

Fear of Missing Out (FOMO): The Red Line #SLine Trend on Tiktok Among Gen Z

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Abstract

Fear of Missing Out (FOMO) is one of the phenomena driving Generation Z's participation in social media, particularly in the S Line Trend on TikTok. This trend is sensitive and contrary to norms, thus causing controversy. Using a descriptive qualitative approach based on the Fear of Missing Out (FOMO) theory, this study aims to analyze how FOMO drives Generation Z's participation in the S Line Trend on TikTok, identify the factors that cause FOMO, and identify its impact on moral values and digital behavior. Primary data were obtained through interviews with eight Generation Z TikTok users aged 19–28 who followed the S Line Trend, while secondary data were obtained through observation of S Line Trend content on TikTok and documentation. The results show that Generation Z's experience of FOMO manifests itself in the form of fear of being left behind, concern about social judgment, and anxiety about remaining relevant in their social circle. Exposure to the TikTok algorithm, coupled with entertainment motives, social pressure in social circles, and the need for validation and self-existence, are the contributing factors. This superficial participation has the effect of creating negative perceptions from the surrounding environment, which makes Generation Z more cautious in following trends. FOMO not only acts as a motivator but also shapes the consequences, so Generation Z needs to be more critical in using social media.

Keywords: Digital Ethics, Fear of Missing Out, Generation Z, S Line, Trends

INTRODUCTION

Humans inherently have a strong urge to participate in various social activities and follow popular trends, whether to gain social recognition or to feel like they belong to a group. This urge has developed into the increasingly prevalent phenomenon of FOMO in this digital age. One of the media platforms that most reinforces FOMO is TikTok (Darmayanti et al., 2023). According to a report by We Are Social & Meltwater, Indonesia has become the country with the most TikTok users in the world, reaching 194.37 million as of July 2025 (Kemp, 2025). Sixty-six percent of these users are aged 18-34, and the majority are Gen Zers born between 1997 and 2012 (Seftiandri, 2025), as shown in Figure 1 below.

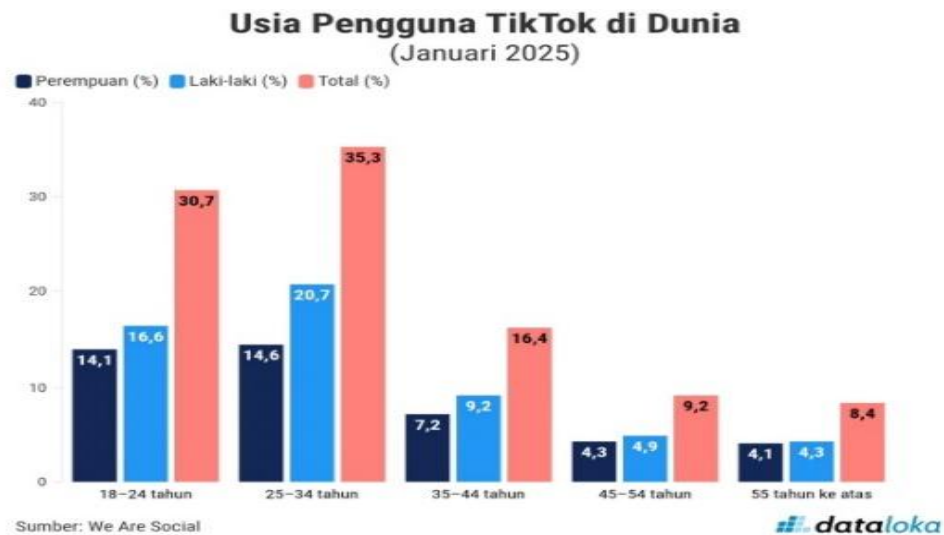


Figure 1. Age Distribution of TikTok Users Worldwide by Gender (January 2025)
Source: We Are Social, processed and visualized by Dataloka (2025)

Generation Z is commonly referred to as the internet generation (Putri et al, 2023). As an age group that is very active in digital culture, in addition to entertainment, Gen Z also follows trends as a way of expressing themselves and maintaining their existence in the virtual world (Rahmawati, 2025). For example, in the Sex Line (S Line) trend that went viral on TikTok in July 2025, this trend was adapted from a Korean drama titled S Line, which tells the story of a mysterious long red line called the S Line that appears on people's heads. The S Line symbolizes the number of sexual partners (body count), where one line represents one partner and the line connects from the head of the line owner to the head of their partner. The main character, Shin Hyunheup, has the special ability to see the S Line, as shown in Figure 2 below.



Figure 2. Promotional Poster and Scene from the Korean Drama the Villainess Is a Marionette (S라인 / S Line)

Data Source: Official promotional materials from Wavve Original Series S Line (2024), distributed by Wavve Entertainment.

The drama then became a trend on TikTok, with users, especially Gen Z, uploading photos or videos using the hashtag #sline by adding a red line above their heads, which they drew manually using the drawing feature in various photo editing apps before uploading them to TikTok. The content uses a snippet of Ariana Grande's song "Everyday" as its background sound. This is evidenced by data from IDN Times, which shows that over fifty thousand TikTok users in Indonesia joined the S Line trend within just two weeks of the S Line drama's release (Asnurida, 2025). This trend has sparked controversy because of its negative connotations and is considered to carry sexual elements that are contrary to moral values in Indonesia. The majority of users do not explain further the meaning of the S Line content they upload, either in captions or comments, which raises questions in the minds of audiences or netizens regarding their understanding of the meaning of the S Line trend, as shown in Figure 3 below.



Figure 3. Examples of "S Line" Trending Content on the TikTok Platform and User Responses in the Comment Column

Sumber Data: Tangkapan layar dari platform TikTok, diakses pada 18 Juli 2025

The widespread involvement of Gen Z in social media trends without a full understanding of context can influence their behavior and social values in the digital space. This is in line with the Sustainable Development Goals (SDGs), which have been on the agenda of the United Nations (UN) since 2015 (Zen et al., 2025). The aspects of Good Health and Well-Being (SDG 3) and Quality Education (SDG 4) are relevant in that FOMO arising from social media use can affect mental health and necessitate digital literacy education so that Gen Z can reduce social pressure caused by impulsive digital culture.

Exploration of FOMO related to TikTok usage, especially among the younger generation, has been conducted extensively. First, Darmayanti et al. (2023) examining FOMO as digital anxiety triggered by TikTok content with FOMO levels ranging from mild to extreme. Second, Fahsyah & Junaidi (2025) explains how FOMO among Gen Z is triggered by TikTok's interactive features and viral content that encourages participation to fulfill social needs, leading to social anxiety and dependence. Third, Lestari et al. (2025) analyzing FOMO in the turban hijab trend on TikTok, where algorithms amplify content exposure and encourage participation for social relevance.

Based on previous studies, FOMO and TikTok usage have been examined primarily from psychological, consumptive, or general media usage perspectives. There is a research gap in studies linking FOMO to sexually explicit viral trends and how this affects the moral values and digital behavior of Gen Z. Theoretically, this research contributes to enriching the literature on new media communication and the digital behavior of the younger generation. Thus, the research entitled “Fear of Missing Out (FOMO): The Red Line Trend #sline on TikTok among Gen Z” aims to analyze how the FOMO phenomenon encourages Gen Z participation in following the S Line Trend on TikTok, the factors that cause it, and the impact it has.

METHOD

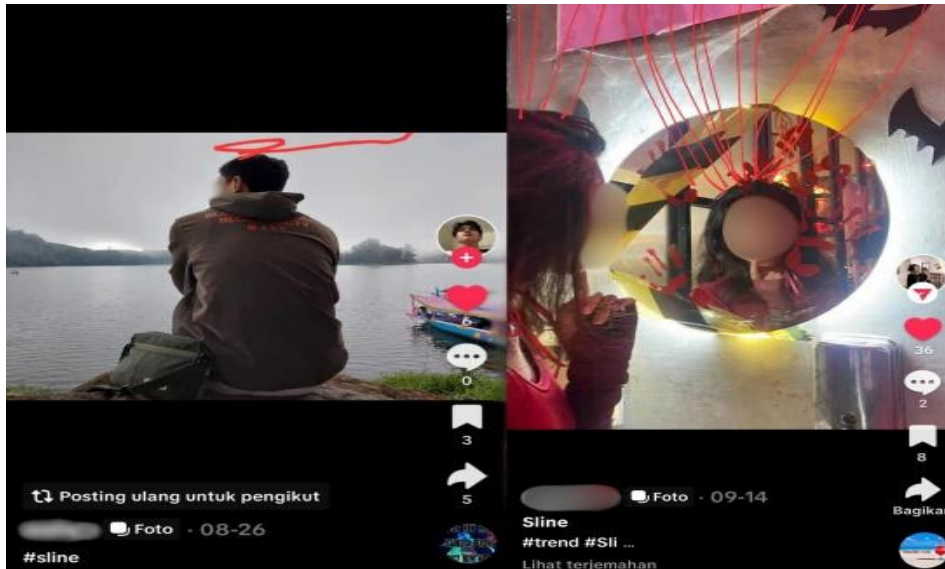
This study used a descriptive qualitative method to explain and understand FOMO related to Gen Z's motivation and behavior in following the S Line Trend on TikTok. Using purposive sampling, eight informants were involved — Gen Z TikTok users aged 19–28 in Indonesia who were aware of and had followed the S Line Trend, including both those who uploaded S Line Trend content and those who did not. This was done so that FOMO could be seen not only from the experiences of informants who participated directly, but also from the audience's point of view. Primary data were collected through in-depth interviews, while secondary data were collected through observation of image and video content tagged #sline on TikTok, documentation, and relevant sources.

The analysis was conducted using Miles and Huberman's (1984) thematic analysis model, consisting of three stages: Data Reduction, Data Display, and Conclusion Drawing/Verification (Sugiyono, 2020). Triangulation of sources — comparing interview results, observations, and documentation — was used to ensure the validity of the research findings (Sugiyono, 2020).

RESULT AND DISCUSSION

The FOMO Phenomenon in Driving Gen Z Participation in the S Line Trend on TikTok

Based on the interview results, the informants first learned about the S Line Trend through TikTok's FYP. Three informants who uploaded S Line Trend content admitted that they did not understand its full meaning due to a lack of information. They did not seek further information and only searched for information using irrelevant steps (Fuadiyah et al., 2023). Misunderstandings of meaning also occurred, where the red S Line was interpreted as the number of exes or stress line, quite a shift from its original sensitive and negative meaning. The informants admitted that they only understood the true meaning of the S Line Trend after uploading their content, so the informants' participation tended to be impulsive or superficial. One of the informants who experienced this was W, as shown in Figure 4 below.



The two informants deliberately uploaded Trend S Line content even though they knew its meaning was sensitive. One of them, R in Figure 4.1, stated, “I followed the trend because I wanted to increase engagement on my personal account so that other content would also rise.” (Informant Interview R, 27 November 2025). Meanwhile, three other informants stated that they understood the full meaning of the S Line, which led them to decide not to participate in the trend. They revealed that the S Line trend was inappropriate to follow due to its negative context, such as shame that should be kept private, which if known by others could clearly cause negative views from the surrounding community.

Informants who uploaded Trend S Line content admitted to experiencing FOMO, stating that when they did not participate in Trend S Line, they were afraid of being considered out of touch, outdated, or irrelevant in their social circle, especially among their friends. The expression of feelings of being left out or excluded from the conversation also gave rise to concerns, feelings of unease, and anxiety that prompted the informants to immediately participate in Trend S Line even without a complete understanding of its meaning. This was expressed by SN, who stated, “Suppose I don’t participate in creating trends, then I will be considered out of date and shunned.” (Informant Interview SN, 30 November 2025).

In addition, informants admitted to comparing their Trend S Line content with that of other users or friends who appeared on TikTok’s FYP. This comparison process gave rise to feelings of anxiety about falling behind if they were unable to keep up, as one of the biggest sources of pressure for informants came from their daily social circles, and peer pressure further reinforced this feeling of FOMO.

FOMO is not only recognized by the informants who participated, but also by other users. Informants who did not participate in the S Line Trend revealed that FOMO does encourage Gen Z to participate in social media trends, especially when caused by pressure from their peer group. This includes audience comments on Trend S Line content, such as @risakha’s comment: “Everyone are FOMO, what kind of trend is this anyway, it’s so annoying,” and @racunvinaa’s comment: “Haven’t you watched the drama? You’re just FOMO and wanting to get the FYP,” which shows that informants’ participation in Trend S

Line is driven by social pressure and the desire to follow viral trends, not because they understand its meaning.

Factors Causing FOMO in Gen Z Participation in the S Line Trend on TikTok

a) Exposure to TikTok Algorithms and Entertainment

Based on the interview results, the informants admitted that the biggest motive for their participation was simply to seek pleasure or entertainment. They interpreted Trend S Line as a light activity to fill their spare time, reduce boredom, and follow things that were viral, booming, and trending, where Trend S Line content continuously appeared on FYP, making Trend S Line appear as something normal and common to follow. In this case, exposure to the TikTok algorithm serves as a specific trigger that reinforces the informants' sense of FOMO. This exposure shapes the informants' perception that Trend S Line is a hot topic that they must know about, thereby encouraging the emergence of FOMO as a psychological response to avoid feeling left behind by their social environment (Putri & Apriadi, 2025).

b) Social Pressure in Friendship Circles

Based on the interview results, the majority of informants revealed that the factor causing FOMO in their participation in the S Line Trend was social pressure from their circle of friends. In addition to seeking pleasure, they were driven to follow the S Line Trend because almost all of their friends in their circle or environment had participated, causing them to feel pressured. This perceived social pressure is closely related to the fear of being marginalized or excluded, where individuals fear losing their connection with their group. This pressure does not always come in the form of direct coercion but through observation of friends' behavior, creating a feeling among informants that following the trends their friends follow is a necessary step to remain in the same social circle (Lestari et al., 2025). This was revealed by Z, who stated, "I finally joined the trend so that I would be accepted and not left behind by what's on TikTok." (Informant Interview Z, 29 November 2025).

c) The Need for Validation and Self-Existence

Based on the interview results, the need for validation from friends and self-existence to be seen as someone who is always up to date is also a factor causing FOMO in informants in following the S Line Trend. This was revealed by SR, who stated, "I want them to see that I am still cool and up to date even though I am married and have children." (Informant SR Interview, November 28 2025). Likes, views, comments, and even the number of shares can provide a sense of satisfaction and joy when uploading content, as well as confirming that the informant's content is seen by others, even if the results are not as many as others or not featured on the For You Page (FYP). Comment @xyz.arcv: "So thirsty for validation." in one of the S Line Trend content also shows that the informant does not only consume content for entertainment or pleasure alone, but also as a form of seeking social recognition and to have their existence acknowledged by their surroundings.

The Impact of Gen Z's Superficial Participation Due to FOMO in the S Line Trend on TikTok

Based on the interview results, the informants stated that they received negative views from their surroundings, whether it was just reprimands or negative judgments, even though the informants participated purely for entertainment purposes. Informants who did not upload Trend S Line content stated that Trend S Line was considered to be invading privacy and had the potential to normalize content that violated ethics because the meaning of Trend S Line

itself was still taboo in Indonesia. A comment on one of the Trend S Line contents by @Vioni Khalid: “Whether this is a joke or not, when I saw this, I immediately labeled them as low class.” shows that the audience also sees the uploaded content as a representation of the creator's character, where participation in Trend S Line gives users a negative label without considering their personal context.

After participating, the informants felt ashamed because they realized that they had followed a negative trend, especially since it was solely due to FOMO. This was expressed by SR, who stated, “I definitely felt embarrassed after learning the true meaning.” (Informant SR Interview, November 28 2025). As a result, the informants stated that they would be more cautious in the future when following trends on social media.

Essentially, FOMO is a problem in social life that can cause individuals to feel fear, worry, and anxiety (Kusaini et al., 2024). FOMO is one of the factors contributing to low psychological well-being in individuals (Przybylski et al., 2013). In this case, Gen Z is very connected to the activities of individuals or groups closest to them, especially their circle of friends (Kusaini et al., 2024). FOMO causes frustration when Gen Zers are unable to access moments that are being discussed or participate with their friends (Latief, 2024).

The fears experienced by Gen Z have become the social norm in the digital space, where their greatest fear is not keeping up with the latest trends (Maharani et al., 2025). The concept of the ideal self in the digital world has led Gen Z to compete to shape their own image in various ways (Beyens et al., 2016 in Carolina & Mahestu, 2020). This shows that this fear does not only stem from personal experiences, but is also shaped by digital social norms that associate actively following trends with a positive self-image. Not only that, FOMO is also characterized by a more urgent emotional drive where Gen Z no longer simply thinks about the possibility of being left behind, but begins to feel internal pressure to act immediately (Meifilina, 2025), so that Gen Z's participation in the S Line Trend becomes a coping mechanism to alleviate discomfort.

The possibility of negative judgment from the social environment has also developed into a more sustained FOMO, where participation serves as a preventive strategy to avoid outdated views that are often rooted in past experiences. This is because past experiences do not simply remain as momentary events, but form recurring concerns that influence the future behavior of Gen Z (Asyahidda & Azis, 2024). In this case, FOMO encourages Gen Z's participation in the S Line Trend through a gradual and continuous psychological process. The fear of being left behind or not being up to date then develops into concern about the judgment of the surrounding environment, which ultimately causes emotional anxiety in Gen Z to participate in the S Line Trend on TikTok.

The emergence of the S Line trend on TikTok is inseparable from the characteristics of TikTok, which is controlled by an algorithm system that spreads repetitive content on the FYP (Sabila & Tawaqal, 2024). Based on user history, interests, and needs, the TikTok algorithm gives every piece of content the opportunity to go viral (Susanto et al., 2023). As a machine designed to consistently deliver engaging content, TikTok's algorithm is highly responsive to users' desire for entertainment. Gen Z's participation in the S Line Trend is also largely driven by entertainment alone. This is because Gen Z will do anything to fulfill their

psychological needs, including seeking pleasure by following trends on social media (Muharam et al., 2023 dalam Kusaini et al., 2024).

In addition to TikTok's algorithm, Gen Z also feels social pressure to participate. This is because the more people talk about an event, the greater the desire to participate in the event being discussed (Carolina & Mahestu, 2020). In this case, TikTok is used as a means to maintain social relationships and ensure individuals remain part of their social circle (Suherman, 2020). The S Line trend serves as a symbolic medium that allows users to stay connected, share common topics of conversation, and maintain a sense of togetherness in their social environment, especially with their friends.

The need for validation from their surroundings and the desire for others to recognize their existence are also factors that cause FOMO among Gen Z. This is because TikTok is commonly used by its users to show off their daily lives in order to create personal satisfaction and gain recognition from their surroundings (Rahmah & Noorizki, 2023). The need for validation often arises indirectly in the practice of following trends, emphasizing that Gen Z's top priority in following trends is ensuring that content appears on the FYP (Lestari et al., 2025) while the issue of meaning is considered secondary.

The negative impact has caused Gen Z to rethink their participation in the S Line Trend. This is because sensitive content can reinforce judgmental practices on social media (Maharani et al., 2025). This condition shows that FOMO encourages individuals to act quickly so as not to fall behind their surroundings, even if it risks conflicting with personal values (Fahsya & Junaidi, 2025). The fear of being left behind often triggers participation without full understanding, leading to regret and self-evaluation (Latief, 2024). This impact shows that FOMO does not stop at the urge to participate, but continues to moral and social consequences, as well as changes in digital behavior that reflect the need to strengthen digital literacy so that Gen Z can be critical in facing the digital flow that causes impulsive participation, which risks causing conflict in the digital space.

CONCLUSION

The FOMO phenomenon plays an important role in encouraging Gen Z's participation in the S Line Trend on TikTok, driven by fear of being left behind, concerns about social judgment, and anxiety about remaining relevant in their social circles, all of which were amplified by TikTok's algorithm, social pressure within friendships, and the need for validation and self-existence. This FOMO-driven participation not only shaped users' initial decision to join the trend but also prompted ethical awareness and self-evaluation afterward, as negative perceptions from their surrounding environment led to feelings of shame and regret, along with greater caution and selectivity in engaging with future viral trends. These findings underscore the importance of digital literacy among the younger generation to prevent superficial participation that conflicts with moral values and psychological well-being. Future research is recommended to expand beyond a single viral trend and a limited informant pool by incorporating broader contexts, platforms, and informant characteristics in order to obtain a more comprehensive picture of FOMO dynamics in digital culture.

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