

The Phenomenon Of Fomo Among Generation Z Towards Beauty Products On Instagram: A Study Of Tasya Farasya's Followers

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Abstract. This study aims to analyze the phenomenon of Fear of Missing Out (FOMO) among Generation Z followers of Tasya Farasya's Instagram account. Using a qualitative method with a phenomenological approach, the research was conducted through in-depth interviews with five informants and content observations of Tasya Farasya's Instagram Reels. The findings reveal three main forms of FOMO: as consumptive behavior, as a lifestyle, and as self-comparison. The results indicate that social media not only influences consumer behavior but also serves as a space for identity formation and digital self-expression among Generation Z. Therefore, social media plays a significant role in shaping young people's perceptions and behaviors toward beauty standards and digital trends.

Keywords: Fear of Missing Out, FOMO, Generation Z, Influencer, Instagram, Social Behavior, Tasya Farasya.

INTRODUCTION

In this digital era, social media has become an important part of daily life, especially among university students who are active users of various social media platforms. Digital technology is a form of information technology that prioritizes the use of computers or digital systems in carrying out various activities, rather than relying on human labor (Danuri, 2019). This supports the rapid development of social media, as various activities can now be done more easily and efficiently through digital technology. According to the McGraw Hill Dictionary, social media is a platform used by individuals to interact with each other by creating, sharing, and exchanging information and ideas within virtual networks and communities. Social media also provides various conveniences for its users to share content and can be used to find various types of information quickly and instantly. Social media platforms such as Instagram, X, and TikTok have changed the way people communicate, engage in social interactions, and even influence users' mindsets and lifestyles.

Instagram is one of the most popular social media platforms, with more than one billion active users worldwide. Based on a survey conducted by NapoleonCat.com in July 2024, the number of Instagram users in Indonesia reached 90 million people, equivalent to 31.9% of the total population of Indonesia. Its popularity continues to increase, especially among teenagers and university students, because this platform allows users to share photos and videos, edit images, and interact with other Instagram users through its features such as direct messages, reels, stories, feeds, and others. With these features, Instagram can fulfill users' needs to express themselves, appear well, gain support, and meet the need to give and receive attention from others (Puspitasari, 2016). This, in turn, can influence users' perceptions of beauty standards, success, and the ideal lifestyle.

However, behind Instagram's appeal as a platform for sharing life moments, there is a phenomenon that has become increasingly common, namely the Fear of Missing Out (FOMO). Fear of Missing Out is a phenomenon in which a person feels anxious, worried, and afraid of being left out of news, information, or new trends. This term is often associated with social media users who feel isolated because they cannot participate in events or experiences shared by others, especially those posted on Instagram.

According to McGinnis (2020), FOMO is an unwanted feeling of anxiety that arises from the perception that other people's experiences are more satisfying than one's own. FOMO is usually

experienced as a result of social media exposure. He also defines FOMO as a social pressure that stems from the feeling of being left out of an event or excluded from a positive or memorable collective experience.

In this rapidly advancing technological era, FOMO has become a lifestyle phenomenon because it is strongly related to social media use. Social media is often used by its users to present themselves through communication, collaboration, content sharing, and interaction with other users. However, this can turn into anxiety when they see enjoyable things others are doing on social media but are unable to participate in them. This situation is referred to as Fear of Missing Out, which means having a strong desire to engage in what others are doing in the virtual world (Przybylsky, 2013). Generation Z, or Gen Z, refers to those born between 1996 and 2012. Many of them are now in their teenage years or currently pursuing higher education. According to Jean M. Twenge, Generation Z is the first generation to grow up with smartphones and social media, which has influenced the way they interact and perceive the world. According to RRI.co.id (2024), the term Gen Z comes from the word "Zoomer," as they were born in an era of rapidly evolving technology, giving them the opportunity to keep up with the development of technology and the internet.

The researcher chose Gen Z as the subject to study the phenomenon of FOMO (Fear of Missing Out) because Gen Z, having grown up in the digital era, is highly familiar with technology and actively uses social media—particularly Instagram—in their daily lives. They are also more vulnerable to FOMO compared to previous generations because they are constantly exposed to fast-paced and continuous streams of information through social media. This FOMO phenomenon can influence their consumption decisions, especially in purchasing beauty products promoted by influencers such as Tasya Farasya. In addition, many of them view influencers as primary references, making them more likely to follow trends or buy products reviewed by influencers to avoid feeling left out. Therefore, the selection of Gen Z as the subject of this research is expected to provide deeper insight into how the FOMO phenomenon affects their consumption behavior in the context of beauty product promotion on social media.

Generation Z, as a group that is highly active on social media—particularly Instagram—often experiences the Fear of Missing Out phenomenon. They feel the need to follow trends, have similar experiences to those of their friends or celebrities they see on social media, and portray a perfect self-image online. This can affect their social behavior, both in their personal lives and in real-world social interactions. This phenomenon requires serious attention because, if left unchecked, many individuals will focus more on the virtual world than real life, become obsessed with other people's lives, feel dissatisfied with their own lives, and frequently compare themselves to others (Sumini et al., 2018).

Tasya Farasya is one of the most well-known beauty influencers who has gained significant popularity on social media platforms such as Instagram, TikTok, and YouTube. She first became known to the public through her makeup content uploaded to her Instagram account in 2017. She currently has 7.1 million followers on Instagram, 4.2 million followers on TikTok, and more than

4.2 million subscribers on YouTube. With such a large following, Tasya has become one of the most influential beauty influencers among young people and adults alike. Her popularity has made her a top choice for many major beauty companies to collaborate with as a celebrity endorser, as she is considered effective in reviewing and promoting their products (Shimp, 2003). The strong influence that Tasya Farasya holds over her followers can encourage them to purchase beauty products and even create a sense of Fear of Missing Out (FOMO) among her audience. Therefore, the researcher chose Tasya Farasya's Instagram account as the focus of this study, considering its significant impact on the consumption behavior of her followers.

The FOMO phenomenon also influences individual behavior, where people with a high level of FOMO tend to seek opportunities to be active on social media aggressively (Przybylski et al., 2013). This can interfere with daily activities, as they often check their phones and social media while engaged in other tasks (Przybylski et al., 2013). The FOMO phenomenon is often associated

with an individual's dependence on social media due to prolonged internet usage and lifestyle habits that make them accustomed to constantly checking their phones and social media accounts. This study focuses on Generation Z, who are highly dependent on the internet and social media. Many Gen Z individuals tend to experience FOMO due to exposure to large amounts of content on social media, leading them to purchase products or follow trends they see on Instagram. Therefore, this study is important to understand the Fear of Missing Out phenomenon among Generation Z on Instagram.

A previous study titled "Fenomena Mahasiswa Terhadap Sindrom Fear of Missing Out" conducted by Annisa Pratiwi Rosjayani, Nurul Ilmi Idrus, and Mahmud Tang, showed that university students experience a high level of FOMO related to social media use, particularly Instagram, which serves as the main platform for building personal branding. They feel pressured to meet high social standards in both academic and non-academic fields and to maintain a positive self-image in front of others within their industry or career. The intensity of social media use—especially on TikTok and Instagram—is reflected in the high levels of FOMO, which drive them to constantly follow trends and compare themselves with others. This phenomenon not only increases anxiety and life dissatisfaction but also has the potential to lead to social media addiction. Unlike previous studies, this research focuses on how content uploaded by beauty influencers such as Tasya Farasya can trigger FOMO among their followers on Instagram. This study discusses how FOMO can influence purchasing habits, particularly of beauty products, rather than merely shaping self-image or personal branding. The study also directly examines influencer content on social media and includes interviews with followers who frequently interact with them online.

Another study conducted by Dyan Paramitha Darmayanti, Iqbal Arifin, and Muh. Inayah A. M., titled "FoMO: Kecemasan Digital di Kalangan Pengguna TikTok," showed that the Fear of Missing Out phenomenon has both negative and positive impacts. The negative impacts include individuals feeling "forced" or "pressured" to follow trends and feeling helpless when they ignore them. On the other hand, the positive impact is that FOMO can motivate individuals to work harder to achieve a better life. The main difference between this study and the previous one lies in the focus of the social media platform being analyzed—this study examines the impact of FOMO on Instagram, whereas the previous study focused on TikTok.

A previous study titled "Social Media and the Fear of Missing Out: Scale Development and Assessment" by Abel, J.P., Buff, C.L., and Burr, S.A., explored the measurement of FOMO by developing and validating a FOMO scale. The study used existing scales to measure incompetence, irritability, anxiety, and self-esteem in order to assess the level of FOMO. The results showed significant differences in social media consumption based on an individual's level of FOMO, as well as differences in the types of social media used according to the degree of FOMO experienced.

A prior study by Aisafitri and Yusriyah (2021) discussed the FOMO phenomenon in the context of general social media addiction among millennials in Depok City. However, that study did not specifically address how an influencer's content—particularly in the beauty industry—can trigger FOMO among Generation Z. Therefore, this study aims to fill that gap by focusing on the influence of Instagram content from beauty influencer Tasya Farasya on the emergence of FOMO in her followers' consumptive behavior. This study also applies social comparison theory within the context of social media to strengthen its theoretical relevance to the current digital phenomenon.

Based on the explanation above, this research poses the following problem formulation: "How does the FOMO phenomenon occur among Generation Z Instagram users who follow the beauty influencer Tasya Farasya?" The purpose of this study is to analyze the FOMO phenomenon among Generation Z Instagram users who follow Tasya Farasya's account and to understand the individuals' subjective experiences in dealing with social pressure arising from digital existence and the content presented by influencers. This research is based on two main theories that are interrelated in explaining the phenomenon of FOMO on social media, namely Social Comparison Theory and Self-Determination Theory (SDT). These two theories are used to understand how

individuals, particularly Generation Z, form their perceptions and behaviors when interacting on platforms such as Instagram.

Social Comparison Theory was introduced by Leon Festinger in 1954. Festinger stated that individuals tend to compare themselves with others who are similar to them because, through such comparisons, they can obtain a more accurate assessment of their opinions or abilities. Research by Chou and Edge (2012) also showed that the more frequently a person uses social media, the more likely they are to believe that others live happier and more successful lives, even though this may not reflect reality. This finding reinforces the idea that social media creates a highly fertile environment for negative social comparisons, which in turn trigger anxiety, life dissatisfaction, and impulsive behavior in following trends—such as purchasing products promoted by influencers.

In this study, Social Comparison Theory in the digital media era is used to understand how Generation Z compares themselves with influencers such as Tasya Farasya on Instagram. These comparisons are not only related to lifestyle but also to beauty standards and the use of beauty products, which ultimately trigger FOMO and encourage consumptive behavior. This phenomenon reflects the current condition of digital society, where social media has become the main space for the formation of identity and consumer behavior.

Furthermore, to strengthen the understanding of individual motivation in using social media, this research also employs Self-Determination Theory (SDT), developed by Deci and Ryan (1985). This motivational theory emphasizes that human behavior is driven by three basic psychological needs: autonomy, competence, and relatedness. According to Deci and Ryan (1985), humans naturally have the tendency to grow, develop, and live healthy and meaningful lives when their social environment supports these psychological needs.

In communication studies, this theory is relevant to explain how social media is used as a means to fulfill these needs. Instagram users, especially Generation Z, use the platform to express themselves, showcase achievements, and build or maintain social relationships. However, in doing so, they often experience social pressure and a desire for recognition, which can trigger the occurrence of FOMO. Therefore, SDT is used in this study to understand why individuals remain active on social media and continue following influencer content, even when it sometimes leads to feelings of discomfort or anxiety about being left out of popular trends.

RESEARCH METHOD

This study employs a qualitative descriptive method. According to Mulyana (2008), qualitative research is a scientific approach aimed at uncovering a phenomenon by describing data and facts comprehensively through the use of words, thereby providing an in-depth understanding of the subject being studied. The researcher reports the findings based on field data and analysis, which are then described in detail in the research report.

The approach used in this study is phenomenology, which aims to understand the experiences of Generation Z in dealing with the Fear of Missing Out (FOMO) phenomenon on Instagram. Through in-depth interviews, the researcher seeks to understand Generation Z's experiences and perceptions regarding FOMO caused by exposure to beauty content on Tasya Farasya's Instagram account, how they experience it in their daily lives, and the factors that influence the level of FOMO among Generation Z.

The sample in this study was selected using a purposive sampling technique. According to Sugiyono (2018), purposive sampling is a technique for selecting samples based on specific criteria determined according to the research objectives in order to identify the most relevant participants. Interviews were conducted with five respondents who met the following criteria: belonging to Generation Z, having experienced FOMO, being active Instagram users, following Tasya Farasya's Instagram account, actively engaging through actions such as commenting or sharing posts, and accessing Instagram at least once a day to ensure sufficient exposure to content.

that could potentially trigger FOMO. The characteristics of the informants are presented in the following table.

No.	Name	Gender	Age	Status
1.	Arouf	Male	20 years	Student
2.	Eka	Female	20 years	Student
3.	Hani	Female	22 years	Student
4.	Puspita	Female	22 years	Student
5.	Rafi	Male	23 years	Employee

In addition to interviews, the researcher also conducted direct observations of the content on Tasya Farasya's Instagram account, including posts on the feed, stories, reels, and the comment sections.

The purpose of this observation was to examine and identify the extent to which such content could trigger FOMO among her followers, both visually and through user interactions.

Based on Social Comparison Theory (Festinger, 1954) and Self-Determination Theory (Deci & Ryan, 1985), the research process involved identifying the informants' experiences that demonstrated processes of self-comparison as well as the fulfillment of psychological needs such as relatedness and competence. The data obtained from interviews and observations were then categorized into three main types of FOMO found in this study: FOMO as consumptive behavior, FOMO as a lifestyle, and FOMO as self-comparison.

The analysis process was carried out through several stages: rereading interview transcripts, grouping statements relevant to the theoretical framework, and interpreting the meanings of the informants' experiences within the phenomenological context. Social Comparison Theory was used to understand how informants compared themselves to influencer figures, while Self-Determination Theory was employed to explore the social and psychological motivations behind their engagement on social media.

RESULT AND ANALYSIS

This chapter presents the findings obtained through in-depth interviews with five informants who are active followers of Tasya Farasya on Instagram, as well as the results of observations on Reels content from Tasya Farasya's Instagram account. The analysis aims to understand how FOMO emerges and is experienced by Generation Z in the context of their consumption habits and interactions on social media.

The study involved five informants, consisting of three women and two men aged between 20 and 23 years old. All informants are active Instagram users who follow the beauty influencer Tasya Farasya. They belong to Generation Z, a group known for its strong connection to the digital world and social media. Most informants reported that they began following Tasya because they were interested in beauty-related content, particularly skincare and makeup. Their activities demonstrate high engagement, such as watching Reels, reading product reviews, and participating in viral trends among Tasya's followers.

Based on the results of in-depth interviews and the analysis of Reels content on Tasya Farasya's Instagram account, the phenomenon of Fear of Missing Out (FOMO) among Generation Z followers can be categorized into three main forms: FOMO as consumptive behavior, FOMO as a lifestyle, and FOMO as self-comparison.

1.1 FOMO as Consumptive Behavior

FOMO as consumptive behavior is evident when Tasya Farasya's followers feel compelled to purchase products she reviews or promotes on Instagram, even when these purchases are not based on their actual needs. Some informants expressed that they were drawn to buy the products because they appeared attractive when used by Tasya and became viral after her reviews.

Hani (22 years old) shared,

"If Tasya has reviewed a product and it looks good, I feel like I have to buy it too. Especially when it's already trending on Instagram and TikTok—I'm afraid it'll sell out."

(Interview, October 8, 2025)

This statement reveals an emotional urge to immediately purchase products to avoid missing out on current beauty trends circulating on social media. Similarly, Eka (20 years old) admitted that she once bought a makeup product from Tasya's own brand after seeing it promoted in one of her Instagram Reels,

"I once bought the Mother of Pearl lip product because Tasya used it and it looked so good. It went viral instantly, so I wanted to try it too."

(Interview, October 10, 2025)

The same sentiment was shared by Puspita (22 years old), who stated that she trusted Tasya's recommendations more than other beauty influencers because Tasya seemed more credible and convincing,

"If Tasya says a product is good, I believe her. Usually, once Tasya reviews something, it immediately goes viral and everyone starts buying it."

(Interview, October 10, 2025)

From these statements, it is clear that FOMO arises from the emotional drive to own the products promoted by Tasya. Analysis of her Reels content also reveals a similar pattern: most of Tasya's posts that visually showcase product results receive enthusiastic comments such as "immediately checked out," "added to my wishlist," and "I want to try this." This reflects a strong social comparison effect that triggers consumptive behavior among followers.

The study's findings indicate that visually appealing content can create social effects that encourage followers' purchasing behavior. This phenomenon can be explained through Social Comparison Theory (Festinger, 1954), which posits that individuals evaluate themselves and their decisions based on others whom they perceive as more competent or influential. In this context, Tasya functions as a comparison figure, prompting her followers on Instagram to align themselves with the beauty standards and lifestyle she portrays.

These findings align with Rosjayani et al. (2021), who found that students with high social media usage tend to experience FOMO and are driven to purchase products to conform to the social standards presented by influencers. Similarly, Przybylski et al. (2013) stated that FOMO motivates individuals to keep up with digital trends in order to feel socially connected. Therefore, the consumptive behavior observed among Tasya Farasya's followers demonstrates that social media not only influences product preferences but also serves as a medium for shaping social status in the digital world.

1.2 FOMO as a Lifestyle

In addition to consumptive behavior, FOMO also appears to be part of the informants' digital lifestyle. They do not only follow Tasya to find product recommendations but also to stay "updated" on beauty trends. The informants admitted that following influencers like Tasya gives them a sense of pride because it makes them feel trendy and connected to the social environment that exists on social media. Eka (20 years old) stated,

"I even turned on Tasya's notifications so I wouldn't miss it when she uploads new reels or posts, it makes me feel up-to-date." (Interview, October 10, 2025)

Puspita (22 years old) also admitted that following Tasya gives her a sense of pride because she can

keep up with the latest beauty trends.

"It feels like being part of a circle that knows all the viral makeup trends. So when my friends talk about it, I can join the conversation." (Interview, October 10, 2025)

Meanwhile, Hani (22 years old) added,

"If I don't know the trends being talked about on social media, I feel kind of left out. So I often watch beauty influencer content, including Tasya's, to stay updated." (Interview, October 8, 2025) These three statements show that FOMO does not only appear as a consumptive drive but has also become part of a digital lifestyle related to the social need to remain relevant and acknowledged by others in their environment. Observations of Instagram content also support these statements. In several Reels posts observed, Tasya often uploaded videos with themes such as "this month's viral products," "MUA makeup secrets," or "must-try skincare." Her presentation style is light, accompanied by personal narratives such as "have you guys tried this yet?" or "I'm really loving this product right now." This interactive communication style strengthens the bond between Tasya and her followers, creating a sense of togetherness that makes the audience feel directly involved in beauty trends.

This phenomenon can be linked to Self-Determination Theory (Deci & Ryan, 1985), particularly in the aspects of relatedness and competence. The need to feel connected to the digital social environment and to demonstrate competence in keeping up with trends becomes a key motivational factor in this behavior. Research by Darmayanti et al. (2022) also found that FOMO on social media does not always have a negative impact, as some individuals view it as a way to stay relevant and motivated to keep up with the times. In this context, FOMO becomes part of the digital lifestyle that shapes social identity in the online space. This reinforces the findings of this study that followers of Tasya Farasya are not merely driven by the fear of being left behind but also by the need to be recognized within the digital beauty community.

1.3 FOMO as Self Comparison.

The last category found in this study is FOMO that appears as a form of self-comparison. Most of the informants admitted that they often compare their appearance to Tasya or other social media users who also use the products recommended by her. This comparison often leads to feelings of dissatisfaction with themselves and creates a desire to improve their appearance to match the admired figure.

One of the male informants, Rafi (22 years old), stated,

"I started thinking my skin isn't as good as people's on Instagram. Especially when I see Tasya using that product, the result looks really great." (Interview, October 11, 2025)

Hani (22 years old) also expressed a similar feeling,

"Sometimes I feel insecure, especially when I see Tasya with her flawless skin. And there are so many people buying the same product and posting that the results are great, so I feel like I have to join in." (Interview, October 8, 2025)

Meanwhile, Arouf (20 years old) added,

"I see many people re-review the products Tasya recommends, and most of them get great results that suit them. So sometimes I compare myself, wondering why my skin isn't as smooth as theirs. Because of that insecurity, I end up trying it too, hoping it might work for me." (Interview, October 8, 2025)

The quotes above show a strong upward comparison, where Tasya's followers compare themselves with a figure they perceive as more ideal. This process of social comparison can trigger anxiety and pressure to align themselves with beauty standards shaped by digital media. This finding aligns with social comparison theory, which suggests that individuals tend to evaluate themselves based on others who are perceived to have higher social standing.

This result is also supported by Chou and Edge's (2012) research, which found that the more frequently someone uses social media, the greater the tendency to believe that others live happier and more successful lives. These findings reinforce that the FOMO experienced by Tasya Farasya's followers is a form of negative social comparison triggered by exposure to visual content on Instagram.

The findings indicate that the Fear of Missing Out (FOMO) phenomenon among Generation Z followers of Tasya Farasya results from the interaction between social communication processes and psychological motivation shaped by the digital environment. This phenomenon not only illustrates consumptive behavior but also shows how social media contributes to the formation of identity, lifestyle, and self-perception in the digital era.

Furthermore, the study shows a strong connection between the FOMO phenomenon and both Social Comparison Theory and Self-Determination Theory. Based on Festinger's (1954) Social Comparison Theory, individuals have a natural drive to evaluate themselves by comparing to others they consider relevant. In the context of social media, figures like Tasya Farasya function as "referent others"—comparison figures who become references for defining beauty, lifestyle, and success standards. The findings show that Tasya's followers tend to engage in upward comparison, comparing themselves to figures perceived as more ideal. This can be seen from the statements of Rafi, Hani, and Arouf, who expressed feelings of insecurity after seeing Tasya's and other users' appearances on Instagram. This comparison process drives individuals to imitate Tasya's consumption behavior, such as buying the same products to achieve similar results.

According to Festinger (1954), individuals naturally evaluate themselves by comparing to others they find relevant. In social media contexts, figures like Tasya serve as "referent others"—comparison models that help users define standards of beauty, lifestyle, and success. This explains why FOMO among Tasya's followers is not merely about curiosity but evolves into a social need to align themselves with media-created standards. Thus, Social Comparison Theory explains how visual communication processes on social media create social pressure and encourage consumptive behavior and self-image formation.

In addition to social comparison aspects, the FOMO phenomenon is also explained through Self-Determination Theory (SDT) developed by Deci and Ryan (1985). Based on the interview results, informants demonstrated two main psychological needs: relatedness—the desire to feel connected and accepted by a social group—and competence—the desire to feel capable of following trends and understanding new developments. This can be seen in the statements of Eka and Puspita, who felt proud to follow Tasya's trends and actively watched all her uploads. Such activities provide social satisfaction and a sense of identity as part of the digital beauty community. Therefore, SDT explains that FOMO persists because social media provides a space for users to fulfill these psychological needs. Tasya's followers are not only seeking information but also social validation and self-recognition through digital interaction.

Both theories complement each other in explaining the FOMO phenomenon among Tasya Farasya's followers. Social Comparison Theory explains how social comparison processes occur through visual content and social media interactions, while Self-Determination Theory explains why individuals remain motivated to stay engaged and participate in these digital trends.

In the context of Communication Studies, the FOMO phenomenon can be understood as a form of symbolic communication that reflects the process of self-identity construction through media. Tasya's followers are not merely message recipients but also part of a social system that constructs meaning through visual symbols such as beauty, lifestyle, and digital existence.

Thus, Instagram functions not only as a source of entertainment but also as a space for Generation Z to express identity, follow emerging trends, and demonstrate their presence in the digital world. Moreover, Generation Z does not always receive media messages passively. They possess the ability to interpret, reassess, and negotiate the meaning of every message they encounter based on their own experiences and perspectives.

Andreas et al. (2025) explain that Generation Z tends to be critical toward media and often reinterprets the messages they receive, rather than simply accepting the information as it is. This

shows that FOMO behavior among Tasya Farasya's followers is also influenced by an active interpretation process, in which individuals attempt to align the meaning of media content with their own social conditions and needs.

CONCLUSION

Based on the research conducted on the phenomenon of Fear of Missing Out (FOMO) among Generation Z followers of Tasya Farasya's Instagram account, it can be concluded that FOMO emerges as a result of social interaction within digital media, where social media plays a crucial role in shaping users' perceptions, motivations, and behaviors.

The phenomenon of FOMO among Tasya Farasya's followers can be categorized into three main forms. First, FOMO as a consumptive behavior, characterized by the urge to purchase skincare or makeup products recommended by Tasya, even when not necessarily needed. This impulse arises due to the influence of visually appealing content and the fear of being left behind by current beauty trends.

Second, FOMO as a lifestyle, where following Tasya becomes an integral part of daily digital activity. Followers feel the need to stay connected with Tasya's content to maintain self-existence, keep up with emerging trends, and gain social recognition within their digital environment.

Third, FOMO as self-comparison, where followers tend to compare their appearance and lifestyle with Tasya's or other users who use the same products. This leads to feelings of insecurity and pressure to conform to beauty standards portrayed on social media.

Although this research provides insight into the FOMO phenomenon experienced by Tasya Farasya's followers on Instagram, several limitations should be noted. The study focuses solely on followers of Tasya's Instagram account, so the findings cannot fully represent the broader FOMO experience among Generation Z. Additionally, the limited number of informants and the use of a qualitative descriptive approach leave room for deeper exploration. The study also only analyzed one social media platform, Instagram, while FOMO may manifest differently on other platforms such as TikTok or YouTube.

For future research, it is recommended to expand the scope of study by involving more informants and comparing user behaviors across multiple social media platforms. Subsequent studies may also explore more specific FOMO topics, such as interest in certain beauty products, FOMO experiences among millennials, or differences in FOMO patterns between male and female users. With a broader research scope, future studies are expected to provide deeper insights into the influence of social media on user behavior and identity formation in the digital era.

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