

## Absrtrak

Evi Barokah. 220531100114. Program Studi Ilmu Komunikasi. Trend *Fear Of Missing Out (Fomo)* Outfit Skena Dan Pengungkapan Diri Pada Generasi Z Di Instagram Post : Studi *Interpretative Phenomenological Analysis (Ipa)*.

Penelitian ini bertujuan untuk memahami pengalaman subjektif Generasi Z dalam memaknai fenomena Fear of Missing Out (FoMO) terhadap tren outfit skena serta bagaimana mereka melakukan pengungkapan diri (*self-disclosure*) melalui unggahan di Instagram. Meningkatnya penggunaan media sosial di kalangan Generasi Z mendorong munculnya berbagai tren digital, termasuk tren outfit skena yang tidak hanya berkaitan dengan gaya berpakaian, tetapi juga menjadi sarana pembentukan dan representasi identitas diri. Dalam konteks ini, FoMO menjadi salah satu faktor yang memengaruhi partisipasi individu dalam mengikuti tren dan menampilkan dirinya di ruang digital. Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi interpretatif (*Interpretative Phenomenological Analysis/IPA*). Data diperoleh melalui wawancara mendalam terhadap lima informan Generasi Z pengguna aktif Instagram yang mengikuti tren outfit skena. Analisis data dilakukan melalui proses coding, kategorisasi, dan interpretasi makna pengalaman informan. Hasil penelitian menunjukkan bahwa *self-disclosure* menjadi motivasi utama dalam mengikuti tren outfit skena, di mana outfit dimanfaatkan sebagai media ekspresi, pencarian jati diri, dan pembentukan citra diri. FoMO mendorong partisipasi individu melalui keinginan untuk tetap relevan dalam lingkungan sosial, menjaga visibilitas di media sosial, serta sebagai proses reflektif yang tetap berada dalam kendali individu. Selain itu, sirkel pertemanan dan validasi sosial melalui respons berupa *like* dan komentar turut memperkuat praktik pengungkapan diri. Pengalaman emosional setelah mengunggah, seperti rasa bangga, senang, lega, dan puas, menunjukkan bahwa aktivitas tersebut berdampak pada aspek sosial dan psikologis. Dengan demikian, pengalaman subjektif Generasi Z merupakan hasil interaksi antara motivasi personal, tekanan sosial, dan budaya digital yang membentuk identitas diri melalui praktik *self-disclosure* di media sosial.

**Kata kunci:** Fear of Missing Out (FoMO), Generasi Z, media sosial, outfit skena, Instagram

## Abstract

Evi Barokah. 220531100114. Communication Science Program. *Fear Of Missing Out (Fomo) Trend, Outfit Scene, And Self-Disclosure Among Generation Z On Instagram Posts: An Interpretative Phenomenological Analysis (IPA) Study.*

*This study aims to explore the subjective experiences of Generation Z in interpreting the phenomenon of Fear of Missing Out (FoMO) toward the outfit skena trend and how they engage in self-disclosure through Instagram posts. The increasing use of social media among Generation Z has encouraged the emergence of various digital trends, including the outfit skena trend, which is not only related to fashion but also serves as a medium for identity construction and self-representation. In this context, FoMO becomes one of the factors influencing individuals to participate in trends and present themselves in digital spaces. This study employed a qualitative approach using Interpretative Phenomenological Analysis (IPA). Data were collected through in-depth interviews with five Generation Z participants who actively use Instagram and follow the outfit skena trend. The data were analyzed through coding, categorization, and interpretation of participants' lived experiences. The findings reveal that self-disclosure is the primary motivation for participating in the outfit skena trend, with fashion serving as a medium for self-expression, identity exploration, and self-image construction. FoMO encourages participation through the desire to remain relevant within social circles, maintain visibility on social media, and engage in reflective self-presentation while remaining under individual control. In addition, peer groups and social validation through likes and comments strengthen self-disclosure practices. Emotional responses after posting, such as pride, happiness, relief, and satisfaction, indicate that this activity affects both social and psychological aspects. Therefore, the subjective experiences of Generation Z are shaped by the interaction between personal motivation, social pressure, and digital culture in constructing identity through self-disclosure on social media.*

**Keywords:** *Fear of Missing Out (FoMO), Generation Z, social media, outfit skena, Instagram*