

The Influence of the FOMO (Fear of Missing Out) Phenomenon on Digital Community Participation on the Sidenreng Rappang Regency Government's TikTok Account as a Means of Public Communication

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Abstract. The digitalization of public services has encouraged government institutions, including the Sidenreng Rappang Regency Government, to use TikTok as an official communication channel through the @pemkab.sidrap account. This study aims to analyze the level of Fear of Missing Out (FOMO) among the public in accessing government TikTok content, assess the level of digital participation, and examine the effect of FOMO on digital participation. A quantitative approach was employed, involving 108 respondents selected from 4,371 followers using purposive sampling, followed by snowball sampling due to the absence of an accessible sampling frame on TikTok. Data were collected through an online questionnaire using a four-point Likert scale and analyzed using SPSS through descriptive analysis, validity and reliability tests, classical assumption tests, and simple linear regression. The findings indicate that FOMO has a positive and significant effect on public digital participation in the Sidenreng Rappang Regency Government's TikTok account. This suggests that individuals' desire to avoid missing information encourages them to access, follow, and interact more actively with government social media content. However, FOMO does not fully explain digital participation, as 31.7% of its variation remains attributable to other factors outside the research model. These findings highlight the relevance of psychological factors in understanding public engagement with digital government communication.

Keywords: *Fear of Missing Out, Digital Participation, TikTok, Digital Government, Public Communication.*

A. INTRODUCTION

Advances in information technology have transformed the way governments and citizens communicate. Social media is now not just a one-way channel for disseminating information, but a two-way interactive space where the public can quickly access public information, provide feedback, and participate in various government activities. In Indonesia, many government agencies have begun utilizing digital platforms to boost transparency, expand the reach of information, and strengthen public involvement in governance. TikTok is one of the platforms with the fastest growing user base; its short video format, rapid information dissemination, and high level of interaction make it a powerful public communication tool (Montag et al., 2021). This has encouraged local governments to utilize TikTok as a channel for delivering development programs, public services, policies, and government activities. However, a large number of followers on an account does not necessarily reflect high levels of public participation in interacting with the content posted. This phenomenon is also evident on the TikTok account of the Sidenreng Rappang Regency Government (@pemkab.sidrap). This account has been used as a medium to convey information to the public through various content related to government activities, public services, and regional development. However, public responses remain varied, reflected in the uneven number of comments, content sharing, and other forms of engagement. This suggests that the effectiveness of public communication does not solely depend on the extent to which

information is disseminated but is also influenced by the psychological aspects that shape social media user behavior.

One psychological element deemed relevant here is the Fear of Missing Out (FOMO), the anxiety of missing out on important information, experiences, or moments experienced by others, which drives someone to constantly monitor social media. Linked to public communication, FOMO has the potential to encourage citizens to diligently follow government information, revisit content repeatedly, and participate in various forms of digital interaction. Therefore, FOMO is no longer understood simply as a psychological symptom of social media use but also has the potential to become a driver of public participation in public information. Research by Fumagalli et al. (2021) explains that FOMO acts as a mechanism linking the intensity of social media use with users' psychological states, including feelings of loneliness. Abdrabbo et al. (2025) found that FOMO and the tendency to make social comparisons reinforce each other, encouraging individuals to continually follow what others do or have. Meanwhile, Giancola et al. (2025) showed that FOMO contributes to increased vulnerability and intensity of social media use, particularly among younger age groups often described as digitally vulnerable users (Liang & Lim, 2024). These findings confirm FOMO's position as a key variable in understanding user behavior in the digital realm.

However, studies on FOMO have focused more on mental health issues (Brailovskaia & Margraf, 2024), consumption behavior (Abdrabbo et al., 2025), education (Lichy et al., 2023), or social media usage in general (Lan & Tung, 2024). Research specifically linking FOMO to public digital participation on government social media accounts, particularly on local government TikTok accounts in Indonesia, is still rare. Furthermore, the majority of previous research focuses more on individual social media behavior than on collective public engagement in digital public communication. This gap underlies the need for further study. Therefore, this study seeks to fill this gap by examining the influence of FOMO on public digital participation on the Sidenreng Rappang Regency Government's TikTok account, a public communication medium. This study also integrates digital psychology and public communication perspectives through the Stimulus–Organism–Response (SOR) model, supported by Self-Determination Theory (SDT), Social Comparison Theory (SCT), and the Theory of Planned Behavior (TPB), to explain the relationship between exposure to government content, user psychological states, and public digital participation responses.

This study aims to analyze the influence of Fear of Missing Out (FOMO) on public digital participation on the Sidenreng Rappang Regency Government's TikTok account. The results are expected to contribute to the development of digital public communication studies and provide input for local governments in designing more effective social media-based communication strategies to increase public engagement.

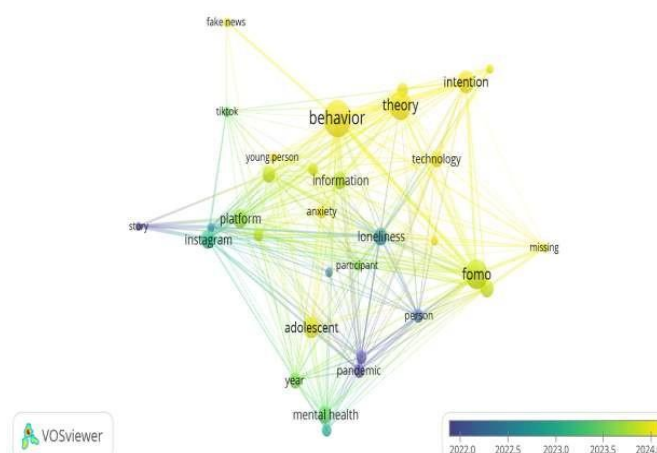


Figure 1. Bibliometric Results

Source: VOSviewer, 2026

A systematic literature search of the Dimensions database, then bibliometrically mapped using VOSviewer, yielded 1,480 international publications from 2020–2025 using the keywords “Fear of Missing Out (FOMO)”, “Digital Community Participation”, “Government Social-Media”, “TikTok Government Engagement”, and “Digital Public Communication”. The resulting keyword network map demonstrates a fairly strong thematic relationship between concepts, although the density and focus of the studies vary.

The resulting map shows that the nodes behavior, theory, intention, and technology appear most frequently and are most connected to other nodes. This indicates that FOMO research is generally built on a behavioral and technology adoption theoretical framework, particularly to analyze user intentions and responses to the rapid flow of digital information. The close relationship between behavior and information also suggests that FOMO tends to be interpreted as a behavioral response arising from the high frequency and continuity of information flow on social media.

Furthermore, the VOSviewer map also reveals a striking cluster of psychological and mental health themes, characterized by the keywords anxiety, loneliness, and mental health. This cluster is often associated with adolescents and young people, indicating that the majority of FOMO research focuses on the psychosocial impacts of social media use on the younger generation. Meanwhile, the emergence of the keywords pandemic and year suggests that the COVID-19 pandemic was a crucial period that strengthened the relevance of the FOMO issue, particularly related to social isolation and the increased intensity of digital media consumption during that period.

In the technology and platform dimension, supporting nodes such as TikTok, Instagram, platforms, and stories appear to connect technological aspects to user behavior. However, in this map, social media platforms are still positioned as a general context of use, not yet an object of strategic study within the framework of institutional communication or digital governance. Furthermore, the connection between fake news, information, and behavior suggests an intersection between FOMO research and the issue of disinformation and the risks of digital information.

Although the FOMO node is relatively large and colored yellow, indicating that this topic is relatively recent and evolving, its connection remains dominated by individual psychological variables such as missing, person, and intention. No nodes explicitly representing government communication, the public sector, or citizen engagement were found on official government accounts, let alone at the local government level or on the TikTok platform.

This bibliometric analysis clearly demonstrates an empirical gap in the existing literature. FOMO research still focuses on individual behavior and the mental health of social media users, while its role as a psychological factor influencing public participation and engagement in government digital communications remains largely unexplored. This situation further emphasizes the importance of research examining the influence of FOMO on public engagement on government social media, particularly the TikTok platform, as a new empirical contribution to the development of studies on digital public communication and citizen participatory behavior.

B. LITERATURE REVIEW

1. Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) describes a psychological condition characterized by a person's worry about missing out on information, experiences, or activities that others are currently engaging in. This phenomenon has become increasingly prevalent with the

development of social media, as users can now access a variety of information in real time, creating a drive to stay connected to digital platforms.

Research shows that FOMO is associated with increased intensity of social media use, frequency of checking information, and user engagement in digital activities (Fumagalli et al., 2021; Giancola et al., 2025). Applied to the context of public communication, FOMO has the potential to encourage people to stay informed.

2. Public Digital Participation

Digital participation can be understood as a form of public involvement in utilizing digital media, whether to access information, interact, express opinions, or contribute to public activities. This form of participation extends beyond simply consuming information, but also manifests itself through providing feedback, sharing content, and participating in discussions on social media. According to Tetteh & Kankam (2024), social media plays a crucial role in disseminating information, encouraging public interaction and engagement, particularly among younger age groups. Mehrabioun (2024) adds that the sustainability of social media user engagement is also influenced by attitudes, subjective norms, and behavioral control, as explained in the Theory of Planned Behavior (TPB).

Public participation in the context of local government is also understood as a form of citizen involvement in supporting good governance, as found in research in Sidenreng Rappang Regency (Ibrahim et al., 2020; Sulaeman et al., 2019). Therefore, government social media plays a crucial role as a means of building two-way communication between the government and the public.

3. Stimulus-Organism-Response (SOR) Model

As a theoretical foundation, this study adopts the Stimulus–Organism–Response (SOR) model, which explains how a stimulus influences an individual's psychological state (organism) and ultimately elicits a behavioral response (response). Within this research framework, the Sidenreng Rappang Regency Government's TikTok content serves as the stimulus, FOMO represents the psychological state (organism), and community digital participation represents the response. This model was chosen because it is considered capable of fully explaining the relationship between exposure to digital content and the participatory behavior of social media users.

4. Research Hypothesis

Based on the theoretical foundation and previous research results, the hypotheses proposed in this study are:

H₀: Fear of Missing Out (FOMO) does not have a positive and significant effect on community digital participation on the Sidenreng Rappang Regency Government's TikTok account.

H₁: Fear of Missing Out (FOMO) has a positive and significant effect on community digital participation on the Sidenreng Rappang Regency Government's TikTok account.

C. METHOD

This research used a quantitative approach through an explanatory survey design to measure the influence of Fear of Missing Out (FOMO) on public digital participation on the Sidenreng Rappang Regency Government's TikTok account (Sugiyono, 2023). The population included all 4,371 followers of the @pemkab.sidrap TikTok account, from which 108 respondents were selected through a combination of purposive and snowball sampling. The respondent selection criteria included: actively following the @pemkab.sidrap account, having accessed its content in the past three months, and being willing to participate in the research.

Primary data collection was conducted through an online questionnaire via Google Forms with a four-point Likert scale. The indicators for the FOMO and digital participation variables in this instrument were adapted from previous studies and then adapted to the context of public communication via government social media. Prior to use, the instrument was tested for validity and reliability to ensure its appropriateness (Setyaedhi, 2024).

Data processing was performed using IBM SPSS Statistics, including descriptive analysis to capture respondent characteristics, instrument validity and reliability testing, classical assumption tests such as normality and heteroscedasticity, and simple linear regression to examine the effect of FOMO on digital participation. Hypothesis testing was set at a 5% significance level ($\alpha = 0.05$).

D. RESULTS AND DISCUSSION

1. Respondent Characteristics

A total of 108 respondents who were active followers of the TikTok account of the Sidenreng Rappang Regency Government (@pemkab.sidrap) participated in this study. All collected data were deemed valid and, therefore, suitable for further analysis.

Table 1. Respondent Characteristics (N = 108)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	62	57.40
	Female	46	42.60
Age	17–20 years	19	17.60
	21–25 years	37	34.25
	26–30 years	21	19.45
	>30 years	31	28.70
Education	Junior High School/Equivalent	15	13.88
	Senior High School/Equivalent	37	34.26
	Diploma	10	9.26
	Bachelor's Degree	46	42.60
Occupation	Student	13	12.04
	Civil Servant (ASN)	35	32.41
	Private-sector Employee	30	27.77
	Entrepreneur	20	18.52
	Others	10	9.26

Source: Author's data analysis (2026).

As presented in Table 1, the respondents were predominantly male (57.40%), aged 21–25 years (34.25%), held a bachelor's degree (42.60%), and worked as civil servants (32.41%).

2. Instrument Quality Testing

a. Instrument Validity Test

The instrument validity test was conducted to determine the extent to which each statement item used in the study was capable of measuring the intended construct or research variable. An instrument is considered valid when each statement item adequately represents the variable being investigated. In this study, validity was assessed by comparing the calculated correlation coefficient (r-count) for each statement item with the critical correlation value (r-table). With a sample size of 100 respondents and a significance level of 5%, the r-table value was 0.189. An item was considered valid if its r-count value was greater than the r-table value ($r\text{-count} > r\text{-table}$), indicating that the item could be retained for subsequent analysis.

Table 2. Validity Test of the Fear of Missing Out (FOMO) (X)

No.	r-count	r-table	Description
1	0.772	0.189	Valid
2	0.783	0.189	Valid
3	0.751	0.189	Valid
4	0.815	0.189	Valid
5	0.743	0.189	Valid
6	0.694	0.189	Valid
7	0.792	0.189	Valid
8	0.762	0.189	Valid

Based on Table 2, the validity test results indicate that all eight statement items measuring the Fear of Missing Out (FOMO) variable (X) were valid. The r-count values ranged from 0.694 to 0.815, while the r-table value used as the critical threshold was 0.189. Thus, all r-count values were greater than the r-table value ($r\text{-count} > 0.189$). The highest correlation coefficient was found for item 4, with an r-count of 0.815, whereas the lowest was found for item 6, with an r-count of 0.694. Nevertheless, the lowest value remained substantially higher than the r-table value. This finding indicates that each statement item had a strong correlation with the total FOMO score and adequately represented the construct being measured. Therefore, no items needed to be eliminated, and all eight FOMO items were retained for subsequent analysis.

Validity testing was also conducted on the instrument used to measure the Digital Community Participation variable (Y). The results are presented in the following table.

Table 3. Validity Test of the Digital Community Participation (Y)

No.	r-count	r-table	Description
1	0.721	0.189	Valid
2	0.752	0.189	Valid
3	0.765	0.189	Valid
4	0.823	0.189	Valid
5	0.732	0.189	Valid
6	0.742	0.189	Valid
7	0.621	0.189	Valid

As shown in Table 3, all seven statement items measuring the Digital Community Participation variable (Y) were declared valid. This is demonstrated by the r-count values, which ranged from 0.621 to 0.823 and were all greater than the r-table value of 0.189. Item 4 recorded the highest r-count value of 0.823, while item 7 recorded the lowest value of 0.621. Although this was the lowest correlation among the items, it remained substantially higher than the r-table value. These findings indicate that all statement items had adequate correlations with the total score of the Digital Community Participation variable and were capable of measuring the relevant aspects of the research construct.

b. Reliability Test

The reliability test was conducted to assess the consistency, stability, and dependability of the research instrument in measuring the variables under investigation. A reliable instrument indicates that the statement items in the questionnaire demonstrate good internal consistency, allowing the resulting measurements to be considered trustworthy and suitable for further analysis. In this study, reliability was assessed using Cronbach's Alpha. An instrument was

considered reliable when its Cronbach's Alpha value exceeded 0.60, while a value approaching 1.00 indicated a higher level of internal consistency (Setyaedhi, 2024).

The results of the reliability test for the Fear of Missing Out (FOMO) variable (X) are presented below.

Table 4. Reliability Test of the Fear of Missing Out (FOMO) (X)

Cronbach's Alpha	N of Items
0.898	8

Source: Author's data analysis, 2026.

Based on Table 4, the Fear of Missing Out (FOMO) variable (X), consisting of eight statement items, obtained a Cronbach's Alpha value of 0.898. This value is substantially higher than the minimum reliability threshold of 0.60 and also exceeds the commonly applied criterion of 0.70. The result indicates that the eight statement items demonstrated very good internal consistency in measuring the Fear of Missing Out construct. Therefore, the FOMO instrument can be considered reliable, and all items can be retained for data collection and subsequent analysis.

Furthermore, the reliability test results for the Digital Community Participation variable (Y) are presented below:

Table 5. Reliability Test of the Digital Community Participation (Y)

Cronbach's Alpha	N of Items
0.729	7

Source: Author's data analysis, 2026.

As shown in Table 5, the Digital Community Participation variable (Y), consisting of seven statement items, obtained a Cronbach's Alpha value of 0.729. This value exceeds the minimum threshold of 0.60 and also surpasses the 0.70 criterion. Therefore, the statement items measuring Digital Community Participation demonstrate good internal consistency and are capable of producing relatively consistent measurements. Accordingly, the Digital Community Participation instrument can be considered reliable and suitable for use in the research.

3. Classical Assumption Tests

a. Normality Test

The normality test was conducted to determine whether the research data followed a normal distribution (Setyaedhi, 2024). The criterion used was that the data were considered normally distributed when the significance value (p) exceeded the alpha threshold of 0.05 ($p > 0.05$). In this study, normality was assessed based on the significance value obtained from the Kolmogorov–Smirnov test.

**Table 6. Normality Test
 Tests of Normality**

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Total_x	.076	108	.158	.969	108	.012
Total_y	.096	108	.015	.983	108	.185

a. Lilliefors Significance Correction

Source: Author's data analysis, 2026.

The results of the normality test using the Kolmogorov–Smirnov method showed significance values of 0.158 for the Fear of Missing Out (FOMO) variable and 0.015 for the Digital Community Participation variable, while the Shapiro–Wilk test produced significance values of 0.012 and 0.185, respectively. Since the sample size exceeded 50 respondents ($N =$

108), the Kolmogorov–Smirnov test was used as the reference for assessing normality. Overall, no substantial deviations from the expected distribution pattern were observed; therefore, the data were considered to meet the normality assumption and were suitable for further analysis using parametric statistics, specifically simple linear regression. Accordingly, the normality assumption for examining the effect of FOMO on Digital Community Participation through the TikTok account of the Sidenreng Rappang Regency Government can be considered fulfilled.

b. Linearity Test

The linearity test was conducted to determine whether the relationship between Fear of Missing Out (FOMO) as the independent variable (X) and Digital Community Participation as the dependent variable (Y) followed a linear pattern. Linearity is one of the essential assumptions that must be satisfied before conducting simple linear regression. The criterion is that if the significance value of Deviation from Linearity is greater than 0.05, the relationship between the two variables is considered linear. Conversely, if the significance value is ≤ 0.05 , the relationship is considered non-linear.

Table 7. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_y * Total_x	Between Groups	(Combined)	979.586	24	40.816	11.036	<.001
		Linearity	878.487	1	878.487	237.537	<.001
		Deviation from Linearity	101.098	23	4.396	1.189	.279
	Within Groups		306.961	83	3.698		
	Total		1286.546	107			

Source: Author's data analysis, 2026.

The linearity test results show that the significance value of Deviation from Linearity was 0.279, which is greater than the 0.05 threshold. This indicates that there was no significant deviation from the linear relationship between Fear of Missing Out (FOMO) and Digital Community Participation. In addition, the significance value of Linearity was < 0.001 , confirming that the relationship between the two variables was both linear and statistically significant. Therefore, the linearity assumption between FOMO (X) and Digital Community Participation (Y) was fulfilled, indicating that the data were suitable for further analysis using simple linear regression to examine the effect of FOMO on Digital Community Participation through the TikTok account of the Sidenreng Rappang Regency Government.

c. Heteroskedasticity Test

The heteroscedasticity test was conducted to determine whether there were differences in the variance of residuals within the regression model. In this study, heteroscedasticity was examined using the Scatterplot, which compares the distribution of points between the *Standardized Predicted Value* (ZPRED) and the *Standardized Residual* (SRESID). A regression model is considered free from heteroscedasticity when the points are randomly distributed without forming a particular pattern and are relatively evenly dispersed above and below the zero line on the Y-axis.

Table 8. Heteroscedasticity Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.134	1	2.134	1.422	.236 ^b
	Residual	159.087	106	1.501		
	Total	161.221	107			

a. Dependent Variable: ABS_RES

b. Predictors: (Constant), Total_x

Source: Author's data analysis, 2026.

Based on the Glejser test, the significance value for the Fear of Missing Out (FOMO) variable was 0.236, which exceeds the predetermined threshold of 0.05. This indicates that the independent variable did not have a statistically significant effect on the absolute residual value (ABS_RES). Therefore, the regression model can be considered free from heteroscedasticity, indicating that the residual variance is relatively constant (homoscedasticity). The fulfillment of this assumption completes the classical regression requirements for the model examining the effect of FOMO on Digital Community Participation through the TikTok account of the Sidenreng Rappang Regency Government. Consequently, the analysis can proceed to hypothesis testing.

Overall, the results of the classical assumption tests indicate that the regression requirements were fulfilled, including the normality of the data, linearity of the relationship between the variables, and absence of heteroscedasticity. Therefore, the proposed model is considered appropriate for further analysis using simple linear regression.

4. Hypothesis Testing

Simple linear regression analysis was employed to determine the direction of the relationship between the independent and dependent variables, whether positive or negative, and to estimate the magnitude of changes in the dependent variable resulting from changes in the independent variable.

Table 9. Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.816	.700		12.586	.000
FOMO	.433	.034	.779	12.799	.000

a. Dependent Variable: Digital Community Participation

Source: Author's data analysis, 2026.

The regression equation can be expressed as follows: $Y = 8.816 + 0.433X$. This equation indicates that when the FOMO score is zero, the predicted value of Digital Community Participation is 8.816. Meanwhile, every one-unit increase in FOMO is associated with an estimated 0.433-unit increase in Digital Community Participation. A constant value of 8.816 and a regression coefficient for FOMO of 0.433.

The positive coefficient indicates that Fear of Missing Out (FOMO) has a positive relationship with Digital Community Participation. In other words, an increase in FOMO is associated with an increase in public digital participation. Furthermore, the calculated t-value of 12.799, with a significance value of 0.000 (< 0.05), demonstrates that the effect is statistically significant. Therefore, the hypothesis stating that Fear of Missing Out (FOMO) significantly affects Digital Community Participation is accepted.

Table 10. Coefficient of Determination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	.683	.680	1.962

a. Predictors: (Constant), Fomo

Source: Author's data analysis, 2026.

The Model Summary indicates an R value of 0.826, demonstrating a strong positive relationship between Fear of Missing Out (FOMO) and Digital Community Participation. The R Square value of 0.683 indicates that 68.3% of the variance in Digital Community Participation can be explained by FOMO, while the remaining 31.7% is attributable to other factors that were not included in the present research model. The Adjusted R Square value of 0.680 further indicates that the explanatory capacity of the model remains relatively strong, with approximately 68.0% of the variance in Digital Community Participation explained by FOMO after adjustment for the sample size and model specification. Meanwhile, the Standard Error of the Estimate of 1.962 indicates the magnitude of prediction error in the regression model. Overall, these findings demonstrate that FOMO has substantial explanatory power in predicting Digital Community Participation.

These findings can be interpreted through the perspective of Self-Determination Theory (SDT), which explains human behavior in relation to three basic psychological needs: relatedness, competence, and autonomy. Within this framework, FOMO can emerge from the need to maintain social connectedness. Individuals may feel compelled to remain informed about government activities and current public information in order to maintain their connection with the social environment. This psychological drive can subsequently encourage their engagement with government TikTok content and digital communication channels.

The findings are also consistent with Social Comparison Theory (SCT), which emphasizes the human tendency to compare oneself with others to evaluate one's social position and behavior. On social media platforms, users not only consume information but also observe the reactions and engagement of other users. When individuals observe others commenting on, liking, or sharing government content, they may feel encouraged to engage in similar activities so as not to be left out of the ongoing social flow. This process of social comparison may reinforce FOMO and, in turn, increase digital participation.

Furthermore, the results are consistent with the Theory of Planned Behavior (TPB), which proposes that behavior is preceded by behavioral intentions, while intentions are influenced by attitudes, subjective norms, and perceived behavioral control. In this context, FOMO may strengthen individuals' intention to continue following government TikTok accounts in order to avoid missing important or timely information. Such intentions can subsequently manifest as actual forms of engagement on digital platforms, including viewing, liking, commenting, sharing, and interacting with government content.

The Stimulus–Organism–Response (SOR) framework further strengthens the interpretation of these findings. Within this framework, government TikTok content functions as the stimulus, FOMO represents the internal psychological state or organism, and Digital Community Participation constitutes the behavioral response. This perspective suggests that the effectiveness of government digital communication depends not only on the quality and relevance of the information delivered but also on its capacity to stimulate psychological involvement and sustained attention among citizens.

The findings are also consistent with the study of Fumagalli et al. (2021), which found that FOMO significantly influenced the intensity of social media use and user engagement. Similarly, Giancola et al. (2025) reported that individuals with higher levels of FOMO tended to monitor the latest information more actively, interact more frequently with digital content,

and make greater efforts to maintain social relationships through social media. The present study extends these findings by demonstrating that the influence of FOMO is not confined to commercial social media environments or interpersonal relationships but also operates within the context of digital public communication managed by local government institutions through TikTok.

From a theoretical perspective, this study provides empirical evidence that FOMO can function as an important psychological factor associated with increased public digital participation in government communication. This finding contributes to the existing FOMO literature, which has predominantly focused on areas such as entertainment, consumer behavior, marketing, social relationships, and psychological well-being. By placing FOMO within the context of government digital communication, this study broadens the application of the concept to the domain of digital public participation and public-sector communication.

From a practical perspective, the findings suggest that the Sidenreng Rappang Regency Government should continue to develop digital communication strategies through informative, timely, interactive, and responsive TikTok content. Government content should address issues that are relevant to citizens, provide up-to-date information, encourage interaction, and respond to public needs and reactions. Such strategies can help maintain citizens' attention while simultaneously creating opportunities for more sustained and meaningful digital participation. However, the use of FOMO as a communication mechanism should remain ethical and oriented toward improving public information access rather than deliberately creating anxiety or excessive dependence on social media. Thus, the strategic use of TikTok can support not only information dissemination but also stronger and more sustainable forms of citizen engagement in local government communication.

E. CONCLUSION

This study shows that Fear of Missing Out (FOMO) has a positive and significant influence on public digital participation on the Sidenreng Rappang Regency Government's TikTok account. This means that the public's tendency to avoid missing out on information drives them to be more active in accessing, following, and interacting with content published on the government's social media platform. However, there is still a significant proportion of variation in digital participation that is not explained by FOMO (31.7%), indicating that digital participation is also influenced by a number of factors beyond this research model.

These findings also confirm the role of social media as an effective means of public communication, as long as it is supported by an information delivery strategy that is engaging, relevant, and responsive to public needs. Therefore, local governments need to continue developing digital content that not only disseminates information but also sparks ongoing public interaction and engagement. Future research is recommended to explore other factors, such as trust in government, content quality, digital literacy, and motivations for social media use, to gain a more comprehensive understanding of public digital participation.

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