

ABSTRAK

Ahmad Maghfur Oktavian. 190531100117. Ilmu Komunikasi. Pengaruh *Fear Of Missing Out (FoMO) Running* Di Media Sosial Instagram Terhadap Motivasi Gaya Hidup Sehat Remaja Di Lamongan Pantura. Pembimbing: Dr. Sri Wahyuningsih, S.Sos. M.Si.

Perkembangan teknologi digital telah mengubah pola komunikasi dan gaya hidup masyarakat, terutama melalui media sosial. Instagram sebagai salah satu platform yang populer tidak hanya berfungsi sebagai sarana komunikasi dan berbagi informasi, tetapi juga berperan dalam membentuk perilaku, tren, dan gaya hidup penggunanya.

Penelitian ini menggunakan model pendekatan kuantitatif, pengumpulan data menggunakan kuesioner dalam bentuk google formulir yang kemudian diberikan kepada responden yang ditemui di lapangan dan memenuhi kriteria yang telah peneliti tetapkan sebelumnya. Setelah pengumpulan data selesai, dalam tahap untuk memperoleh hasil penelitiannya maka dianalisis menggunakan beberapa teknik analisis, yang meliputi uji validitas, uji reliabilitas, uji normalitas, analisis regresi linier sederhana, dan uji koefisien determinasi.

Penelitian ini berpijak pada Teori Pembelajaran Sosial Bandura (1977), teori ini memberikan landasan konseptual yang kuat sehingga berhasil memperoleh hasil penelitian. Dalam proses analisa dan pengolahan data, peneliti menggunakan alat bantu program SPSS, hingga diperoleh hasil bahwa berdasarkan uji validitas masing-masing instrumen penelitian pada variabel penelitian menunjukkan $r_{hitung} > r_{tabel}$, maka instrumen penelitian dinyatakan valid. Berdasarkan uji reliabilitas menunjukkan nilai Cronbach's Alpha variabel X adalah sebesar 0,931 yang artinya lebih besar dari 0,7. Dan nilai Cronbach's Alpha variabel Y sebesar 0,921 yang artinya lebih besar dari 0,7, maka kedua variabel penelitian dinyatakan reliabel. Hasil analisis regresi linier sederhana menunjukkan bahwa variabel X berpengaruh terhadap variabel Y karena nilai signifikansi $0,000 < 0,05$. Berdasarkan hasil uji koefisien determinasi diperoleh bahwa pengaruh *Fear of Missing Out (FoMO) running* di media sosial instagram terhadap motivasi gaya hidup sehat remaja di Lamongan Pantura sebesar 62,7% yang dapat dikatakan tinggi. Sedangkan sisanya 37,3% dipengaruhi oleh faktor lain meliputi faktor kesadaran diri, manfaat fisik dan kesehatan jasmani, manfaat psikologis dan emosional, kualitas hidup dan produktivitas, serta orientasi pencegahan dan jangka panjang.

Kata Kunci: *Fear Of Missing Out (FOMO)*, Instagram, Tren Lari, Motivasi Gaya Hidup Sehat, Remaja, Media Sosial

ABSTRACT

Ahmad Maghfur Oktavian. 190531100117. Communication Science. The Influence of *Fear Of Missing Out (FOMO) Running* on Instagram Social Media Toward the Motivation of Healthy Lifestyles Among Adolescents in the North Coastal Area of Lamongan. Advisor : Dr. Sri Wahyuningsih, S.Sos., M.Si.

The development of digital technology has transformed communication patterns and lifestyles in society, particularly through social media. Instagram, as one of the most popular social media platforms, serves not only as a means of communication and information sharing but also plays a significant role in shaping users' behavior, trends, and lifestyles.

This research employed a quantitative approach. Data were collected using questionnaires distributed through Google Forms to respondents encountered in the field who met the criteria determined by the researcher. After the data collection process was completed, the data were analyzed using several analytical techniques, including validity testing, reliability testing, normality testing, simple linear regression analysis, and the coefficient of determination test.

This study is based on Bandura's Social Learning Theory (1977), which provided a strong conceptual foundation and contributed to obtaining the research findings. In the process of data analysis and processing, the researcher used SPSS software. The results showed that, based on the validity test, each research instrument in the variables had an r-count value greater than the r-table value, indicating that the research instruments were valid. The reliability test showed that the Cronbach's Alpha value for variable X was 0.931, which is greater than 0.7, while the Cronbach's Alpha value for variable Y was 0.921, which is also greater than 0.7. Therefore, both research variables were declared reliable. The results of the simple linear regression analysis indicated that variable X significantly influenced variable Y, as evidenced by a significance value of $0.000 < 0.05$. Based on the coefficient of determination test, it was found that the influence of *Fear Of Missing Out (FOMO) running* on Instagram social media toward the motivation for a healthy lifestyle among adolescents in the North Coastal Area of Lamongan was 62,7%, which can be categorized as high. Meanwhile, the remaining 37,3% was influenced by other factors, including self-awareness, physical and health benefits, psychological and emotional benefits, quality of life and productivity, as well as prevention and long-term orientation.

Keywords: *Fear Of Missing Out (FOMO)*, Instagram, *Running* Trend, Healthy Lifestyle Motivation, Adolescents, Social Media