INSTAGRAM'S ROLE IN INDUCING EVENT-RELATED SOCIAL ANXIETY FOR PUBLIC ENGAGEMENT

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ABSTRACT

This study aims to illustrate the social anxiety occurring on the Instagram, which creates social influence among individuals regarding entertainment events. This is closely related to the desire of community members to attend Coldplay concerts in Indonesia and neighbouring countries such as Malaysia, the Philippines, Singapore, and Thailand. Therefore, the research question raised is "How can the use of Instagram in creating social anxiety in organizing live events affects the public interest?" The approach used in this study is a qualitative approach with a phenomenological research method. The unit of analysis used is individuals with purposive sampling technique. Data collection was carried out through semi-structured in-depth interviews and relevant literature studies. The theory used in this study is the Uses and Gratification theory because users are active audiences who interact on Instagram. Additionally, this study also incorporates several related concepts such as Social anxiety, social influence, and New media. The study findings reveal that many Instagram users experience anxiety regarding the one-day Coldplay concert in Indonesia. As a result, many fans are interested in attending Coldplay concerts held in several neighbouring countries of Indonesia. This indicates that content on Instagram plays a significant role in shaping community interest.

Keyword: *Instagram, Social Anxiety, Social influence, New Media, Uses and Gratification theory.*

INTRODUCTION

Fundamentally, humans have physical and spiritual needs that must be met. Physical needs refer to anything related to physical needs, such as eating, drinking, and exercising, while spiritual needs refer to non-physical ones, such as religion, entertainment, and recreation (CNN Indonesia, 2023). Similarly, Maslow's (1943) hierarchy of needs classified human needs into physiological, safety, social and esteem, among others. Therefore, fulfilling all these needs is of main importance for humans to be able to carry out their lives.

Every human need must be met because it is important to live life, of which one element is the need for entertainment. Anything that stimulates, encourages, or generally creates a condition of pleasure and delight can be called entertainment (Vogel, 2020). Entertainment is an important part of human life because entertainment provides a sense of relaxation, relieves boredom, creates social bonds, educates, inspires, and becomes a place for self-expression (Dyer, 2002). Along with the development of the digital era, changes have occurred on human style and

behavior in enjoying entertainment caused by the increased speed and efficiency of modern technology (Rusdiansyah, 2023). Thus, it can be understood that forms of entertainment always change, following the development of human culture.

The entertainment industry has been constantly changing over the years influenced by the times. In the Middle Ages, the main form of entertainment was street performances, then in the 19th and 20th centuries, entertainment was obtained through mass media such as cinema, radio, and television. Currently, the internet and social media have changed the entertainment industry with instant access to various entertainment options (Chandru, 2023). The move from analog to digital technology has changed the way humans enjoy entertainment, the emergence of digital platforms providing easy access to various forms of entertainment such as music, film and game content (Rezigue, 2023). It can be concluded that people have numerous choices in enjoying various forms of entertainment.

In everyday life, people have many choices in enjoying forms of entertainment. There are three forms of entertainment, including live performances such as theater and music concerts, non-live forms, namely through media such as film and television, and interactive experiences in the form of recreation, travel, and gaming (Sayre & King, 2010). Nowadays, technology has a major impact on the media and entertainment industry, including advanced effects in films, live broadcast media, virtual games, music, and advertisements (Shiba, 2018). Therefore, the need for entertainment is always inherent in human life even though it is accompanied by changing times.

During the 2020 COVID-19 pandemic in Indonesia, societal life underwent many changes, one of which was the need for entertainment, which experienced restrictions. This was due to government regulations namely Large-Scale Social Restrictions (PSBB) enacted to deal with the spread of the virus, requiring people to limit themselves from direct social activities with other people (Asriyansyah, 2022). At that time, several entertainment industry sectors felt the impact, such as the closing of all cinemas in Indonesia, and several music festivals having to be held online or even cancelled (Rantung, 2021). The COVID-19 pandemic forced many people to spend more time at home, which had an impact on the entertainment and media industry where content such as video and music streaming, and social media have become the main sources of entertainment for the community (Pamela, 2020). Therefore, many industries that operate digitally are experiencing increased interest, including in the entertainment industry sector.

In the pandemic condition where people were spending more time at home, interest in digital entertainment industry companies showed an increase. This is marked by, among other things, the increase in the number of users of the online streaming platform YouTube (Azkia, Sujana, Idris, 2021). According to the results of the Jakpat Survey in 2021, YouTube was the most popular social media among Indonesians in the first half of 2021, with 82% of 2321 respondents accessing the platform (Annur, 2021). Not only that, several entertainment innovations emerged during the pandemic such as drive-in concerts where audiences enjoyed music performances from their individual cars and also live streaming concerts, which became increasingly popular because audiences could enjoy concerts from anywhere without having to go to the concert location (Kemenparekraf, 2020). In this way, it is proven that the pandemic was not an obstacle for music industry actors from providing content, which had become inseparable from community life.

Music concerts in the form of live streaming have experienced a growing popularity among the public during the pandemic. Several musicians, such as Chris Martin (Coldplay vocalist) and John Legend, held free music concerts online through the social media platforms YouTube and Instagram, managing to entertain many fans (Sutriyanto, 2020). The public's positive interest in online concerts can be seen through the Google Year in Search Report of 2021, which showed that searches using the keyword "virtual concert" had increased (Khoirunnisa, 2022). Therefore, live entertainment, even in a different form, always has its own charm for enthusiasts.

The need for live entertainment has increased in the new normal era or the post-pandemic transitional era. This is evident from entertainment related to sports such as the match between the Indonesian national team against Argentina, where the general ticket sales of 20,000 tickets sold out in a matter of minutes (Salsabilla, 2023). Not only in the sports entertainment industry sector, but the music industry also saw that the number of music performances has increased significantly after music concerts and festivals were allowed to return after the pandemic

subsided (Salbiah, 2023). This shows that live entertainment remains irreplaceable for some people even though entertainment in the form of streaming has grown rapidly during the pandemic, especially entertainment in the form of music concerts which provide a distinct experience.

After the pandemic is over, the entertainment industry, especially music concerts, began to slowly improve. In 2020, global ticket sales for music concerts decreased by almost 80% due to the pandemic but were expected to recover and grow rapidly in 2023 thanks to pent-up demand during the pandemic (Kumparanbisnis, 2023). During 2022 and 2023, Indonesia again became the destination for foreign artists such as the legendary rock band Deep Purple, boy band Westlife, and the K-pop group Blackpink, all of which have performed in Indonesia during the period (Satyagraha, 2023). One of the most phenomenal concerts to be held towards the end of 2023 would come from the band Coldplay (Hapiz, 2023). So, it is understandable that music concerts in Indonesia have received high enthusiasm and attention from the public.

The announcement of Coldplay's concert coming to Indonesia has sparked considerable enthusiasm among concert enthusiasts this year. Precisely when Coldplay disclosed their Asian tour scheduled for May 9, 2023, via Twitter, Instagram, and other social media platforms (Castillo & Basbas, 2023). Major news outlets in Indonesia have also highlighted that Indonesia is among the Asian countries not overlooked for Coldplay's concert arrangements (Setiawan & Mario 2023). Consequently, this development has garnered significant attention from concert aficionados.

The announcement of the Coldplay concert immediately attracted a lot of attention from the public. Unfortunately, the Coldplay concert in Indonesia was only held for one day due to the difficulty in obtaining permits to hold large events in the country (Fauziah, 2023). The limited number of concert days in Indonesia made Indonesians interested in the Coldplay concert in Singapore, which was held for a six-day period (Suteja, 2023). It can be concluded that the Coldplay concert has become a topic of conversation since it was first announced that the concert would be held.

The Coldplay concert became a byword on various social media platforms. Kompas Research and Development through the Talkwalker application observed the phenomenon of Coldplay "fever" in Indonesia, the keyword "Coldplay" seen in 283,804 conversations and 2.26 million interactions taking place on various social media platforms in one week (Priambada, 2023). Based on information from Kompas.tv, Coldplay concert tickets for the Ultimate Experience category with a price of 11 million were fully booked in just 2 minutes (Nita, 2023). The fear of missing out (FoMO) phenomenon was created from the high enthusiasm of Coldplay fans, which exceeded the availability of concert tickets, which eventually created a fierce competition in the effort to obtain concert tickets that were in great demand (Sanjaya, 2023). Therefore, the excessive enthusiasm of the Indonesian people that is not in correspondence with the availability of tickets creates a feeling of FoMO that is felt by them.

The limited number of days Coldplay held the concert in Indonesia made Indonesians who failed to get tickets feel FoMO. Przybylski et al., (2013) defines FoMO as a "negative emotional state resulting from unmet social relatedness needs." The explanation of FoMO as a negative emotion caused by unmet social needs is similar to the theory of negative emotional impact due to social exclusion (Williams, 2007). Many Indonesian people experience FoMO, which is increasingly seen by the enthusiasm of the Indonesians hunting for tickets to the Coldplay concert in Singapore (Amalia, 2023). Thus, it can be concluded that the Indonesian public's interest in the Coldplay concert in Singapore is a social influence caused by FoMO.

The feeling of FoMO arose because a large proportion of people were unable to get tickets to Coldplay's concert in Indonesia, thus creating social influence towards the concert in a neighboring country. Social influence refers to the factors that influence individual motivation to engage in social interactions (Gass & Seiter, 2013). Indonesian people's interest in watching Coldplay concerts in Singapore increased because apart from having more concert days than in Indonesia, ticket prices in Singapore were also more affordable, namely 168 SGD or the equivalent of 1.8 million rupiah (Putri, 2023). Therefore, the social influence of the Indonesian people towards the Coldplay concert was caused by the limited number of available tickets in the country.

This study seeks to describe public interest in the implementation of entertainment and sports events on Instagram social media which can create social anxiety. This is inseparable from

the desire of members of the public to watch the Coldplay concert in Indonesia and in the neighboring country of Singapore. For this reason, the research question raised is "How can the use of Instagram in creating social anxiety in organizing live events affects the public interest?"

The purpose of this study is to describe the impact of social influence through Instagram on user behavior and analyze the factors that influence it.

Literature review

This study uses several related concepts and theories that are considered appropriate to analyze the phenomena that occur. The concepts used include social anxiety, social influence and new media, and the related theories are: Uses and Gratification.

New media provides changes to the form and method of dissemination of information. This is indicated by the fact that today's society can easily obtain information through various channels (Xu et al., 2022). This information can be transmitted in two forms, namely text, photos, or a combination of both (Eyrich, Padman, & Sweetser, 2008). Therefore, the development of new media has provided easier access for the public to obtain information in various forms.

The definitions of new media are in a state of flux, constantly evolving. While certain definitions center solely on computer technologies and the creation of digital content, others emphasize the cultural structures and environments within which these technologies find application (Dewdney & Ride, 2006). Within the current media sphere, digital media constitutes a spectrum of communication avenues, mobile communications, computer-enabled user devices, and social media platforms (Valentini & Kruckeberg, 2012). In conclusion, new media covers evolving digital technologies for communication, while social media focuses on online platforms for social interaction and content sharing.

Social media has many platforms and types, one of which is Instagram. Instagram is a platform for sharing information in the form of text and photos (Instagram, 2023). In addition, Instagram is also used to connect with friends, as well as show the latest trends. As a result, users want to always look active and in the middle of events by sharing their activities via social media (Mahendra, 2017). For this reason, many individuals access and use social media Instagram in everyday life.

Instagram facilitates its users to share information and influence each other. According to Vahdat et al. (2020), social influence is the ability to influence other people to change their behavior. Another definition of social influence according to Wang et al. (2014), is a strategy used by someone to influence individual decisions and behavior. For this reason, it is understandable that social influence that occurs in social media is highly dependent on the influence of the people around it.

The use of Instagram significantly impacts individuals. According to a survey by the Royal Society for Public Health (2017), Instagram stands as the social media platform with the most detrimental effects on the mental health of adolescents, particularly in amplifying depression and anxiety compared to other social media like Twitter, YouTube, Snapchat, and Facebook. Excessive and habitual use of Instagram among users significantly contributes to social media-induced anxiety, notably through self-comparisons (Herna, 2020). Hence, the selection of social media usage can evoke feelings of anxiety, a phenomenon explicable through the Uses and Gratifications theory.

Social influence that occurs in social media has several forms. According to Hidayat, Bashori & Dwiasri (2016), social influence has three forms: (1) Conformity is a form of social influence in which behavior changes occur due to a desire to follow social standards or norms set by others. (2) Compliance involves social influence where individuals are influenced through direct requests from others. (3) Obedience is a form of social influence where there is a change in behavior due to an order from someone who has authority. Building on this, Aisafitri & Yusriah (2021) stated that the use of certain social media can provide social influence. Therefore, it can be seen that interactions carried out on social media, especially Instagram, can create satisfaction to continue to use them.

Social anxiety is closely related to the concept of *fear of missing out* (FoMO), in which individuals experience a lot of fear, especially when they miss big events. Lestari & Solekhah (2022) stated that as many as 39% of teenagers experience excessive fear or social anxiety when

they miss certain moments that occur in their lives. Przybylski (2013) defines "Fear of Missing Out" as a widespread anxiety that occurs when a person fails to get what they want to know and is unable to attend certain events. This is supported by Dodgson (2018) that people tend to feel anxious when they hear about events they have missed. So, thus it can be seen that individuals can feel social anxiety because they miss important moments that occur.

One of the driving factors for the emergence of social anxiety is through excessive exposure to the use of social media. Abel, Buff & Burr (2016), states that individuals can feel social anxiety, which is characterized by symptoms such as dependence on cell phones, anxiety when not checking social media, prioritizing communication with colleagues on social media, obsession with other people's statuses and posts, as well as a strong desire to share every activity. In the end, this brings out the FoMO feeling. So, it can be understood that excessive use of media can give rise to FoMO feelings.

Fear of Missing Out (FoMO) is a phenomenon that is commonly experienced by individuals in the digital era. This happens because of the emergence of new media, which is a link between one media and another. Iriantara (2005) defines new media to refer to forms of electronic or digital-based information and communication media technology, especially the internet and the World Wide Web (WWW). Cote (2022) similarly declared that new media can be understood as everything that includes various types of platforms for accessing newspaper articles, blogs, music, podcasts, e-mail, music and television streaming services, social media networks, virtual reality, augmented reality, and websites. Thus, it can be seen that new media has a role in the emergence of the FoMO phenomenon.

Uses and Gratification Theory focuses on seeing how people actively seek certain media to fulfill their satisfaction. Katz, Blumler, & Gurevitch (1974) started research on Uses and Gratification by finding out what individuals do with media. Katz found five assumptions, namely (1) Individuals use media for specific purposes, (2) Individuals seek their own satisfaction, (3) Media compete for our attention and time, (4) Media have different impacts on each individual, and (5) Individuals can accurately state the reasons behind the use of the media. Through these assumptions individuals use media to fulfill their satisfaction.

The Uses and Gratifications theory, initially formulated during the television era, has shown its applicability within the realm of social media. Musa, Azmi, and Ismail (2015) elaborate that this theory is utilized to examine, explain, and shed light on the motivations driving users to engage with specific media platforms and the resulting benefits or satisfaction derived from their media consumption. This theory has extended its reach across various disciplines, providing valuable insights into the usage patterns of new media. The relevance of the Uses and Gratifications theory to social media is rooted in its origins within the field of communication literature (Whiting & Williams, 2013). Therefore, The Uses and Gratifications theory, originating from television, remains relevant in understanding social media by illuminating user motivations and consumption patterns in communication studies.

The use of media to meet individual satisfaction is based on motives. Karman (2014) stated that there are various conditions that can determine users' motives for consuming media, namely: social situation, interests, education, economy, and experience. So thus, it can be understood that the motives owned by individuals can determine the use of media.

The use of media aims to fulfill the satisfaction that arises from within the individual. Sundar & Limperos (2013) stated that the media can create satisfaction without individuals looking for it. For example, there is a two-way communication interaction in the latest social media platforms. This can have an impact on individual emotions, as they can feel afraid and threatened because of what they see and choose through the media (Griffin, Ledbetter, & Sparks, 2019). Therefore, it can be concluded that the media can affect individual emotions. Hence, this demonstrates that the writer employs the uses and gratifications theory to illustrate how individuals may experience anxiety, despite selecting their own media platform.

This research employs the Uses and Gratifications theory not for quantitative measurement as typically undertaken in quantitative approaches, but rather to comprehend the conscious choice of individuals to engage with social media platforms despite anticipating anxiety. It seeks to understand that users opt for these platforms due to the inherent satisfaction derived

from their utilization, despite being aware of potential feelings of anxiety associated with their usage.

RESEARCH METHODS

This study uses the qualitative research approach. According to Aminuddin (1998, p.7), qualitative research is a type of research that stems from an inductive mindset, where the research is based on participatory objective observation of a social phenomenon. Merriam & Tisdell (2015), posits that qualitative research involves the analysis and description of the experiences of an individual phenomenon in the context of everyday life. The use of the qualitative method in this study is considered capable of explaining a social phenomenon, namely FoMO (Fear of Missing Out) that occurred at the upcoming Coldplay concert.

In the data collection, this study uses the phenomenological method. According to Smith, et. al., (2015) the main concept in phenomenology is meaning, which represents the essential content that emerges from human conscious experience and is identified through deep and careful examination. Schutz's phenomenology offers a fresh perspective on researching and exploring the meanings inherent in everyday life realities, exerting an implicit emancipatory influence on social research methods by positioning respondents as social actors (Nindito, 2005). However, its historical impact on the development of social sciences remains inadequately investigated. This phenomenological method was chosen because it is in accordance with the research objective which is to understand in depth the FoMO social phenomenon that occurs at the live events.

This study used 2 data collection techniques, namely: semi-structured in-depth interview and literature study. To obtain primary data, the researcher used the in-depth interview method. In-depth interviews are interview methods that are flexible and open, not bound by a strict structure, and are conducted in an informal setting. The interview process was carried out in a semi-structured manner which still used an open-ended list of questions. This allows informants to provide answers freely about the facts of events or activities, as well as express their opinions.

The unit of analysis used is the individual, using a purposive sample. According to Bernhard (2002), purposive sampling technique is a method of selecting research participants deliberately based on the qualities or characteristics possessed by these participants. This technique is included in the non-random category, so it does not require underlying theories or a predetermined number of participants. Thus the selection of this sample is based on the reason that the sample can fulfill the final research objectives and can represent all research subjects.

The comprehensive interview process engaged multiple sources, including Katadata founder and social media expert Adek Media Rosa, sociologist Nadia Yovani, and Hana Marceliani, a participant and victor in the ticket battle for the Coldplay concert in Singapore. By incorporating diverse perspectives from individuals of varied backgrounds, this research aims to uncover multifaceted insights into the role of social media in generating social anxiety while organizing live events and influencing public interest. Adek Media Rosa was chosen as a key informant to elucidate and respond to the discussed phenomenon due to its origin in social media, where the buzz and discussions around the Coldplay concert were prominent. Nadia Yovani's contribution lies in her psychological perspective on individuals engaged in ticket wars, providing insights into the motivations driving such behavior. Additionally, to align with expert statements on the Coldplay phenomenon, an interview was conducted with a prominent participant in ticket wars and a key figure in the struggle for Coldplay concert tickets. Owing to geographical constraints, the interviews were conducted online via the Zoom platform, enabling the collection of comprehensive responses despite the distance, aiming to enrich the discussion and facilitate further research on the subject.

To obtain secondary data, researchers used the literature study method. This was carried out by seeking information through print and digital media that have a relationship with live events, social anxiety, FoMO, social media, and community interest. In the analysis section, the information received will then go through several processes which are carried out as part of data processing, some of which are:

1. Data reduction

Data reduction is an activity of summarizing, sorting, choosing the main elements and focusing on the issues that are important from the data obtained in the field. Qualitative data can

be reduced and transformed in several ways, namely: "through fine selection, through summaries or paraphrases and through making them part of a large pattern" (Emzir, 2014, p. 130). So, data reduction can be interpreted as an analytical process to filter, select, focus, and arrange data with the aim of reaching a conclusion which is explained and presented with various variations.

2. Analysis

The character of qualitative data analysis is inductive, which means that the analysis is built based on the data obtained, then processed to develop hypotheses. Researchers will search for additional data repeatedly to test and conclude whether the hypothesis can be accepted or rejected (Subagiyo, 2017). This is done with the aim of facilitating the necessary understanding and assisting researchers in drawing conclusions.

3. Drawing Conclusion

The third stage is drawing conclusions and verification. Subagiyo (2017) explained that drawing conclusions is the answer to the research focus based on the results of data analysis. Thus, the conclusions in the research can be the answer whether the research focus that has been formulated at the beginning can continue or not.

RESULT AND DISCUSSION
Using Instagram to encourage interest in watching live events

Social media is used to access and share information. One of the founders of Katadata and a digital media expert, Adek Media Roza stated that "Social media makes information easier to access. Besides that, users are also given the opportunity to express themselves on social media. This statement agrees with Eyrich, Padman, & Sweetser (2008) who explained that social media provides an opportunity for users to convey messages through visual and audio forms. This opportunity was then used by Hana Marceliani, one of the prospective Coldplay concertgoers in Singapore, to "share the daily activities that she goes through, including when gathering or participating in an activity." This is in accordance with Karman (2014) which states that one of the users' motives for consuming media is due to their social situation and interests. On the other hand, media consumption according to the needs that are owned is also in line with the assumption by Katz (1974) in the Uses and Gratification theory which states that individuals can provide clear reasons behind media use, because there are certain goals that can have an impact as a form of fulfillment user satisfaction. Thus, it can be concluded that Instagram is one of the tools used to meet the needs of its users, related to the information they want to know and encourage people's interest to form a community for those who have the same needs and this will certainly influence each member. The use of Instagram is very important for satisfying the needs of members of the community, especially during the Covid-19 Pandemic, which forced people to stay at home.

Likewise, the urge to get entertainment such as post-pandemic live events is increasing. Nadia Yovani, a sociologist, stated that "The post-pandemic era has triggerred individuals to be more interested in participating in social activities that involve many people." This was also supported by Adek who stated that "After social restrictions have been lifted, most people want to attend events that are full of crowds." This expert's statement was also supported by Hana who said that after the outbreak of COVID-19, she missed uploading her daily activities on social media. When entering the new normal era, she started attending several live music events and sharing them through her personal Instagram account. Posts that are shared invite various responses from followers. Some of them asked about the live event information itself. This shows that the development of new media as stated by Xu (2022) has changed the way information is obtained and disseminated. Now individuals can easily get information through Instagram social media. Therefore, the use of Instagram can encourage public attention and interest in live events.

The use of Instagram creates new habits in the interactions that occur therein. Griffin, Ledbetter, & Sparks (2019) stated that new media facilitates its users to share information with each other, carry out two-way-communication which in turn can create feelings of fear and worry. Mahendra (2017) explained that Instagram as a place to connect people and show the latest trend developments makes users desire to always be active and participate in an event and share it through their personal Instagram accounts. In line with Mahendra, Hana stated, "When I posted the music program I was going to participate in, not a few followers gave responses, such as asking

questions about the event." Interactions that occur on social media have an impact on users through the content that is obtained and shared. Thus it can be seen that social media has an impact on curiosity and anxiety so that it makes someone afraid not to follow certain trends.

Instagram's role in creating social anxiety

Instagram as a place for sharing information can affect the emotions of its users, ranging from feelings of joy, curiosity to fear. This fear tends to be experienced by Instagram users after being frequently exposed to trending content. This was clearly expressed by Adek, stating that "this urge arises based on the instincts of the people who always want to be part of something that is up to date, especially now that many people share their lives on social media." This suggests that people experience feelings of anxiety when they are not part of something that is going viral. This explanation is supported by Abel (2016) who states that social anxiety is caused by an obsession with statuses and posts shared by other people. This obsession arises because there is a feeling of not wanting to be left behind after seeing what many people are doing at any given moment. This proves that Instagram users are influenced by what other people are doing and makes it a must to follow (Hidayat & Bashori, 2016). According to Halima & Adristiyani (2021), simultaneous significant influence of Uses and Gratification on Instagram addiction at 21.3% suggests that Uses and Gratification could serve as a predictor for Instagram addiction. Therefore, it is understandable that social media creates a push that requires its users to follow certain trends and this create an addiction to the users.

Instagram, as a prominent social media platform, plays a role in fostering social anxiety. Adek mentioned, "There's an algorithm that prioritizes displaying preferred information, including concert tickets." This aligns with Griffin, Ledbetter & Sparks's assertion (2019) that social media usage can impact individual emotions, such as inducing feelings of being threatened. Hana expressed, "I feel afraid of not securing tickets and experience anxiety during ticket wars because of the fear of missing out on getting them." One manifestation of this is the fear of missing out (FoMO), where individuals fear exclusion from trending events (Przybylski, 2013). The excessive use of Instagram contributes significantly to social media-induced anxiety, notably through self-comparisons (Herna, 2020). Hence, it becomes apparent that social media, particularly Instagram, contributes to the development of social anxiety.

Social anxiety motivates individuals to participate in events, regardless of their emotional attachment. Hana's account during the Coldplay event in Indonesia illustrates this, as she attended not out of personal interest but due to a desire to be part of the widely discussed event on social media. Despite initial ticket failure, peer encouragement led her to persist in acquiring tickets, ultimately succeeding for the Singapore concert, aligning with Dodgson's assertion (2018) that individuals experience anxiety when excluded from events. Instagram, as a social media platform, is implicated in fostering negative impacts associated with social anxiety. Social anxiety entails persistent fear in social situations, where individuals anticipate scrutiny and potential humiliation (llma et al., 2020). Ultimately, to avoid missing out on ongoing events, individuals often participate despite lacking genuine interest.

One proof of social anxiety is that someone is willing to spend more money to be part of something that is going viral. Hana stated, "It is not uncommon for individuals to use concert ticket buying services or buy concert tickets from brokers even though the price given is twice the original price." Hana is in fact not a big fan of Coldplay, but she was willing to look for tickets in other countries just to be able to be present in the spectacle. This was due to the influence of the social anxiety she received due to friends posting a lot of materials on the Coldplay concert and encouraging her to participate, through interactions made on social media. This is clear evidence of the existence of social influence on individuals. The related form of social influence is compliance where the influence occurs due to direct encouragement from the surrounding social environment (Hidayat & Bashori, 2016). In essence, the social environment can affect a person regardless of feelings of like or dislike towards an event, to feel not left behind.

CONCLUSION

Social media, especially Instagram, has had a positive impact in facilitating access to information and providing opportunities for users to express themselves. Social media allows

individuals to share daily activities such as participating in social activities and attending live events which then become the main attraction for other users. The COVID-19 pandemic has caused an increase in individuals to carry out activities outside the home. Public interest in live event activities is also growing, especially when entering the new normal era. This shows that social media plays an important role in influencing public attention and interest in activities that involve many people. The development of new media resulted in changes in disseminating and obtaining information. In this case, Instagram is the main means of accessing and sharing the latest information about live events and other social activities.

Social anxiety often arises from the innate human drive to constantly be part of current trends, compelling individuals to attend events without deep emotional engagement. Instagram, functioning as a platform for daily life sharing and disseminating trending information like celebrity arrivals and music concerts, significantly contributes to this phenomenon. This anxiety closely intertwines with FoMO (Fear of Missing Out), evident in individuals willing to spend excessively on viral experiences like attending a Coldplay concert. Active social media users, seeking concert information, may experience social anxiety while browsing their feeds, realizing their exclusion from significant events. Excessive social media use fosters a desire to meet prevailing standards set by trends; failure to meet these standards often triggers social anxiety due to the fear of missing out.

Users need to recognize that social media has the potential to induce social anxiety, particularly through repeated exposure to ongoing discussions about trending events. The theory of uses and gratifications addresses how individuals select media and its resultant impact; users choose specific media for information yet, paradoxically, excessive use of social media often fails to provide satisfaction, instead fostering anxiety when individuals struggle to keep up with prevailing trends. This study further establishes that excessive social media consumption can induce anxiety despite users' initial voluntary engagement with these platforms. Moreover, the impact of social anxiety extends beyond music concert activities to encompass any viral trend of the time. Thus, navigating social media demands both wisdom and awareness of its potential impact.

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