

## ABSTRAK

Cookie Bomb merupakan salah satu produk rilisan Fudgy Bro Indonesia yang viral pada rentang Agustus 2023-September 2023. Konten ulasan mengenai produk Cookie Bomb muncul hampir setiap hari pada bulan tersebut, penjualan produk Cookie Bomb ini naik sebesar 1.500% setelah konten-konten yang beredar di media sosial Tik-Tok viral dan merajalela di FYP (For Your Page) Tik-Tok. Penelitian ini bertujuan untuk memahami fenomena fomsmerisme di media sosial yang menyebabkan bergesernya pola konsumsi masyarakat terhadap produk viral Cookie Bomb. Analisis data pada penelitian ini dilakukan dengan berpedoman terhadap konsep fomsmerisme, *a simple model of consumer behavior*, *a basic model of complex decision making*, teori hierarki kebutuhan Maslow dan logika kerja media sosial. Metode yang digunakan adalah metode kualitatif deskriptif dengan paradigma konstruktivis. Pengumpulan data dilakukan dengan menggunakan teknik observasi, wawancara mendalam dan studi pustaka. Hasil dari penelitian ini mengungkapkan bahwa logika kerja media sosial dan fitur-fiturnya, khususnya Tik-Tok memiliki kekuatan dalam membentuk konektivitas dan popularitas pengguna dan memunculkan rasa takut ketinggalan atau *Fear of missing out* (FoMO). Sebagai respons terhadap kekhawatiran ini, konsumen cenderung mengadopsi gaya konsumsi yang lebih impulsif dan bergantung pada tren sesaat yang berasal dari pemenuhan kebutuhan *self-esteem*. Penelitian ini memunculkan model keputusan pembelian baru yang disebut dengan fomsmerisme yakni pembelian berdasarkan motifi *fear of missing out* dan kekuatan media sosial.

Kata kunci: Fear of missing out (FoMO), Media Sosial Tik-Tok, Model Fomsmerisme, Cookie Bomb Fudgy Bro

## **ABSTRACT**

*Cookie Bomb is one of the viral products released by Fudgy Bro Indonesia in the period from August 2023 to September 2023. Content reviews about the Cookie Bomb product appeared almost every day during that month, and sales of the Cookie Bomb product increased by 1,500% after the content circulated on the TikTok social media platform and became rampant on the FYP (For Your Page) of TikTok. This research aims to understand the phenomenon of fomsumerism on social media that has caused a shift in consumer patterns towards the viral Cookie Bomb product. Data analysis in this research was conducted based on the concept of fomsumerism, a simple model of consumer behavior, a basic model of complex decision making, Maslow's hierarchy of needs theory, and the logic of social media. The method used is descriptive qualitative method with a constructivist paradigm. Data collection was done using observation techniques, in-depth interviews, and literature studies. The results of this study revealed that the workings of social media and its features, especially TikTok, have the power to shape connectivity and popularity among users and evoke the fear of missing out (FoMO). In response to this concern, consumers tend to adopt more impulsive consumption styles and rely on momentary trends originating from the fulfillment of self-esteem needs. This research introduces a new purchasing decision model called fomsumerism, which is purchasing based on the motive of fear of missing out and the power of social media.*

*Keywords: Fear of missing out (FoMO), TikTok Social Media, Fomsumerism Model, Cookie Bomb Fudgy Bro*