

## ABSTRAK

Perkembangan media sosial khususnya Instagram telah menciptakan ruang baru bagi beroperasinya mekanisme kekuasaan yang bekerja secara halus dalam membentuk perilaku dan identitas individu tanpa disadari. Fenomena yang terjadi di kalangan mahasiswi FISIB Universitas Trunodjoyo Madura ialah munculnya kecenderungan mengikuti tren fashion yang ditampilkan oleh akun Instagram @outfithijabremaja, sehingga mendorong mahasiswi untuk secara sukarela mengatur penampilannya sendiri agar sesuai dengan standar estetika yang dibentuk oleh konten digital tersebut. Kondisi ini tidak hanya sekadar mengikuti tren, tetapi juga memunculkan fenomena *Fear of Missing Out* (FOMO) fashion, yaitu kecemasan sosial akibat rasa takut tertinggal tren yang sedang populer di media sosial. Alasan peneliti menggunakan perspektif *governmentality* pada penelitian ini ialah karena fenomena FOMO fashion yang terjadi berhubungan erat dengan cara kekuasaan bekerja secara halus melalui media sosial dalam membentuk perilaku, identitas, dan praktik konsumsi mahasiswi secara tidak langsung. Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Penelitian ini berlokasi di lingkungan Fakultas Ilmu Sosial dan Ilmu Budaya (FISIB) Universitas Trunodjoyo Madura. Sumber data penelitian ini diperoleh melalui wawancara mendalam yang dilakukan pada delapan informan mahasiswi dari empat program studi yaitu Sosiologi, Ilmu Komunikasi, Psikologi, dan Sastra Inggris, serta observasi dengan melakukan pengamatan langsung terhadap perilaku fashion mahasiswi di lingkungan kampus. Sedangkan data pendukung penelitian ini diperoleh melalui teknik dokumentasi dan penelusuran konten digital pada akun Instagram @outfithijabremaja. Berdasarkan hasil penelitian yang diperoleh, diketahui bahwa akun @outfithijabremaja beroperasi sebagai instrumen *governmentality* digital yang memproduksi standar penampilan ideal, sehingga mahasiswi secara sukarela mengawasi dan mengatur penampilannya sendiri tanpa paksaan langsung. Selain itu, fenomena FOMO fashion terbentuk melalui paparan konten Instagram yang intensif yang memunculkan dorongan untuk mengikuti tren pakaian seperti *wide leg jeans*, *kemeja wispe*, dan gaya *Denim Core Look* demi memperoleh pengakuan sosial dari lingkungan sebaya. Selanjutnya, meskipun mekanisme *governmentality* bekerja melalui media sosial, mahasiswi FISIB tidak sepenuhnya menjadi subjek yang pasif, melainkan menunjukkan negosiasi identitas dan resistensi selektif terhadap tren berdasarkan kesesuaian dengan nilai, selera pribadi, dan kondisi ekonomi masing-masing.

**Kata Kunci:** *Governmentality*, FOMO Fashion, Instagram, Media Sosial, Mahasiswi, Michel Foucault.

## ABSTRACT

*The development of social media particularly Instagram has created a new arena in which power mechanisms operate subtly to shape individual behavior and identity without conscious awareness. The phenomenon occurring among female students of FISIB Universitas Trunodjoyo Madura is the growing tendency to follow fashion trends displayed by the Instagram account @outfithijabremaja, encouraging students to voluntarily regulate their own appearance in accordance with the aesthetic standards constructed by digital content. This condition is not merely a matter of following trends, but also gives rise to the phenomenon of fashion Fear of Missing Out (FOMO), namely social anxiety stemming from the fear of being left behind by trends that are popular on social media. The reason the researcher employs the governmentality perspective in this study is that the fashion FOMO phenomenon is closely related to how power operates subtly through social media in shaping the behavior, identity, and consumption practices of female students indirectly. This study is a qualitative research with a phenomenological approach. This research is located within the Faculty of Social and Cultural Sciences (FISIB) at Universitas Trunodjoyo Madura. The data sources of this study were obtained through in-depth interviews conducted with eight female student informants from four study programs, namely Sociology, Communication Studies, Psychology, and English Literature, as well as observation through direct observation of students' fashion behavior on campus. Supporting data were obtained through documentation techniques and digital content searches on the Instagram account @outfithijabremaja. Based on the research findings, it is known that the @outfithijabremaja account operates as a digital governmentality instrument that produces an ideal appearance standard, causing female students to voluntarily monitor and regulate their own appearance without direct coercion. Furthermore, the fashion FOMO phenomenon is formed through intensive exposure to Instagram content that generates pressure to follow clothing trends such as wide leg jeans, wispe shirts, and the Denim Core Look style in order to gain social recognition from peers. Subsequently, although the governmentality mechanism operates through social media, female students of FISIB are not entirely passive subjects, but rather demonstrate identity negotiation and selective resistance toward trends based on their personal values, preferences, and economic circumstances.*

**Keywords:** *Governmentality, Fashion FOMO, Instagram, Social Media, Female Students, Michel Foucault.*