

ABSTRAK

Auliya Elsa Tsaniyah. Perilaku FOMO (*Fear Of Missing Out*) pada Konsumsi Remaja (Studi Netnografi pada Akun Instagram Andrehendarto). Di bawah bimbingan Dr. Anita Kristina, S.E., M.Si.

Penelitian ini bertujuan untuk memaknai perilaku konsumsi remaja yang terdorong oleh FOMO melalui interaksi di akun Instagram tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode netnografi. Teknik pengumpulan data melalui *scrolling*, intervensi, dan wawancara mendalam terhadap remaja pengikut akun. Teknik analisis yang digunakan penelitian ini adalah analisis netnografi. Hasil penelitian menunjukkan sembilan bentuk perilaku FOMO yaitu kecanduan membuka akun, obsesi membandingkan diri, kecemasan emosi, ketergantungan pengakuan sosial, takut kehilangan eksistensi, perilaku selalu ingin membeli, sikap hedonisme, perilaku phubbing, dan kepuasan setelah pembelian. Temuan ini menunjukkan konsumsi tidak semata karena kebutuhan, tetapi juga dorongan membangun citra diri dan status sosial yang dijelaskan dalam teori konsumsi mencolok Veblen, serta dipengaruhi oleh keterbatasan pendapatan yang dijelaskan Keynes dalam teori konsumsi berbasis pendapatan. Penelitian ini memberikan kontribusi dalam memahami pola konsumsi digital remaja di era media sosial.

Kata kunci : FOMO, Konsumsi, Media Sosial, Netnografi, Remaja

ABSTRACT

Auliya Elsa Tsaniyah. FOMO (Fear of Missing Out) Behavior in Teenage Consumption (Netnographic Study on Andrehendarto's Instagram Account). Under the guidance of Dr. Anita Kristina, S.E., M.Si.

This study has an objective to interpret the consumption behavior of teenagers driven by FOMO through interactions on the Instagram account. This study uses a qualitative approach with the netnography method. The data collection technique is through scrolling, intervention, and in-depth interviews with teenagers who follow the account. The analysis technique used in this study is netnography analysis. The results of FOMO behavior, namely addiction, show nine forms of self-comparative obsession, emotional anxiety, dependence on social recognition, fear of losing existence, consumptive behavior, hedonistic attitude, phubbing behavior, and satisfaction after purchasing. These findings indicate that consumption is not only due to needs, but also the drive to build self-image and social status as explained in Veblen's theory of conspicuous consumption and is influenced by income limitations as explained by Keynes in the theory of income-based consumption. This study contributes to understanding the digital consumption patterns of teenagers in the era of social media.

Keywords: FOMO, Consumption, Social Media, Netnography, Teenagers