

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh iklan fashion di media sosial TikTok dan *Fear of Missing Out* (FOMO) terhadap perilaku *Impulse Buying* pada Generasi Z di Kecamatan Jrengik. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian explanatory research. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada Generasi Z di Kecamatan Jrengik yang aktif menggunakan media sosial TikTok, pernah melihat iklan atau konten fashion di TikTok, serta pernah melakukan pembelian produk fashion secara online. Populasi penelitian adalah Generasi Z di Kecamatan Jrengik yang memenuhi kriteria penelitian. Teknik pengambilan sampel menggunakan non-probability sampling dengan metode purposive sampling. Penentuan jumlah sampel mengacu pada ketentuan Hair et al. berdasarkan jumlah indikator penelitian sehingga diperoleh jumlah sampel sebanyak 140 responden. Analisis data dilakukan menggunakan analisis regresi linier berganda dengan bantuan aplikasi SPSS. Hasil penelitian menunjukkan bahwa iklan fashion di media sosial TikTok berpengaruh positif dan signifikan terhadap perilaku *Impulse Buying*. *Fear of Missing Out* (FOMO) juga berpengaruh positif dan signifikan terhadap perilaku *Impulse Buying*. Selain itu, iklan fashion di media sosial TikTok dan *Fear of Missing Out* (FOMO) secara simultan berpengaruh positif dan signifikan terhadap perilaku *Impulse Buying* pada Generasi Z di Kecamatan Jrengik. Berdasarkan temuan tersebut, pelaku usaha fashion disarankan untuk mengoptimalkan pemanfaatan TikTok sebagai media promosi melalui konten kreatif, influencer marketing, live shopping, serta berbagai strategi pemasaran digital yang menarik untuk meningkatkan ketertarikan konsumen. Di sisi lain, Generasi Z diharapkan lebih bijak dalam menyikapi berbagai iklan dan tren yang berkembang di media sosial dengan mempertimbangkan kebutuhan, manfaat produk, serta kemampuan finansial sebelum melakukan pembelian sehingga dapat mengurangi kecenderungan melakukan perilaku *impulse buying*.

Kata Kunci: Iklan Fashion di Media Sosial TikTok, *Fear of Missing Out* (FOMO), *Impulse Buying*, Generasi Z.

ABSTRACT

This study aims to examine the influence of fashion advertising on TikTok social media and Fear of Missing Out (FOMO) on Impulse Buying behavior among Generation Z in Jrengik District. This study use a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to Generation Z in Jrengik District who actively use TikTok, have been exposed to fashion advertisements or content on TikTok, and have purchased fashion products online. The population of this study consisted of Generation Z in Jrengik District who met the research criteria. The sampling technique used a non-probability sampling with purposive sampling method. The sample size determined based on Hair et al.'s guideline according to the number of research indicators, resulting in a total sample of 140 respondents. Data analyzed using multiple linear regression with the assistance of SPSS software. The results showsd that fashion advertising on TikTok social media have a positive and significant effect on Impulse Buying behavior. Fear of Missing Out (FOMO) also have a positive and significant effect on Impulse Buying behavior. Furthermore, fashion advertising on TikTok social media and Fear of Missing Out (FOMO) simultaneously have a positive and significant effect on Impulse Buying behavior among Generation Z in Jrengik District. Based on these findings, fashion businesses are encouraged to optimize TikTok as a promotional platform through creative content, influencer marketing, live shopping, and other attractive digital marketing strategies to increase consumer interest. In addition, Generation Z is expected to be more prudent in responding to advertisements and trends on social media by considering their needs, product benefits, and financial capability before making purchasing decisions, thereby reducing the tendency to engage in Impulse Buying behavior.

Keywords: Fashion Advertising on TikTok Social Media, Fear of Missing Out (FOMO), Impulse Buying, Generation Z.