

Abstrak

Melihat berbagai sumber literatur dan penelitian sebelumnya, saat ini terjadi fenomena di kalangan generasi Z di Kota Bandung mengenai tingginya durasi penggunaan internet dan bisa menyebabkan kecanduan internet. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Fear of Missing Out* (FoMO) dan kebutuhan afiliasi terhadap *internet addiction* pada generasi Z di Kota Bandung. Penelitian ini menggunakan rancangan kuantitatif dengan pendekatan kausalitas analisis regresi berganda. Dengan sampel sebanyak 96 generasi Z di Kota Bandung menjadi partisipan dan didapatkan menggunakan teknik *non probability sampling* dan *purposive sampling*. Penelitian ini mendapatkan hasil nilai F sebesar 64.290 disertai nilai signifikansi $.000 < 0.05$ yang menunjukkan bahwa *fear of missing out* (FoMO) dan kebutuhan afiliasi bersama-sama berpengaruh terhadap *internet addiction* dengan nilai sebesar 57.1%. Selain itu, *fear of missing out* (FoMO) dan kebutuhan afiliasi secara parsial juga berpengaruh secara signifikan terhadap *internet addiction*.

Kata Kunci : *Internet Addiction, fear of missing out, kebutuhan afiliasi, generasi Z*

Abstract

Based on various literature sources and previous research, there is currently a phenomenon among Generation Z in Bandung City regarding the high duration of internet usage which can lead to internet addiction. This study aims to determine the influence of Fear of Missing Out (FoMO) and affiliation needs on internet addiction among Generation Z in Bandung City. This research uses a quantitative design with a casual approach and multiple regression analysis. With a sampel of 96 Generation Z individuals in Bandung City as participats, selected using non-probability sampling and purposive sampling techniques. The results of this study obtained an F-test result with an F value of 64.290 accompanied by a significance value of $.000 < 0.05$, indicating that Fear of Missing Out (FoMO) and affiliation needs together influence internet addiction by 57.1%. Additionally, Fear of Missing Out (FoMO) and affiliation needs also partially and significantly influence internet addiction.

Keywords: *Fear of Missing Out, affiliation needs, internet addiction, generation*

