

ABSTRAK

Perkembangan *social commerce* telah mengubah pola komunikasi pemasaran digital, salah satunya melalui fitur TikTok Live Shopping yang memungkinkan penjual berinteraksi secara langsung dengan konsumen. Dalam praktiknya, berbagai strategi komunikasi pemasaran diterapkan untuk mendorong keputusan pembelian, salah satunya melalui strategi *Fear of Missing Out* (FOMO) Marketing. Strategi ini memanfaatkan rasa takut konsumen terhadap kemungkinan kehilangan kesempatan memperoleh produk atau promosi tertentu melalui berbagai pendekatan, seperti *scarcity*, *urgency*, *social proof*, *exclusivity*, dan *time pressure*. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis strategi FOMO Marketing pada TikTok Live Shopping berdasarkan kelima konsep tersebut.

Penelitian ini menggunakan paradigma interpretatif dengan pendekatan kualitatif dan jenis penelitian deskriptif kualitatif. Informan penelitian ditentukan menggunakan teknik *purposive sampling*, yaitu enam mahasiswi Program Studi Ilmu Komunikasi Universitas Trunojoyo Madura yang aktif menggunakan TikTok, pernah menonton TikTok Live Shopping, serta pernah terpapar strategi FOMO Marketing. Data dikumpulkan melalui wawancara mendalam, observasi nonpartisipan, dan dokumentasi, kemudian dianalisis menggunakan model analisis interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Keabsahan data dilakukan melalui triangulasi teknik dan triangulasi sumber.

Hasil penelitian menunjukkan bahwa strategi FOMO Marketing pada TikTok Live Shopping diterapkan melalui lima strategi utama yang saling melengkapi. Strategi *scarcity* membangun persepsi kelangkaan produk sehingga mendorong konsumen untuk segera mengambil keputusan pembelian. Strategi *urgency* menciptakan dorongan psikologis agar konsumen segera bertindak tanpa menunda keputusan. Strategi *social proof* meningkatkan keyakinan konsumen melalui informasi mengenai tingginya jumlah pembeli, penonton, maupun testimoni pengguna lain. Strategi *exclusivity* memberikan persepsi nilai tambah melalui penawaran yang hanya tersedia selama siaran langsung. Sementara itu, strategi *time pressure* memanfaatkan batas waktu promosi untuk mempercepat proses pengambilan keputusan pembelian. Temuan penelitian menunjukkan bahwa strategi *scarcity* menjadi strategi yang paling dominan dalam membangun dorongan pembelian, sedangkan keempat strategi lainnya berperan sebagai faktor pendukung yang saling memperkuat efektivitas komunikasi pemasaran pada TikTok Live Shopping.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi FOMO Marketing pada TikTok Live Shopping merupakan bentuk strategi komunikasi pemasaran digital yang mengintegrasikan unsur *scarcity*, *urgency*, *social proof*, *exclusivity*, dan *time pressure* untuk membangun persepsi nilai, meningkatkan keyakinan konsumen, serta mempercepat proses pengambilan keputusan pembelian.

Kata Kunci: FOMO Marketing, TikTok Live Shopping, Komunikasi Pemasaran Digital, *Social Commerce*, Strategi Pemasaran.

ABSTRACT

The development of social commerce has transformed digital marketing communication, particularly through the TikTok Live Shopping feature, which enables sellers to interact directly with consumers in real time. In practice, various marketing communication strategies are employed to encourage purchasing decisions, one of which is Fear of Missing Out (FOMO) Marketing. This strategy leverages consumers' fear of missing valuable opportunities by employing several approaches, including scarcity, urgency, social proof, exclusivity, and time pressure. This study aims to describe and analyze the implementation of FOMO Marketing strategies in TikTok Live Shopping based on these five concepts.

This study employed an interpretive paradigm with a qualitative approach and a descriptive qualitative research design. The informants were selected using a purposive sampling technique and consisted of six female students from the Communication Studies Program at Universitas Trunojoyo Madura who actively use TikTok, have watched TikTok Live Shopping sessions, and have been exposed to FOMO Marketing strategies. Data were collected through in-depth interviews, non-participant observation, and documentation. The collected data were analyzed using Miles and Huberman's interactive analysis model, which consists of data reduction, data display, and conclusion drawing and verification. Data credibility was ensured through source triangulation and technique triangulation.

The findings reveal that FOMO Marketing strategies in TikTok Live Shopping are implemented through five interrelated strategies. The scarcity strategy creates a perception of limited product availability, encouraging consumers to make immediate purchasing decisions. The urgency strategy generates psychological pressure that motivates consumers to act without delay. The social proof strategy strengthens consumers' confidence through information regarding the number of buyers, viewers, and customer testimonials. The exclusivity strategy enhances perceived value by offering special promotions available only during live streaming sessions. Meanwhile, the time pressure strategy utilizes limited promotional periods to accelerate consumers' purchasing decisions. The study further indicates that scarcity is the most dominant strategy in stimulating purchase intentions, while the other four strategies function as complementary factors that reinforce the effectiveness of marketing communication in TikTok Live Shopping.

In conclusion, FOMO Marketing in TikTok Live Shopping represents a digital marketing communication strategy that integrates scarcity, urgency, social proof, exclusivity, and time pressure to build perceived value, strengthen consumer confidence, and accelerate purchasing decision-making.

Keywords: *FOMO Marketing, TikTok Live Shopping, Digital Marketing Communication, Social Commerce, Marketing Strategy.*