

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *self control* dan *fear of missing out* (fomo) terhadap *social media addiction* TikTok pada mahasiswa ilmu komunikasi UIN Sunan Gunung Djati Bandung. Pendekatan yang digunakan bersifat kuantitatif dengan metode survei dan rancangan kausalitas. Sebanyak 187 mahasiswa menjadi responden melalui Teknik *accidental sampling*. Pengumpulan data dilakukan menggunakan skala *Brief Self Control Scale* (BSCS), *Fear of Missing Out Scale* (FoMOS), dan *Bergen Social Media Addiction Scale* (BSMAS) TikTok yang telah teruji validitas serta reliabilitasnya. Analisis data pada penelitian ini menggunakan regresi linear berganda, dan hasil uji koefisien determinasi menunjukkan nilai *R Square* sebesar 0,773. Hasil penelitian menunjukkan adanya pengaruh signifikan secara simultan antara *self control* dan *fear of missing out* (fomo) terhadap *social media addiction* TikTok. Mahasiswa dengan *self control* rendah dan fomo tinggi cenderung memiliki tingkat kecanduan TikTok yang lebih besar.

Kata Kunci : *self control, fear of missing out, social media addiction, TikTok.*

Abstract

This study aims to determine the effect of self-control and fear of missing out (fomo) on TikTok social media addiction among communication science students at UIN Sunan Gunung Djati Bandung. The approach used was quantitative, with a survey method and a causal design. A total of 187 students participated through an accidental sampling technique. Data collection was conducted using the Brief Self Control Scale (BSCS), Fear of Missing Out Scale (FoMOS), and Bergen Social Media Addiction Scale (BSMAS) TikTok, which have been tested for validity and reliability. Data analysis in this study used multiple linear regression, and the results of the coefficient of determination test showed an R-square value of 0.773. The results showed a significant simultaneous effect between self-control and fear of missing out (fomo) on TikTok social media addiction. Students with low self-control and high FOMO tended to have greater levels of TikTok addiction.

Keywords: *self control, fear of missing out, social media addiction, TikTok.*