

**PENGARUH TERPAAN KONTEN TIKTOK PELARI KALCER
TERHADAP PERILAKU FOMO SEPATU ADIDAS ADIZERO (STUDI
PADA *FOLLOWERS* TIKTOK @SASTRA.SILALAHII)**

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ABSTRAK

Penelitian ini bertujuan mengukur pengaruh terpaan konten TikTok "Pelari Kalcer" pada akun @sastra.silalahii terhadap perilaku *Fear of Missing Out* (FoMO) followers terhadap sepatu Adidas Adizero, menggunakan teori *Uses and Effect* yang menjelaskan bahwa tingkat terpaan media diukur melalui frekuensi, durasi, dan atensi berbanding lurus dengan besarnya efek yang diterima audiens. Penelitian menggunakan pendekatan kuantitatif eksplanatif, dengan data dikumpulkan melalui kuesioner daring kepada followers akun tersebut, kemudian dianalisis menggunakan uji korelasi, regresi linear sederhana, koefisien determinasi, dan uji t berbantuan SPSS. Hasil penelitian menunjukkan bahwa terpaan konten berhubungan positif dan berpengaruh signifikan terhadap perilaku FoMO followers, dengan kontribusi sebesar 7,5%, meskipun tingkat keeratan hubungan antarvariabel tergolong rendah, sementara dimensi frekuensi menonton tercatat paling dominan dalam membentuk keterpaparan followers. Temuan ini mengonfirmasi asumsi dasar teori *Uses and Effect*, bahwa terpaan media berbanding lurus dengan efek yang ditimbulkan.

Kata Kunci: *Fear of Missing Out*, Pelari Kalcer, TikTok, *Uses and Effect*

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ABSTRACT

This study aims to measure the influence of exposure to TikTok content "Pelari Kalcer" on the account @sastra.silalahii on followers' Fear of Missing Out (FoMO) behavior regarding Adidas Adizero shoes, applying the Uses and Effects theory, which posits that the level of media exposure measured through frequency, duration, and attention is directly proportional to the magnitude of the effect received by the audience. The study employs an explanatory quantitative approach, collecting data through an online questionnaire distributed to the account's followers, which was then analyzed using correlation tests, simple linear regression, the coefficient of determination, and t-tests via SPSS. The results indicate that content exposure is positively related to and significantly affects followers FoMO behavior, contributing 7.5%, although the strength of the relationship between variables is low, with the viewing frequency dimension proving to be the most dominant in shaping followers' media exposure. These findings confirm the basic assumption of the Uses and Effects theory, that media exposure is directly proportional to the resulting effect.

Keywords: *Fear of Missing Out, Pelari Kalcer, TikTok, Uses and Effect*