AKSIOLOGI : JURNAL PENDIDIKAN DAN ILMU SOSIAL

AXIOLOGY: Journal of Education and Social Sciences Volume: 6, Number 1, 2025 , *Pages* : 144-165

Fear Of Missing Out (FOMO) Consumerism of Teenagers Using the TikTok Platform in Kalabbirang Subdistrict, Takalar Regency

Juliati [1*] , Andi Ima Kesuma [2] , Muh Rizal Suyuti [3]

[1] Juliati, Anthropology Education, Faculty of Social Sciences and Law, Makassar State University; juliatidsngg@gmail.com
[2] Andi Ima Kesuma, Anthropology Education, Faculty of Social Sciences and Law, Makassar State University; andi.ima.kesuma@unm.ac.id
[3] Muh Rizal S, Business Administration, Faculty of Social Sciences and Law, Makassar State University; rizalsuyuti@unm.ac.id

Abstract. *This study discusses how Fear Of Missing Out (FOMO) consumerism occurs in Teenage TikTok users in Kalabbirang Village, Takalar Regency, as a social, psychological, and digital cultural phenomenon that not only reflects the fear of being left behind, but also shapes the consumption behavior and lifestyle of teenagers in Kalabbirang Village. This study aims to identify Fear Of Missing Out (FOMO) and analyze the determinants of Fear of Missing Out (FOMO) in the consumerism behavior of teenagers using the TikTok platform in Kalabbirang Village, Takalar Regency. To achieve this goal, this study was carried out using a descriptive qualitative method with a phenomenological approach. Data collection was carried out through observation, interviews, and documentation, with informants who are active teenagers using TikTok in Kalabbirang Village with an age range of 15-19 years, as well as several parents of informants as additional data. The results of the study show that (1) Fear Of Missing Out (FOMO) consumerism of adolescent TikTok users in Kalabbirang Village is a social, psychological, and digital cultural phenomenon that shapes adolescent consumption behavior and lifestyle that appears in the form of fear of being left behind by trends, anxiety about not following recommendations from influencers and friends, and the urge to own viral goods, which are then manifested through impulsive purchases, increased spending, and dependence on product recommendation content, ultimately forming a consumptive lifestyle to show self-existence and social connectedness (2) Fear Of Missing Out (FOMO) consumerism of adolescent TikTok users in Kalabbirang Village is formed from internal factors in the form of searching for identity, self-confidence, and the need for social recognition, as well as external factors such as the influence of influencers, peer pressure, TikTok Shop features, and the socio-economic environment.*

DOI: https://doi.org/ 10.47134/aksiologi.v6i1.427
*Correspondence: Juliati
Email: juliatidsngg@gmail.com

Received: 26-02-2025
Accepted: 28-02-2025
Published: 30-02-2025

Copyright: © 2021 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (http://creativecommons.org/licenses/by/4.0/).

Keywords: Fear of Missing Out (FOMO); Consumerism; Teenagers; TikTok

Abstract. *This study discusses how Fear Of Missing Out (FOMO) consumerism occurs in Teenage TikTok users in Kalabbirang Village, Takalar Regency, as a social, psychological, and digital cultural phenomenon that not only reflects the fear of being left behind, but also shapes the consumption behavior and lifestyle of teenagers in Kalabbirang Village. This study aims to identify Fear of Missing Out (FOMO) and analyze the determinants of Fear of Missing Out (FOMO) in the consumerism behavior of teenagers using the TikTok platform in Kalabbirang Village, Takalar Regency. To achieve this goal, this study was carried out using a descriptive qualitative method with a phenomenological approach. Data collection was carried out through observation, interviews, and documentation, with informants who are active teenagers using TikTok in Kalabbirang Village with an age range of 15-19 years, as well as several parents of informants as additional data. The results of the study show that (1) Fear of Missing Out (FOMO) consumerism of adolescent TikTok users in Kalabbirang Village is a social, psychological, and digital cultural phenomenon that shapes adolescent consumption behavior and lifestyle that appears in the form of fear of being left behind by trends, anxiety about not following recommendations from influencers and friends, and the urge to own viral goods, which is then manifested through impulsive purchases, increased spending, and*

dependence on product recommendation content, ultimately forming a consumptive lifestyle to show self-existence and social connectedness (2) Fear of Missing Out (FOMO) consumerism of adolescent TikTok users in Kalabbirang Village is formed from internal factors in the form of seeking for identity, self-confidence, and the need for social recognition, as well as external factors such as the influence of influencers, peer pressure, TikTok Shop features, and the socio-economic environment.

Keywords: *Fear Of Missing Out (FOMO); Consumerism; Teenagers; TikTok*

Introduction

The ever-evolving technology and digitalization provide various conveniences for people in all their activities. Smartphones *and* social media are among these tools for exchanging information among users. Several indicators of social media are identified, including ease of use, trust, participation, openness, conversation, community, and interconnectedness (Hidayanti et al., 2022) . In 2022, Indonesia's internet users reached 210 million, making it one of the countries with the highest number of internet users in the world (Majid et al., 2024) .

One of the social media TikTok is currently one of the most popular social media platforms in the world, with over 1.5 billion active users, 800 million of whom are from Asia (Ningsih et al., 2024) . TikTok has become popular in Indonesia since the *COVID-19 pandemic* and continues to grow. Indonesia ranked second in the world for TikTok users in 2023 after the United States, with 109.9 million users. This confirms that TikTok has become part of digital culture in Indonesia, influencing the way people express themselves and interact (Majid et al., 2024) .

The TikTok platform has become a platform for self-expression for its users, a source of inspiration, creativity, and entertainment (Majid et al., 2024) . TikTok is a social media platform that displays a variety of entertainment content in the form of short videos that can be edited with various effects, music, and various other features and easily shared with others. TikTok is not only a means of entertainment, but also a platform for economic activity to promote various products, from fashion, cosmetics, to food, by influencers (often called TikTokers) and idol artists. TikTok can even be a source of income for its users if they are innovative and creative in creating content (Majid et al., 2024) .

One of the features in TikTok is TikTok Shop. TikTok is a social commerce (a combination of social media and shopping activities) that allows users to buy and sell products directly in the same application (Ningsih et al., 2024) . TikTok Shop collaborates with the Tokopedia marketplace. Product promotion activities can be carried out through the TikTok Live feature and uploading interesting content to make buyers tempted to buy products (Aini et al., 2024) . Users will usually be interested and curious about a product after seeing the content, and often they even immediately buy it to satisfy their curiosity and desire to try the product (Ubaedilah et al., 2023) . The large number of TikTok users and the content that continues to appear all the time turns out to present many challenges both in the social and psychological realms that affect interactions on TikTok which can indirectly cause addiction and have a negative impact on the daily lives of its users

(Darmayanti et al., 2023) . Users will feel the need to continuously access TikTok with high intensity which creates a sense of satisfaction for them. (Darmayanti et al., 2023) .

TikTok's algorithm, features, and short-term content make users want to spend time on TikTok, and if not, it can lead to anxiety. This is called digital anxiety (the habit of using technology and social media). One form of digital anxiety is *Fear of Missing Out* (FOMO). FOMO and TikTok are closely related, characterized by FOMO causing feelings of fear or anxiety about missing out on various information, and TikTok becoming a medium for conveying information that causes addiction for its users (Darmayanti et al., 2023) .

In a study conducted by JWT Intelligence (2011), it was stated that *Fear Of Missing Out* (FOMO) is a condition where a feeling of fear and anxiety arises to miss out on a precious moment experienced by others, causing worry if missing it (A.Rina Syahrina, 2021) . FOMO is anxiety about oneself when seeing others having interesting experiences and the desire to always be connected with other individuals (Darmayanti et al., 2023) . According to *self-determination theory (SDT), FOMO on social media is a situational condition when psychological needs for self* (self) and *relatedness (the need to be connected with others)* are not met . In this study, through Herbert Marcuse's consumerism theory, specifically the concept of pseudo-needs. Marcuse explains that in a capitalist society, individuals are conditioned to feel the need for items that should not be really needed in their lives, where this is created by the media to maintain consumption patterns. In this context, TikTok and TikTok Shop function as media that produce and reproduce these pseudo-needs.

FOMO occurs not only in social media usage but also in shopping, especially online. One feature on TikTok is TikTok Shop. Continuous use of TikTok and promotional content influence its users' consumer behavior (Hidayanti et al., 2022) . Consumer behavior is a tendency to excessively purchase items without a plan, resulting in mindless shopping for items that symbolize privilege. Consumer behavior has several aspects, including impulsive buying, wastefulness, and unreasonable purchases (Hidayati & Handayani, 2022) .

The ease of communication, shopping, and wide-open networks make it difficult to resist the urge to buy something, especially when the product becomes a trend and goes viral, used by famous people or so-called influencers (Aini et al., 2024) . When this happens, it becomes difficult to distinguish between needs and wants, resulting in abnormal consumer behavior patterns that will lead to consumptive behavior and a feeling of addiction to continuously buying beyond desire (Aini et al., 2024) .

In 2022, more than 70% of the total consumers who made online transactions in Indonesia were from the age range under 35 years, including teenagers (Majid et al., 2024) . Teenagers, who are one of the demographic groups that actively use social media, have a strong tendency to shop online. The current lifestyle of teenagers is influenced by digital trends and developments, coupled with the ease of shopping that is relatively effective and efficient, making online shopping an inseparable part for teenagers (Rohmah et al., 2024) . A lifestyle that is only oriented towards pleasure, satisfaction, and pleasure in consuming goods excessively makes teenagers often influenced by lifestyle trends that are

currently viral and popular, plus the use of social media TikTok and the existence of FOMO, make teenagers influenced by consumptive behavior that becomes a habit that is difficult to change (Rohmah et al., 2024) .

Kalabbirang Village, located in Pattallassang District, is the center of economic and social activity in Takalar Regency. This area is characterized by a heterogeneous and dynamic community, especially among its youth, who tend to adapt easily to technology. Consequently, consumer behavior fueled by *the Fear of Missing Out* is highly visible in this area. With the variety of engaging content published on the TikTok platform, teenagers tend to compare themselves to others, which can increase feelings of self-dissatisfaction and trigger a need to follow current trends.

Based on the description, this study aims to identify *Fear Of Missing Out* (FOMO) in the consumerism behavior of adolescent TikTok platform users in Kalabbirang Village, Takalar Regency, and analyze how the determinant factors of *Fear Of Missing Out* (FOMO) in the consumerism behavior of adolescent TikTok platform users in Kalabbirang Village, Takalar Regency.

Method

In this study, the researcher used a descriptive qualitative research method with a phenomenological approach. Qualitative research is a study conducted directly in real life (natural) with the aim of understanding what events are happening, why they occur, and how they occur (Adlini et al., 2022) . This type of descriptive research aims to describe a particular situation, symptom, or condition in a particular group or to determine the distribution of a particular symptom and the relationship that occurs between one symptom and another in society (Koentjaraningrat, 1994) . As an approach, this study uses a phenomenological approach. According to Cresswell (1998), phenomenology is an approach used to seek general understanding and meaning by individuals based on their life experiences. The main goal of phenomenology is to study how the experienced phenomena are valuable and acceptable (Perwira et al., 2019) .

This study uses a descriptive qualitative research method with the aim of analyzing and describing in a narrative-descriptive manner how *Fear Of Missing Out* (FOMO) and its determinants influence the consumerist behavior of adolescent TikTok users in Kalabbirang Village, Takalar Regency. Furthermore, this study also uses a phenomenological approach to seek understanding and meaning, as well as to analyze more deeply how *Fear Of Missing Out* (FOMO) and adolescent consumerism become a phenomenon that emerges among adolescents in Kalabbirang Village, Takalar Regency.

This research was conducted in Kalabbirang Village, a sub-district in Pattallassang, Takalar Regency, South Sulawesi Province. This location is one of the villages located in the capital of Takalar Regency and serves as a center of community activity in the regency. The researchers chose this location because the area is experiencing rapid growth in social media use, particularly TikTok, among teenagers. Furthermore, the researchers also wanted to understand how *the Fear of Missing Out* (FOMO) phenomenon affects the

consumer behavior of teenagers using the TikTok platform in an area that still has semi-urban characteristics.

This study uses primary data obtained through observations, interviews, and documentation between the researcher and informants. Secondary data can be obtained through books, scientific papers, research journals, papers, newspapers, the internet, and other sources related to the research (Sawitri & Rahman, 2023) . Data collection techniques in this study were carried out in three stages: observation, interviews, and documentation. Observations were conducted in a participatory manner in Kalabbirang Village to observe behavior, social interactions, TikTok usage related to *Fear Of Missing Out* (FOMO) and adolescent consumerism behavior. Then, the interview method was used as a supporting method after conducting observations, which aims to gather more in-depth information regarding human life in society, experiences, views, and perspectives related to the phenomenon being studied (Koentjaraningrat, 1994) . Interviews were conducted with active TikTok users aged 15-19 years, as well as their parents as additional data. Then, the final data collection using documentation complemented the two previous data collection techniques. Documentation data is obtained from archival documents, books, reports, letters, pictures or photos, as well as videos and other documents obtained by researchers from events or incidents during the data collection process and are relevant to the phenomena being studied (Ardiansyah et al., 2023) .

Data analysis in this study consisted of three simultaneous activities. After data were obtained through in-depth interviews and observations, the data were then analyzed in a coherent manner to obtain preliminary assumptions, which were used as a basis for subsequent data collection. These were then continuously confirmed with informants through triangulation. The data analysis technique used in this study adapted data analysis techniques from Miles & Huberman (1992), which consist of data reduction, data presentation, and conclusion drawing.

Results and Discussion

Research result

1. *Fear of Missing Out* (FOMO)

Hodkinson & Poropat (2014) argue that *Fear of Missing Out* (FOMO) is a feeling of being left out and missing out on moments experienced by others. The Oxford Dictionary defines anxiety related to exciting events as the fear of missing out. *Fear of Missing Out* (FOMO) itself is a syndrome experienced by modern society, which is obsessed with staying connected to social media.

Wortham (2011) also argues that *Fear of Missing Out* may be a source of negative feelings/depression because it can weaken an individual's feelings regarding the best decisions in their life. This means that when someone has made a decision in their life, which is then due to external influences (from social media because of seeing content or other people's daily lives) makes them doubt the choice they have made, whether it is correct and acceptable to others or not. So when the individual feels that they are different

or have nothing in common with most people on social media, they will think that the decision they made was wrong. This causes them, whether they want to or not, to have to follow what is normal on social media, because if they don't, they will feel afraid and anxious about being left behind and missing the same moments as others. In other words, it triggers a desire to participate in oneself because a feeling of being left behind arises for the individual if they don't participate in the same activities (A. Rina Syahrina, 2021) .

Fear of Missing Out , or FOMO for short, can be defined as a pervasive form of anxiety that arises when others have more valuable experiences than oneself, triggering a drive to constantly connect with others. FOMO is described as a form of psychological construct that is closely linked to excessive social media use (Sianipar & Kaloeti, 2019) . This is also explained in previous research by Triani and Ramdhani (2017), who stated that FOMO tends to increase in individuals when their need to connect with others on social media increases (Triani, 2017) . This tendency to compare oneself to what others have connected to them on social media leads to increased frequency and engagement, leading to social anxiety (Sianipar & Kaloeti, 2019).

This will cause individuals to feel dissatisfied with their own behavior or lives, resulting in a behavior that doesn't want to be left behind, which we call FOMO (Muharam et al., 2023) . This is not without reason. Technological developments with the advancement of social media have further strengthened the FOMO phenomenon in society, where they think that the lives they have and share on social media are far better, more interesting, and more valuable than their own lives (Bekman, 2022).

In reality, an individual will do various things to fulfill his psychological needs to seek pleasure for himself, which is because life today is very integrated with the development of technology and social media, so one way that individuals do to fulfill their psychological needs is by following the latest trends that are viral on social media so that they can always be connected with other people.

2. TikTok Social Commerce

As technology advances, social media users are also increasing. This is inextricably linked to the rise in daily needs, which are much easier to access through social media due to its greater efficiency. The digital era, coupled with technological advancements, has given rise to various types of social media platforms accessible to various segments of society, one of which is the TikTok app (Cibro & Simbolon, 2023) .

TikTok is a social media application released in September 2016 by the Chinese company, ByteDance. TikTok has become a very popular social media in Indonesia, especially since the Covid-19 pandemic (Majid et al., 2024) . TikTok contains content that includes various types of short videos for exchanging information, daily activities, creativity, education or even promotional activities packaged into music videos with a maximum duration of 10 (ten) minutes. Various interesting features offered by TikTok have succeeded in attracting the general public to use it. The TikTok platform is designed as a place for inspiration, creativity, and entertainment for its users (Majid et al., 2024) . Users can use various features ranging from video filters, video effects, *sticker filters* , adding music, live features , *beautify* filters , and so on (Aresti et al., 2023) . In a survey

conducted by Business of App in 2021, TikTok's monthly active users (MAU) reached 1.4 billion across various age groups. This shows that TikTok's popularity as a social media has touched various aspects of people's lives.

As a result of technological developments in the economic sector, buying and selling activities have shifted online. The term e-commerce has emerged, referring to online commerce. This has also given rise to various marketplace applications that consumers can use for shopping, such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. As an application currently widely used by the public, in April 2021, TikTok launched a new feature, TikTok Shop. This feature is a form of *social commerce platform* that connects buyers, sellers, and content creators in one social media app. This feature makes it easy for consumers to shop *live in real time* through content uploaded by *creators.* (Aliah Viona1, Evi Susanti2, Syafira Hanifa3, Tri Ibnu Ridho4, 2023) .

The emergence of TikTok Shop has become an effective alternative for product promotion. TikTok's reach across a wide range of users worldwide makes it a convenient advertising opportunity. TikTok is a social platform with the ability to capture the attention of its users. Because of this, TikTok Shop has become an effective *social commerce platform* for selling products. Using TikTok Shop as a promotional medium helps increase branding and sales turnover, positively impacting sellers (Novina Veronica et al., 2024) .

TikTok's popularity among people from various circles has made TikTok Shop one of its features, which is also widely favored. The buying and selling process on TikTok Shop has several advantages, including allowing the shopping process to take place within the same platform without having to switch e-commerce applications. TikTok's large number of users creates a wider market reach and can build relationships with consumers (Aliah Viona1, Evi Susanti2, Syafira Hanifa3, Tri Ibnu Ridho4, 2023) .

3. Teen Consumerism

Consumerism is the belief that an individual or group consumes goods excessively, unconsciously, and continuously, creating a pattern of endless consumption. Shopping becomes a social and competitive activity, both for oneself and with others, a symbol of status, prestige, and image for modern people who want to appear *up-to-date* and experience a sense of satisfaction when purchasing desired items (Indrawati, 2023) .

Consumerism emerged in the 1990s with the development of a consumer society, where this ideology defines life based on what is consumed, not what is produced. Commodity consumption provides social identity, and without it, individuals feel incomplete. Consumer culture is considered crucial in shaping identity through lifestyle. Prestige is a major factor in consumption patterns, making consumerism an inseparable part of life (Indrawati, 2023) .

Wasteful and excessive consumption behavior, prioritizing desires over needs and not prioritizing needs is called consumerism, where this consumerism is often associated with a luxurious lifestyle (Gultom, 2018) . One of the underlying factors behind changes in consumption by society is the acceleration of technology. Society, especially modern society, tends to accept these changes directly, thus accelerating the birth of a consumerist culture that influences lifestyles within a group (Tedy Wiraseptya & Melisa Suardi, 2019) **.**

Consumerism does not discriminate by age, gender, or social status, but currently, teenagers are the most affected by consumerism. This is because teenagers often try new things and tend to be wasteful in shopping. Teenagers themselves are individuals who have experienced puberty or whose reproductive hormones have started functioning (Sarmigi, 2023) . In terms of age, according to the World Health Organization (2014), teenagers are individuals between the ages of 10 and 19 years. According to the Ministry of Health through the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014, teenagers are individuals aged 10 to 18 years. Teenagers are one of the demographic groups that are most adaptable to technological developments, so they are more likely to adopt online shopping activities (Rohmah et al., 2024).

In 2022, more than 70% of all online consumers in Indonesia were under 35, including teenagers (Majid et al., 2024) . They tend to spend money on things like food, fashion, and travel to gain social recognition on social media. This technological modernization has certainly influenced their mindset, which tends to be exploratory towards various things. The availability of easily accessible information, products, and services shapes consumption tendencies in teenagers, which, if carried out continuously, will eventually give rise to a culture of consumerism (Majid et al., 2024) .

One of the most prominent changes in adolescents is physical changes. They will transform and enhance themselves by purchasing items such as clothing, beauty products, or other items they believe will make them attractive and feel fulfilled. This attitude leads adolescents to excessive possessions and a tendency towards consumerism, which over time can develop into unhealthy behavior. Furthermore, peer influence contributes to adolescents' consumerism, as they strive to consistently present themselves in the best light possible compared to their peers (Sarmigi, 2023) .

Lifestyle itself can be defined as an individual's life model expressed through interests, activities, and opinions (Khansa & Putri, 2022) . Mowen & Minor (2002) state that lifestyle is a way for someone to allocate time and spend their money (Mowen, JC, & Minor, 2002) . According to Kotler & Keller (2009), lifestyle is an individual's attitude as a result of their interactions and reactions to the world (Kotler, P., & Keller, 2009) .

Outward appearance has become an important icon in lifestyle, shifting the meaning of the objects used. Public figures, celebrities, and politicians often manipulate lifestyles to achieve their dreams, creating a "culture of spectacle" in modern society, where everyone wants to be seen and noticed. In modern society, appearance has become a determinant of social standing. Therefore, people have begun to pay attention to appearance, with a thriving beauty industry for both men and women. Fashion trends that were once only seen among celebrities can now be seen in various settings, such as workplaces, social events, and shopping malls, where malls have become the center of lifestyle seeding (Silaban et al., 2024) .

As the district capital, Pattallassang District serves as the center of economic activity and the center of Takalar Regency's community. One of the sub-districts within Pattallassang District is Kalabbirang Village, which serves as the heart of Pattallassang District and Takalar Regency, serving as the center of government, education, and the

economy. Its residents, especially teenagers, tend to be more technologically savvy than those in more remote areas, as information is readily accessible. This, in turn, influences the lifestyles and consumption behavior of teenagers in Kalabbirang Village. Globalization has provided ample opportunities for accessing desired goods due to the open market.

Urban youth, such as those in Kalabbirang Village, have become a focus of research due to their heterogeneous and dynamic characteristics, influenced by globalization, technology, and modern trends, making them a hub for diverse social, economic, and cultural activities. Therefore, it is undeniable that consumerist behavior exists among adolescents in Kalabbirang Village, Pattallassang District, Takalar Regency (Yulis et al., 2024) .

Discussion

1. Forms of FOMO experienced by teenagers in Kalabbirang Village
   a. The fear of being left behind on TikTok trends

   Based on interviews with several teenage TikTok users in Kalabbirang Village, a fear of missing out on viral trends emerged. This feeling arose when informants accessed TikTok daily and saw other users or friends following certain trends, whether it be viral products, entertainment content, challenges , or *lifestyles* . Afraid left behind trend TikTok is Wrong One form real from *Fear of Missing Out* (FOMO) experienced teenagers in Kalabbirang Village . FOMO in context This No only related with desire For follow entertainment only , but also related with need social For still recognized And accepted in group friendship .

   Adolescents, as an age group in the process of discovering their identity, tend to be highly sensitive to social judgment. When TikTok trends become a major topic of conversation in their social circles, not engaging with them can lead to anxiety, fear of being left out, and feelings of irrelevance . This drives adolescents to constantly monitor trends to stay *up-to-date.*

   Phenomenon This can understood as form adaptation culture to digital culture . TikTok No only functioning as a medium of entertainment , but also becoming room social place norms , symbols , and trend new produced And reproduced . Teenagers who follow trend considered as an individual who is " *updated"*, modern, and relevant , while those who don't follow trend potential experience marginalization symbolic in group social interaction . Fear This show how social media functioning as an arena for formation norm social new .

   Feeling Afraid left behind trend TikTok on teenager Ward Kalabbirang appear as response to pressure social in environment socializing peers . Teenagers feel need follow trend to stay considered relevant , modern, and No left behind by his friends . Fear This realized through behavior like often open application TikTok , pay attention viral content , as well as try adapt self with a growing trend . This also shows that FOMO works as mechanism social ties teenager on digital culture , as well as influence pattern behavior And method they interpret existence self in space social .

This phenomenon also shows that FOMO is not only individual but also influenced by the social and cultural context in which adolescents find themselves. TikTok serves as an arena for social meaning-making, where trends become symbols of connectedness and social existence.

b. Anxiety when not following recommendations from Influencers and friends

The anxiety of not following recommendations from influencers and peers is a form of FOMO, born from the interaction between digital media influence and social dynamics within peer groups. Influencers play a role in shaping digital trends, shaping adolescents' preferences, tastes, and consumption standards, while peers reinforce social norms in their daily lives by recommending them to other friends.

From an anthropological perspective, this phenomenon can be understood as the internalization of consumption norms formed through social relations. Influencer recommendations provide symbolic legitimacy to a product or trend. Influencers (content creators) can be understood as cultural agents with symbolic power in producing meaning for a product or lifestyle. Influencer recommendations are often interpreted as guarantees of quality and social legitimacy. When adolescents do not follow these recommendations, anxiety arises about missing out on experiences considered important or missing out on opportunities to be part of emerging trends. Influencers or content creators play a significant role in shaping adolescent consumption patterns. Their recommendations not only impact purchasing decisions but also shape a sense of social security.

In several interviews with informants, recommendations from friends also exerted additional pressure. As a result, adolescents who did not follow these recommendations risked feeling socially isolated, even though there were no formal sanctions imposed. Anxiety about not following recommendations from influencers and peers emerged as a social experience experienced by teenagers in Kalabbirang Village in their daily lives. Teenagers interpret these recommendations as indicators of social connectedness and fit into their social environment.

Not following influencer and friend recommendations creates feelings of anxiety, fear of being different, and worry about losing one's position in a social group. This phenomenon demonstrates that FOMO (Focus on Social Media) stems not only from digital media but also from deep-rooted social relationships between individuals. Therefore, this anxiety is a form of FOMO that plays a role in shaping the consumerist behavior of teenage TikTok users in Kalabbirang Village.

c. The feeling of having to have something that is going viral

Viral items are not solely defined by their utility, but also by the social significance attached to them. Owning these items signifies a person's adherence to trends and belonging to a particular social group. Viral items are understood as symbols of popular culture that represent status, connectedness, and social identity. Teenagers who lack viral items may feel left out or different from their peers. This feeling then

fuels a strong desire to own these items, even though they may not always align with their actual needs.

Furthermore, influencer content on TikTok reinforces the appeal of products through persuasive narratives, reviews, and testimonials. This content repeatedly creates the illusion of need, blurring the line between wants and needs. Teenagers consume goods not solely out of necessity, but also because of the social meaning they attach to them. This contributes to shaping adolescent consumption patterns, which tend to be impulsive and trend-driven.

Teenagers experience a fear of missing out on TikTok trends, prompting them to constantly monitor viral content to remain relevant within their environment. Furthermore, the anxiety that arises when they don't follow the recommendations of influencers and peers becomes a source of social legitimacy and a determinant of consumption standards in adolescent digital culture. FOMO is also evident in the feeling of having to own viral items, where ownership is no longer interpreted based on its function, but rather as a symbol of social connectedness and self-identity for adolescents. These three forms of FOMO demonstrate that TikTok plays a significant role in shaping social pressures among adolescents, thus shaping how they interpret trends, social relationships, and consumption patterns in their daily lives.

2. FOMO Manifestations by Teenagers in Kalabbirang Village

Of the forms of FOMO described previously, the FOMO experienced by teenagers is then manifested in concrete actions, namely consumption patterns. The social and symbolic pressures formed in interactions on TikTok encourage teenagers to implement these behaviors through shopping activities, particularly on TikTok Shop, which directly connects content to the products offered. Because of this, teenagers in Kalabbirang Village, Takalar Regency, tend to make purchases after seeing these products.

The urge to make purchases, especially on TikTok Shop, is a direct manifestation of FOMO experienced by teenagers in Kalabbirang Village. Teenagers in Kalabbirang Village shop without rationally considering their needs. They do so driven by anxiety about being left behind and social pressures in their environment. Furthermore, TikTok Shop, which is directly connected to existing content, accelerates the decision-making process for purchases.

The increasing frequency of purchases of goods and products has also manifested itself in increased spending by teenagers in Kalabbirang Village, Takalar Regency. There has been a change in the financial patterns of teenagers in Kalabbirang as a result of shopping activities on TikTok. FOMO drives teenagers in Kalabbirang to make repeat purchases. This increase in spending is a result of social pressure, trends, and the ease of shopping on TikTok Shop, which accelerates difficult-to-control consumption patterns, resulting in a gradual increase in spending. From this symbolic consumption, goods not only have utility value but also social value to maintain self-image, staying connected and in line with the social environment. Therefore, FOMO

forms a recurring consumption pattern, and spending becomes a means of responding to the anxiety experienced.

The increase in spending on shopping among teenagers is also closely related to their daily consumption patterns. The frequency with which teenagers watch product recommendation content on TikTok not only encourages impulsive purchases, but also leads teenagers in Kalabbirang Village to view and consume more information, constantly seeking out other recommended content to compare products before making a purchase.

FOMO manifests not only in purchasing behavior but also in content consumption patterns, particularly on TikTok. Addiction to product recommendations and reviews creates a self-perpetuating cycle of FOMO: watching, feeling left out, then being compelled to buy, then buying, and finally returning to seeking recommended content.

Teenagers in Kalabbirang Village have shown a tendency to continuously watch reviews, product recommendations, and similar content, not just to purchase products, but simply to watch (addiction). This phenomenon can be understood as a form of digital habitus, a pattern of habits formed through continuous interaction with social media.

3. FOMO has become a consumerist lifestyle for teenagers in Kalabbirang Village.

From the direct manifestations experienced by teenagers in the previous discussion, this has evolved into a lifestyle that shapes how teenagers think, behave, and act in their daily lives. FOMO has become part of the social habitus of teenagers in digital culture.

FOMO, as a consumerist lifestyle, is a process of adapting the values of digital consumption culture into the daily lives of teenagers. Continuous daily exposure to content, influencer recommendations, and the normalization of consumer behavior create a new structure of meaning, where consumption becomes a normal activity, even considered a social necessity, blurring the lines between needs and wants.

The interview results indicate that consumption has become a structured habit in the daily lives of adolescents. This phenomenon reflects a consumer habitus, a social pattern formed through repeated interactions in digital spaces. TikTok is not only a platform for producing trends but also places consumption at the heart of adolescents' social lives. FOMO (Focus on Mood) shapes a lifestyle that normalizes consumption, becoming a lifestyle adopted in the social lives, self-identity, and digital culture of adolescent TikTok users in Kalabbirang Village, Takalar Regency.

This phenomenon demonstrates that consumption has shifted from an economic function to a symbolic and social one. Goods are no longer understood as tools to fulfill needs, but rather as symbols of identity, social status, and connectedness to groups. In this context, the boundaries between needs and wants are increasingly blurred. Desires are shaped by trends as social necessities, and FOMO then functions as a cultural mechanism that maintains the sustainability of a consumerist lifestyle.

This phenomenon can be understood through Herbert Marcuse's theory of consumerism, particularly the concept of pseudo-needs. Marcuse explains that in

capitalist society, individuals are conditioned to crave items that are not truly necessary in their lives. This is created by the media to maintain consumption patterns. In this context, TikTok and the TikTok Shop function as media that produce and reproduce these pseudo-needs.

Teenagers in Kalabbirang Village, Takalar Regency, experience FOMO when they feel the need to own a viral item to keep up with their social circle. This "must-buy" feeling doesn't necessarily stem from a real need, but rather from external forces such as influencer content, TikTok recommendations, and social pressure from peers. This aligns with Marcuse's theory that individuals in modern society tend to accept system-defined needs without questioning their importance.

In a one-dimensional society , Marcuse stated that individuals lose their ability to think critically within the systems that regulate their desires and behavior. In the context of FOMO, teenagers become passive subjects following digital trends. Many shopping activities on TikTok Shop are carried out impulsively without deep thought, so consumption becomes a normalized behavior and is considered normal in everyday life.

A consumerist lifestyle shaped by FOMO (Focus on Personal Illness), where ownership of viral goods becomes a symbol of connectedness within a social group. Thus, consumption is not merely a means of fulfilling material needs, but also a symbol of social recognition and existence. This aligns with Marcuse's argument that consumption in modern society often serves to maintain social stability through false or temporary satisfaction. Teenagers in Kalabbirang are trapped in a repetitive cycle of consumption, where needs, desires, and identities are shaped by media and market systems (in this study, TikTok and TikTok Shop). FOMO is not only a psychological experience but also a social mechanism that normalizes consumerism in the lives of adolescent TikTok users in Kalabbirang Village, Takalar Regency.

4. Determining Factors of FOMO Consumerism in Adolescents in Kalabbirang
   a. Internal Factors
      1). Search for Identity and Self-Confidence

      Adolescents in the psychosocial development phase are generally characterized by a search for identity, a need for recognition, and the formation of a self-image within their social environment. Adolescents, who are still unstable and dynamic, are highly susceptible to various judgments, both internal and external.

      In this context, TikTok serves as a digital social space used by teenagers in Kalabbirang Village to build self-image, represent themselves and their identities, and gain social recognition. The validation they receive from engaging with trends or viral content serves as an indicator of self-worth for teenagers.

      The process of searching for identity encourages adolescents to use consumption as a space for self-expression. Goods, clothing styles, viral products, and trending content are interpreted as symbols of identity. Owning certain items becomes a way to demonstrate who they are and their social standing. Furthermore, one informant stated that owning viral items fosters self-confidence. This suggests

that the identity and self-confidence of adolescents in Kalabbirang Village, Takalar Regency, are shaped through symbolic consumption practices, where ownership of goods is no longer material but rather socially and culturally meaningful. Goods, trends, and digital lifestyles become symbols of identity used to establish social position.

In this context, consumption habits are no longer functional, but rather symbolic and psychological needs. FOMO serves as an internal mechanism that encourages adolescents to continuously follow trends as part of the process of identity formation among adolescents in Kalabbirang Village, Takalar Regency.

Based on observations made by researchers, teenagers who actively follow TikTok trends tend to have relatively high self-confidence in their daily lives. This is reflected in the way they present themselves and their clothing style, which is considered more up-to-date than other teenagers around them. Teenagers' self-confidence increases when they successfully adapt to popular trends, and usually decreases if they are unable to keep up with these developments. This certainly indicates that teenagers are still in the process of discovering themselves and are not yet fully stable. Therefore, they always strive to adjust their appearance to meet the standards of those around them.

2). Social Recognition

Adolescence, a transitional period toward adulthood, is characterized not only by the search for self-identity but also by the need for social recognition. Social recognition is associated with affiliation, belonging, and self-esteem. Adolescents in Kalabbirang Village require external validation to gain attention from their social circle, enabling them to develop self-image and self-confidence. This recognition is often linked to clothing styles, ownership, and following trends. TikTok provides a public space for adolescents to showcase their identities and gain social validation. This validation establishes a new standard of social recognition for adolescents in Kalabbirang Village, Takalar Regency.

In the context of FOMO, social recognition plays a role as a driving factor that not only arises from the fear of missing out on trends, but also from the fear of losing social recognition, acceptance, and validation, thus encouraging teenagers in Kalabbirang Village to engage in trends or consumption as a form of maintaining social recognition.

b. External Factors

1) Influencers and Viral Content

On TikTok, influencers and viral content play a role in shaping trends and tastes, which in turn shape evolving consumption patterns among teenagers. Influencers serve as reference figures with authority in determining what's considered popular or worth following, while viral content creates a sense of urgency, requiring immediate engagement to avoid being left behind due to its ephemeral nature. This also triggers FOMO and encourages teenagers to consume as a social adaptation.

Based on several interviews conducted by researchers, teenage TikTok users in Kalabbirang Village, Takalar Regency, generally trust influencers as the standard for trends and lifestyle. They believe that when influencers do something, such as wearing an item, they perceive it as worthy and good enough to copy and purchase. They don't necessarily believe it; they see it through review stories, product unboxings, and persuasive calls from the influencers.

Influencers influence teens' consumption preferences and decisions through their recommendations, thus generating legitimacy or social recognition, which teens seek. When they follow influencer recommendations, they feel empowered, thereby gaining recognition from both their peers and their community.

Viral content typically appears continuously on TikTok's homepage (also known as the "fyp") and often only lasts a short time (due to time constraints). Virality creates the perception that it's something you should immediately follow before it's too late. This is what drives teenagers in Kalabbirang Village to experience FOMO (Focus on Buying) immediately, regardless of whether they need it or not, simply because they don't want to miss out on something viral.

Viral and sought-after items encourage teenagers in Kalabbirang Village to purchase them, especially since the products are worn by well-known influencers, further fueling their desire to participate. This fosters consumer behavior among teenagers, driven by the constant exposure to new trends, new products, and certain lifestyle standards. FOMO emerges as a response to this external pressure, which then manifests itself in consumption among teenagers in Kalabbirang Village, Takalar Regency.

2) Peer Group

During adolescence, peer groups are the primary environment for teenagers in Kalabbirang Village to develop their identity and gain social recognition. Acceptance within this group determines a teenager's sense of self-confidence and sense of belonging.

In the context of TikTok, peer groups exist not only in face-to-face interactions but also through interactions on TikTok. Conversations about trends, viral products, and product recommendations are part of the daily conversations and communication among teenagers in Kalabbirang Village. The goods, viral products, and TikTok trends discussed daily within the group are not merely objects of consumption, but symbols within the group. Ownership of certain items signifies that the teenager is part of the group, and to maintain this, consumption becomes a means of adaptation. This then forms FOMO, which drives consumerist behavior among teenagers using the TikTok platform in Kalabbirang Village, Takalar Regency.

Several informants revealed that, compared to influencers, peers contribute significantly more to their consumption. This suggests that peer groups serve as consumption standards for adolescents in Kalabbirang Village. Adolescents tend to align their choices with their peer group's preferences while remaining in line.

When adolescents don't follow the trends of their peer group, anxiety arises, which then forms FOMO.

3) TikTok Shop Features

Besides being a social media platform used by teenagers to interact and connect with others, TikTok also has the TikTok Shop feature, a buying and selling feature for TikTok users that integrates directly with existing entertainment content. This creates a faster, easier, and more efficient shopping process.

TikTok Shop combines content viewing and shopping into one, making consumption part of the social media experience. Ease of access, additional profitable features, and engaging storytelling make it imperative for teens to purchase immediately to avoid missing out.

When product content is featured, it typically includes a link or yellow basket for the product being described. This yellow basket or link contains the products being offered. So, when teenagers in Kalabbirang Village consume the content, they see the products being offered. If they're interested, they can click the link or yellow basket, which will automatically redirect them to the TikTok Shop feature, and the shopping process begins.

The ease of shopping, coupled with various features offered in TikTok Shop, such as flash sales, discounts, live shopping, and "viral product" or "number one bestseller" labels, trigger a psychological urge among teenagers in Kalabbirang Village to make immediate purchases. Time constraints and product popularity directly exacerbate feelings of FOMO among teenagers in Kalabbirang Village.

The TikTok Shop feature plays a direct role in triggering shopping impulses and a fear of missing out among teenagers in Kalabbirang Village, Takalar Regency. These features utilize a quick decision-making mechanism, which tends to make decisions without careful consideration, especially for teenagers, who are generally still developing self-control.

4) Social and Economic Environment of Youth in Kalabbirang

In social settings, possessions serve as a status symbol. Meanwhile, economic factors influence adolescents' consumption behavior. This demonstrates that the social environment serves as a social comparison platform. Teenagers in Kalabbirang Village evaluate themselves based on what others possess. Therefore, they form a frame of reference for interpreting TikTok trends and their consumption activities. Teenagers in social settings with high consumption intensity tend to be more susceptible to FOMO due to social pressure to conform.

From an economic perspective, the availability of pocket money and family financial management significantly determine the intensity of adolescent consumption behavior in Kalabbirang Village. Adolescents with more flexible economic access tend to make more frequent purchases, while those with limited financial resources experience an internal conflict between the desire to follow

trends and their financial capabilities. Although they still make purchases, they do so at a relatively low frequency.

The social and economic environment is one of the external factors shaping FOMO in adolescent consumerism in Kalabbirang Village, Takalar Regency. The environment shapes the values, norms, and boundaries that shape adolescent purchasing decisions, while economic conditions shape how adolescents respond to FOMO.

Based on the research results, FOMO among adolescents in Kalabbirang Village is not formed by a single factor. Internal and external factors reinforce each other in shaping adolescent consumerism patterns in Kalabbirang Village. These two factors form a FOMO cycle. The internal factor, where adolescents are in the developmental phase and searching for self-identity, makes them feel the need to be recognized and not left behind. While external factors serve as social standards and references for adolescents in assessing themselves, providing spaces and facilities that allow adolescents to express themselves and normalize consumptive behavior. As a result, adolescents in Kalabbirang not only experience FOMO emotionally but also demonstrate it through concrete actions such as following trends and shopping at TikTok Shop.

Conclusion

Fear Of Missing Out (FOMO) Consumerism of Teenagers Using the TikTok Platform in Kalabbirang Village, Takalar Regency is a social, psychological, and digital cultural phenomenon that not only reflects the fear of being left behind, but also shapes the consumption behavior and lifestyle of teenagers in Kalabbirang Village. FOMO in teenagers in Kalabbirang Village appears in several forms, namely the fear of being left behind on TikTok trends, anxiety when not following the recommendations of influencers and friends, and the feeling of having to have items that are currently viral. These three forms of FOMO are then manifested into several real actions, including through impulsive purchases, increased spending in teenagers, and dependence on product recommendation content. From this, FOMO finally develops into a consumptive lifestyle among teenagers in Kalabbirang Village, Takalar Regency, which is not only interpreted as fulfilling functional needs but also a symbolic need to show self-existence and social connectedness in groups and their environment.

Fear Of Missing Out (FOMO) Consumerism of Teenagers Using the TikTok Platform in Kalabbirang Village, Takalar Regency is formed by several interrelated determinants, both internal and external factors. Internal factors that shape FOMO Consumerism of teenagers in Kalabbirang Village include the search for identity and self-confidence in teenagers, as well as the need for social recognition that encourages teenagers to adapt to their social environment. While external factors include the contribution of influencers and viral content, pressure from groups or peers, TikTok features that facilitate and encourage purchases, and the social and economic environment of teenagers. Both factors together

shape the mindset and consumption behavior of teenagers in Kalabbirang Village. Internal factors due to the desire for acceptance and recognition encourage teenagers to follow consumption trends as a form of self-identity, while external factors create social and psychological pressure that strengthens the feeling of fear of being left behind and encourages teenagers to engage in consumptive behavior .

Bibliography

A. Rina Syahrina. (2021). *The Influence of Self-Esteem on Fear of Missing Out (FOO) in Adolescent Instagram Social Media Users in Makassar City.* Bosowa University.

Adlini, MN, Dinda, AH, Yulinda, S., Chotimah, O., & Merliyana, SJ (2022). Qualitative Research Methods of Literature Study. *Edumaspul: Journal of Education* , *6* (1), 974–980.

Aini, NF, Safitri, D., & Sujarwo. (2024). Gen Z Consumptive Behavior in the Presence of the Tiktok Shop. *JICN: Jurnal Intelek Dan Cendikiawan Nusantara* , *1* , 878–888.

Aliah Viona [1], Evi Susanti [2], Syafira Hanifa [3], Tri Ibnu Ridho [4], FAN (2023). Analysis of the Effect of Using Tiktok Shop on Increasing Sales Turnover of MSMEs in Pekanbaru. *Tambusai Education Journal* , *7* , 31021–31029.

Ardiansyah, Risnita, & Jailani, MS (2023). Data Collection Techniques and Instruments for Educational Scientific Research Using Qualitative and Quantitative Approaches. *IHSAN Journal : Journal of Islamic Education* , *1* (2), 1–9.

Aresti, NG, Lukmantoro, T., & Ulfa, NS (2023). The Influence of Fear of Missing Out (FoMO) and Parental Supervision on TikTok Addiction in Adolescents. *Journal of Online Interaction* , *11* (3), 272–284.

Cibro, RAD, & Simbolon, H. (2023). The Relationship Between Fear of Missing Out (FOMO) and Conformity in Adolescent TikTok Social Media Users. *Journal of Social Science Research* , *3* (1), 5420–5435.

Darmayanti, DP, Arifin, I., & Inayah, M. (2023). FOMO: Digital Anxiety Among TikTok Users. *Jurnal Ilmiah Ilmu-Ilmu Sosial* , *6* , 198–215.

Gultom, AF (2018). One-Dimensional Society. *Waskita: Journal of Value Education and Character Development* , *Vol 2* (1).

Hidayanti, N., Futuchatul Hidayah, S., Al-Hakim, I., & Khairum Nisa, F. (2022). The Influence of TikTok Shop as an Online Shopping Media on Teenagers' Consumptive Behavior. *Mosaic of Communication* , *3* (2), 36–43.

Hidayati, RA, & Handayani, A. (2022). Empowering Housewives to Improve Family Welfare in Gresik Regency (Approach to Aisyiyah Mothers in Gresik Regency). *Your Dedication : Journal of Community Service* , *4* (1), 43.

Indrawati, N. (2023). The Use of Cyber Media and the Reamaj Consumerist Lifestyle in Tebaban Saung Hamlet, Suralaga District. *Al-Ittisholi: Journal of Islamic Communication* , *2(2)* , 105–121.

Khansa, SD, & Putri, KYS (2022). The Influence of TikTok Social Media on Teenagers' Lifestyles. *Expressions and Perceptions : Journal of Communication Science , 5* (1), 133–141.

Koentjaraningrat. (1994). *METHODS OF COMMUNITY RESEARCH Third Edition* (PT Gramedia Pustaka Utama (ed.); Third Edition).

Kotler, P., & Keller, K.L. (2009). *Marketing Management* . Erlangga.

Majid, MKA, Sa, N., & Rahmawati, L. (2024). *Phenomena and Online Shopping Behavior Through TikTok Shop in Generation Z: An Islamic Consumption Perspective . 10* (02), 1796–1806.

Mowen, JC, & Minor, M. (2002). *Consumer Behavior* . Erlangga.

Muharam, GM, Sulistiya, D., Sari, N., Fahmy, Z., & Zikrinawati, K. (2023). Experimental Student Experiences The Effect of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers). *Sunan Doe Journal , 1* (8), 2985–3877.

Ningsih, H., Jubaedah, I., Nurfadilah, AH, Wardana, AA, & Kustina, L. (2024). *Factors Influencing Purchase Interest (A Study of TikTok Shop Users in Bekasi Regency) Introduction . 02* (01), 10–20.

Novina Veronica, Yuliana, & Weny. (2024). Analysis of the Influence of E-WOM on Students' Purchasing Decisions from the TikTok Shop Application. *Journal of Trends Economics and Accounting Research , 4* (2), 463–468.

Perwira, BY, Mayasari, & Hariyanto, F. (2019). Construction of Female Smokers: A Phenomenological Study of the Construction of Female Smokers in Karawang. *Jurnal Politikom Indonesiana , 4 (1)* , 167–176.

Rohmah, FT, Silviahana, F., Titasyfa, A., Ibrahim, Z., & Hidayat, W. (2024). Online Shopping on Teenagers: The Influence of Lifestyle and Consumptive Behavior on Online Shopping on Teenagers. *Jiic: Jurnal Intelek Insan Cendikia , 1* (4), 1199–1210.

Sarmigi, E. (2023). The Influence of Online Shop Marketing Strategies on the Consumer Behavior of Adolescents in Koto Majidin Di Air Village. *Jurnal Ekonomi Sakti (Jes) , 12* (3), 281.

Sawitri, M., & Rahman, A. (2023). Islamic Perspectives on the Accini'Allo baji' Tradition: Determining Good Days in the Makassar Tribe (Case Study in the Barugaya Neighborhood, Rajaya Village, South Polombangkeng District, Takalar Regency). *Jurnal Socia Logica , 2* (2), 1–8.

Sianipar, NA, & Kaloeti, DVS (2019). The Relationship Between Self-Regulation and Fear of Missing Out (FoMO) in First-Year Students of the Faculty of Psychology, Diponegoro University. *Jurnal EMPATI , 8* (1), 136–143.

Silaban, BBH, Sianturi, B., & Nainggolan, DM (2024). *Theology and Popular Culture : Modern Lifestyle (Consumerism) . 4* , 15872–15885.

Tedy Wiraseptya, & Melisa Suardi. (2019). The Influence of Consumerist Culture on Urban Society. *UPI YPTK Scientific Magazine* , *26* (1), 1–6.

Triani, CI (2017). *The Relationship between Need for Relatedness and Fear of Missing Out with Self-Esteem as a Moderator Variable* . *104* (2015), 3500–3505.

Ubaedilah, N., Puji Isyanto, & Asep Darojatul Romli. (2023). Analysis of Factors Influencing Impulsive Purchasing Decisions among TikTok Shop Users. *Journal of Trends Economics and Accounting Research* , *4* (1), 46–56.

Yulis, DN, Ridwan, M., & Ahmad, S. (2024). *Analysis of Online Shopping Consumerism Culture in Society* . *6* (3), 146–152.