

ABSTRAK

Judul : Pengaruh *Fear of Missing Out* (FoMO) Terhadap *Impulsive Buying* Produk Jiniso
(Survey Pada Followers Instagram @Fuji_An)

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Program Studi : Hubungan Masyarakat

Penelitian ini bertujuan untuk mengetahui pengaruh *Fear of Missing Out* (FoMO) terhadap perilaku *impulsive buying* pada produk Jiniso. Menggunakan metode penelitian kuantitatif dengan pendekatan survei dan kuesioner sebagai instrumen penelitiannya. Menggunakan 100 orang yang merupakan *followers* akun Instagram @fuji_an yang akan terlibat dalam penelitian ini dan menjawab pernyataan terkait *Fear of Missing Out* (FoMO) dan perilaku *impulsive buying* berjumlah 20 pernyataan.

Melalui analisis regresi sederhana, peneliti menemukan bahwa *Fear of Missing Out* berpengaruh terhadap perilaku *impulsive buying* sebesar 52,1% sedangkan sisanya 47,9% di pengaruhi variabel lain yang tidak diteliti pada penelitian ini. Mengenai perilaku *impulsive buying* pada produk Jiniso yang dirasakan oleh *followers* dari akun Instagram @fuji_an menyatakan bahwa perilaku *impulsive buying* mereka terhadap produk Jiniso masih bisa meningkat tanpa harus merasa FoMO atau takut akan tertinggal dengan orang lain. Sehingga hubungan dari tingkat FoMO-nya postingan produk Jiniso melalui akun Instagram @fuji_an terhadap perilaku *impulsive buying* *followers* ialah saling memengaruhi satu sama lain, meski tidak terlalu tinggi pengaruhnya namun tetap ada. Jadi, perilaku *impulsive buying* para responden terhadap produk Jiniso masih bisa meningkat tanpa harus merasa FoMO atau takut akan tertinggal dengan orang lain. Hal ini bisa dikarenakan adanya faktor lain yang bisa memengaruhi *followers* @fuji_an melakukan pembelian produk Jiniso, seperti harga dan variatifnya produk dari *brand* tersebut.

Kata kunci:

Fear of Missing Out, *Followers* @fuji_an, Perilaku *Impulsive Buying*, Produk Jiniso

ABSTRACT

Title : *Effect of Fear of Missing Out (FoMO) on Impulsive Buying of Jiniso Products*
(Survey on Instagram Followers @Fuji_An)

Name : Sitti Rahmi

Study Program : *Public Relations*

This study aims to determine the effect of Fear of Missing Out (FoMO) on impulsive buying behavior on Jiniso products, to determine the role of social media influencing impulsive buying behavior on Jiniso products. Using quantitative research methods with a survey and questionnaire approach as research instruments. Using 100 people who are followers of the Instagram account @fuji_an who will be involved in this research and answer statements related to Fear of Missing Out (FoMO) and impulsive buying behavior totaling 20 statements.

Through simple regression analysis, researchers found that Fear of Missing Out had an effect on impulsive buying behavior by 52.1% while the remaining 47.9% was influenced by other variables not examined in this study. Regarding the impulsive buying behavior of Jiniso products felt by followers from the Instagram account @fuji_an, they stated that their impulsive buying behavior towards Jiniso products could still increase without having to feel FoMO or fear that they would be left behind by others. So that the relationship between the FoMO level of posting Jiniso products through the Instagram account @fuji_an and the impulsive buying behavior of followers is that they influence one another, although the influence is not too high, but it is still there. So, respondents' impulsive buying behavior towards Jiniso products can still increase without having to feel FoMO or fear that they will be left behind by others. This could be due to other factors that can influence @fuji_an followers to buy Jiniso products, such as price and the variety of products from that brand.

Keywords:

Fear of Missing Out, Followers @fuji_an, Impulsive Buying Behavior, Jiniso Products