the form of photos or videos; interactive tools; the "explore" feature that makes it easy for users to quickly find information and reach a global audience; the "feeds" feature that allows users to upload their own photos or videos; the "live" feature that enables users to update their activities in real-time; and the "reels" feature that allows users to upload videos longer than 1 minute.

Anxiety and fear in individuals can arise due to unmet needs and the individual's personality, which is also known as the Big Five Personality (Tresnawati 2017). The naming of the Big Five Personality is a summary of thousands of personality traits and is formed into five personality dimensions (Tresnawati 2017). According to Hamutoglu, Topal, and Gezgin (2020), the five personalities classified under the Big Five Personality are :

1. Extraversion is an individual who is sociable, enthusiastic, and has a desire to engage in social interactions. Extraversion within Instagram can be observed when individuals comment on each other's posts, have a desire to expand their social circle on Instagram through the follow-follow back feature, and create stories with options that invite viewers to react to their content.

2. Agreeableness is an individual with cooperative, kind, and conflict-avoidant traits. Agreeableness within Instagram can be observed when individuals offer support, create positive content through posts and stories, leave positive comments, or choose to remain passive and avoid political, religious, or cultural conflicts on the platform.

3. Conscientiousness is the trait of an individual who is organized, responsible, and can exercise self-control effectively. Individuals with conscientious personalities are wise in their Instagram activities in terms of time management and leaving thoughtful comments.

4. Neuroticism is the trait of an individual who tends to be easily anxious, temperamental, emotional, and, when low, exhibits calmness, lack of emotion, and strength. Neuroticism in individuals who show signs of FoMO is related to their concerns and anxieties when they are not using Instagram, even for a short while.

5. Openness to experience is the trait of an individual who is interested in new things and has a desire to learn new things. This openness to experience also motivates individuals to constantly seek out new information or something new on Instagram, which can be done through the explore feature, hashtags, or posts from accounts they trust.

According to a survey by the Royal Society for Public Health (2017), Instagram can also have negative effects on its users, such as anxiety, depression, and FoMO. Many individuals who spend their daily lives on Instagram, even while engaged in activities, cannot stay away from their smartphones and always seek opportunities to open Instagram, even when there is no particular reason to do so (Astuti and Kusumiati 2021). Someone who shows signs of FoMO will feel very anxious and fearful when they are away from their smartphone or do not open Instagram for some time, as they fear missing out on a moment (Hamutoglu, Topal, and Gezgin 2020). Similarly, with the promotions offered by a brand, some individuals do not want to miss information about promotions or discounts from a brand. According to Putra, Kumadji, and Yulianto (2016), people are more interested in seeking information about a brand that is currently running a promotion, which influences their personality to purchase that brand.

With the sophistication provided by Instagram and the public's interest in promotions, one account named @giladiskonn has effectively utilized these features to boost its account

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performance. It has achieved approximately 2 million followers and has made around 28,000 posts. As a result, the @giladiskonn account has received a blue checkmark, signifying official verification by Instagram. An Instagram account with a blue checkmark indicates that the account is authentic and genuine, making it less likely for its readers to be deceived (Sa'diyah 2020). The @giladiskonn account is an Instagram account that offers a wide range of promotional content, including cuisine, travel tickets, education, tourism, and other topics related to discounts on the brands being promoted.

Research conducted by Tresnawati et al. (2016) indicates that there is a linear relationship between the big five personality traits, namely agreeableness, extraversion, conscientiousness, neuroticism, and openness to experience, and fear of missing out in social media. This study was carried out by sampling students from Universitas Negeri Semarang who tend to spend approximately 3 hours on social media. The sampling was done using a multistage cluster sampling method, and data collection involved the use of psychological scales. The results of this research can serve as an anticipation for individuals to use their smartphones more wisely, especially in the context of social media activities, as excessive use can pose psychological and physiological risks to the user. Based on the theoretical background provided, the researcher is interested in conducting in-depth research on the topic of Fear of Missing Out titled "The Influence of The Big Five Personality on Fear of Missing Out Regarding Promotional Content on Instagram @giladiskonn."

2. IMPLEMENTATION METHOD

This research employs an explanatory research approach. According to Midianto (2021), explanatory research aims to describe the relationship between two different social phenomena (variables X and Y) and to answer why this relationship occurs. Explanatory research is a type of research that involves the use of hypotheses to provide solid and reliable answers to the research questions. According to Gumilang (2016), explanatory research produces more detailed answers about the relationship, and the researcher enters into theory reconstruction, resulting in explanations in the form of examined propositions. This method delves deeper into the descriptive findings by connecting relevant theories for in-depth discussion.

The research approach used is a quantitative approach, which employs numerical criteria throughout the data collection, data interpretation, and presentation of results. The population in this research comprises the Instagram followers of the @giladiskonn account, totaling approximately 1.9 million users. The data collection technique used is purposive sampling, which involves the selection of data sources based on specific considerations (Malik and Chusni 2018). Purposive sampling is suitable for the research objectives and is focused on specific characteristics of the population of interest, which in this study are Instagram users who follow the @giladiskonn account (Lenaini 2021). The population for this research consists of all followers of the @giladiskonn account, and there are 100 respondents who will be selected as the sample for the research based on the following criteria:

1. Male or female with Indonesian citizenship.
2. Have been a member and following the @giladiskonn account for 1 year or more, counted from the year 2023.
3. Instagram users who have previously experienced excessive anxiety.

To obtain research results, the researcher used a Google Forms questionnaire and distributed it to the followers of the @giladiskonn account through the direct message feature. The data collection method in this research employs a Likert scale. According to Pranatawijaya et al. (2019), the Likert scale is a measurement method used to gauge the perceptions, attitudes, or opinions of individuals or groups regarding an event, statement, or phenomenon. The Likert scale used in this

research consists of SS (Strongly Agree) with a score of 5; S (Agree) with a score of 4; KS (Disagree) with a score of 3; TS (Strongly Disagree) with a score of 2; STS (Strongly Strongly Disagree) with a score of 1. Data analysis will be conducted using SPSS version 25.0 for Windows.

Variable Descriptions

The following is a table of instruments along with a brief description of each in this research:

Table 1. Variable's Operationalization

Variable	Descriptions
The Big Five Personality (Var. X) (Hamutoglu et al., 2020)	Extraversion, an individual who is sociable, enthusiastic, and has a desire for social interaction.
	Agreeableness, an individual who is cooperative, kind, and tends to avoid conflict.
	Conscientiousness, the trait of an individual who is organized, responsible, and can control themselves well.
	Neuroticism, the trait of an individual who tends to be easily anxious, temperamental, emotional, and when low, displays a calm, non-emotional, and strong demeanor.
	Openness to Experience, the trait of an individual who is interested in new things and has a desire to learn new things.
Fear Of Missing Out (Var. Y) (Aisyi and Fuady, 2022)	Fear, arises from clear sources that are right in front of one's eyes.
	Worry, arises from negative thoughts that are imagined and only affect one's thinking.
	Anxiety, the culmination of fear of unclear sources that exist in an individual's mind and indirectly affect the individual's physical condition.

The sample selected is in line with the research criteria mentioned earlier. The data analysis conducted by the researcher includes: validity test, reliability test, normality test, correlation test, regression test, and hypothesis testing. The following is a detailed explanation:

1. Validity test and reliability test. A validity test is conducted to demonstrate that the collected data/questionnaire is valid. The questionnaire/data is considered valid if it can reveal what is being measured by the questionnaire. Thus, it indicates whether the instrument can measure the tested object (Yusup, 2018). A reliability test is conducted to show the level of reliability or confidence in a measurement result. A result can be considered reliable when it produces the same result even when the measurement is performed multiple times (Amanda et al., 2019).

2. The normality test is conducted to determine whether the tested sample comes from a normal distribution or not. This test, if applied to a large sample, will support the achievement of a more normal distribution. According to Permana and Ikasari (2023), normality tests can be performed using various methods, including the Anderson-Darling test, Kolmogorov-Smirnov test, Pearson Chi-Square test, Cramer-von Mises test, Shapiro-Wilk test, and Fisher's cumulate test. Data is deemed worthy of further investigation if the regression model meets the assumption of normality.

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3. Correlation test is defined as a relationship between 2 or more variables, where the other variables are considered as controls. The correlation value ranges from -1 to +1; the closer it is to -1 or +1, the stronger the relationship. If it approaches 0, it means the relationship is weak. According to Girsang et al. (2022), a positive value indicates a positive relationship (if the value of X increases, the value of Y also increases), while a negative value indicates a negative relationship (if the value of X increases, the value of Y decreases).

4. Regression analysis is performed when the correlation between two variables has a cause-and-effect or functional relationship. According to Sarbaini, Zukrianto, and Nazaruddin (2022), the variables that influence in regression analysis are called independent variables, while the variables influenced are called dependent variables. This analysis aims to find the relationship between two or more variables in the form of a function or equation.

5. Hypothesis testing has two tests: the T-test, which shows the extent of the influence of one independent variable individually on the dependent variable, and the F-test, which determines whether the coefficients of independent variables collectively have a significant impact on the dependent variable. The researcher uses a significance level of 0.05 to test whether independent variables have a significant effect on the dependent variable.

Based on the background, concepts, and objectives that have been explained, the hypothesis can be formulated as follows:

Ha : There is an influence of the big five personality on Fear of Missing Out on promotional content on Instagram @giladiskonn.

H0 : There is no influence of the big five personality on Fear of Missing Out on promotional content on Instagram @giladiskonn.

3. RESULTS AND DISCUSSION
Respondent Characteristics

The respondent data obtained are grouped based on gender, age, occupation, highest education level, and location. Respondents who were able to complete the questionnaire met the research criteria from among the approximately 1.9 million users who follow the @giladiskonn account. As a result, the table below represents the 100 respondents who met the research criteria.

Table 2. Respondent's Distribution

Aspect	Categories	Frequency (%)
Gender	Male	47
	Female	53
	Total	**100**
Age	Below 15 years	4
	15 to 24 years	59
	25 to 34 years	27
	35 to 44 years	10
	Total	**100**
Occupation	Asurance Agent	1
	Business Man	21
	Entertainment	9
	Designer	4
	Doctor	5
	Photographer	3

	Freelancer	6
	Housewife	10
	Private Sector Employee	25
	Student	11
	Government Employee	5
	Total	**100**
Last Education Level	Master's Degree	5
	Bachelor's Degree	72
	Diploma	5
	Senior High School	16
	Junior High School	2
	Total	**100**
Domicile	Bali	4
	Banten	10
	D. I Yogyakarta	4
	Gorontalo	1
	Jabodetabek	62
	Jambi	5
	Jawa Barat	8
	Jawa Tengah	4
	Jawa Timur	5
	Kalimantan Barat	3
	Kep. Bangka Belitung	1
	Lampung	4
	Riau	1
	Sulawesi Utara	1
	Sumatera Utara	1
	Total	**100**

Based on Table 2, it is known that the gender of the respondents is dominated by females, reaching 53%, while males account for 47%. Moving on to the next aspect, which is age, according to Bappenas (2018), there are seven age groups, namely:

1. Below 15 years: Children's age group
2. 15-24 years: Youth age group
3. 25-34 years: Early working-age group
4. 35-44 years: Middle-aged group
5. 45-54 years: Pre-retirement age group
6. 55-64 years: Retirement age group
7. 65 years and above: Elderly age group

However, there are four age groups that the researcher found among the respondents who completed the survey: those below 15 years old make up only 4%; those aged 15 to 24 make up 59%; those aged 25 to 34 make up 27%; and those aged 35 to 44 make up 10%. It can be concluded that the respondents who completed the survey are predominantly in the youth age group, which is the 15-24 age group.The next aspect is occupation, where the most common occupation among respondents is private sector employees, accounting for 25%. As for the highest education level, the highest percentage of respondents holds a bachelor's degree, making up 72% of the total sample. Lastly, among the various provinces in Indonesia, the province with the highest number of questionnaire respondents is from Jabodetabek, reaching 62%.

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Simple Correlation Test

Table 3. Simple Correlation Test

Variable	Pearson Correlation	Sig. (2-tailed)	N
The Big Five Personality	0.752	0.000	100
Fear Of Missing Out	1.000	0.000	100

From the table above, it can be concluded that there is a relationship between variable X and Y, as indicated by the Sig. (2-tailed) value, which is 0.000 < 0.050. The relationship between variables X and Y shows a positive relationship, and it is categorized as strong. This means that if there is an increase in the variable The Big Five Personality, the Fear of Missing Out variable will also increase. This can be seen from the Pearson coefficient value of 0.752, which falls within the range of 0.600 to 0.799.

Simple Regression Test

Table 4. Simple Regression Test

Model		Unstandardized B	Coefficients Std. Error	Std. Coefficients Beta	T	Sig.
1	(Constant)	-2.363	4.532		-0.521	0.603
	The Big Five Personality	0.748	0.066	0.752	11.283	0.000

The regression equation that can be derived is as follows :

Y = a + bX

Y = -2.363 + 0.748X

The equation explains that the constant is -2.363, which means if the big five personality is constant (zero), the Fear of Missing Out is -2.363. The slope (b) is 0.748, indicating that for every increase of 1 in the big five personality, it will increase the level of Fear of Missing Out by 0.748. To make it easier to predict Y based on X, another example can be taken with a different interpretation. For example, if the effect of the big five personality is 10, then the resulting Fear of Missing Out would be:

Y = -2.363 + 0.748 (10)

Y = -2.363 + 7.48

Y = 5.117

HypothesisTest

Table 5. T Test

Model		Unstandardized B	Coefficients Std. Error	Std. Coefficients Beta	T	Sig.
1	(Constant)	-2.363	4.532		-0.521	0.603
	The Big Five Personality	0.748	0.066	0.752	11.283	0.000

a. Independent variable: Fear of Missing Out

T Table: (α/2 ; df) = (0,1/2 ; 99) = (0,05 ; 99) = 1,66039

From the table above, it can be concluded that the t-value for variable X is 11.283, and its significance value is 0.000. The values obtained from the SPSS data analysis indicate that the calculated t-value is greater than the tabulated t-value, which is 1.6604 (11.283 > 1.6604). Furthermore, the significance value is less than 0.05, indicating that the variable The Big Five Personality has an influence on the variableFear of Missing Out regarding promotional content on Instagram @giladiskonn. The result obtained is that H0 is rejected, while Ha is accepted.

Table 6. F Test

Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	4965.952	1	4965.952	127.311	0.000
	Residual	4822.638	98	39.007		
	Total	8788.590	99			

a. Independent variable: Fear of Missing Out
b. Predictors: (contant), The Big Five Personality

The F-test above shows that the calculated F-value is 127.311, and the significance value is 0.000. The calculated F-value is greater than the tabulated F-value, which is 3.94, and the significance value is less than 0.05. It can be said that the variable The Big Five Personality has an influence on the variable Fear of Missing Out. From this test result, it can also be concluded that the null hypothesis (H0) of this research is rejected, while the alternative hypothesis (Ha) is accepted.

4. CONCLUSION

This study aims to analyze whether there is an influence of the Big Five Personality on the Fear of Missing Out regarding promotional content on Instagram @giladiskonn. With the advancement of technology, the internet has become a readily accessible resource for its users. Instagram is one of the highest-ranked internet platforms in Indonesia, with approximately 205 million users. The progress of the internet can be seen as a positive development if used wisely and appropriately, but it can become a problem if users become overly dependent, a phenomenon known as the Fear of Missing Out.Indonesian society is generally enthusiastic about chasing promotions to gain advantages in purchasing products or services. The presence of the @giladiskonn account, which creates content about culinary, travel, fashion, and other promotional information, serves as a primary trigger for this research.

This study selected a population from the followers of @giladiskonn and narrowed it down to 100 samples through purposive sampling. After distributing questionnaires to the respondents, the research yielded several results. The relationship between the Big Five Personality variables and Fear of Missing Out was found to be positive and strong. Moreover, if the Big Five Personality variables indicate a 10% influence, the Fear of Missing Out experienced reaches 5.11%. The hypothesis tests, t-test and F-test, indicated that the independent variable (the Big Five Personality) has a significant influence on the dependent variable (Fear of Missing Out) regarding promotional content on Instagram @giladiskonn. Consequently, it can be concluded that the null hypothesis (H0) of this study is rejected, while the alternative hypothesis (Ha) is accepted.

This study has some limitations, such as the small number of variables tested (only two variables were examined). The sample size can also be increased to enhance the accuracy of the research results. Fear of Missing Out is a broad topic influenced by other factors, such as different social media platforms or environmental aspects. However, this study mainly focused on a single source, Instagram. For future research, it is suggested that this study can serve as a reference or provide benefits to similar-themed research. Future studies could explore other social media

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platforms and different promotional accounts to be valuable sources of information for Indonesian society seeking information on Fear of Missing Out in social media.

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