

ABSTRAK

Nadia Putri Nur Hidayah. 2026. Fenomena *Fear of Missing Out* (FOMO) dalam Perilaku Ekonomi Mahasiswa Universitas PGRI Madiun yang Tertarik Tren Belanja Online dan Promo Marketplace. Skripsi. Program Studi Pendidikan Ekonomi, FKIP, Universitas PGRI Madiun. Pembimbing : (I) Drs. Wikanso, M.Pd. Pembimbing (II) Yahya Reka Wirawan, S.Pd., M.Pd.

Fenomena *Fear of Missing Out* (FOMO) menjadi salah satu dampak perkembangan teknologi digital yang memengaruhi perilaku ekonomi mahasiswa, khususnya dalam aktivitas belanja *online* dan pemanfaatan promo *marketplace*. Penelitian ini bertujuan untuk menganalisis fenomena FOMO dalam perilaku ekonomi mahasiswa Universitas PGRI Madiun yang tertarik tren belanja *online* dan promo *marketplace*. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara dan dokumentasi. Keabsahan data diuji menggunakan triangulasi sumber, triangulasi teknik, dan triangulasi waktu. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa mahasiswa memaknai FOMO sebagai perasaan takut tertinggal tren, informasi, maupun kesempatan memperoleh produk dan promo yang sedang populer. FOMO memengaruhi perilaku ekonomi mahasiswa dalam pengambilan keputusan pembelian yang sering kali didorong oleh keinginan mengikuti tren dan memanfaatkan promo yang tersedia. Faktor yang mendorong pembelian antara lain *flash sale*, diskon, *cashback*, gratis ongkir, pengaruh media sosial, serta rekomendasi teman dan influencer. Meskipun demikian, sebagian mahasiswa tetap berupaya mengendalikan perilaku konsumsi dengan mempertimbangkan kondisi keuangan dan memprioritaskan kebutuhan dibandingkan keinginan. Hasil penelitian ini menunjukkan bahwa fenomena FOMO memiliki pengaruh terhadap perilaku ekonomi mahasiswa dalam aktivitas belanja *online* dan pemanfaatan promo *marketplace*.

Kata kunci: FOMO, perilaku ekonomi, tren belanja online, promo marketplace.

ABSTRACT

Nadia Putri Nur Hidayah. 2026. The Phenomenon of Fear of Missing Out (FOMO) in the Economic Behavior of Universitas PGRI Madiun Students Interested in Online Shopping Trends and Marketplace Promotions. Thesis. Economic Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors: (I) Drs. Wikanso, M.Pd. (II) Yahya Reka Wirawan, S.Pd., M.Pd.

Keywords: FOMO, economic behavior, trend online shopping, marketplace prom

The phenomenon of Fear of Missing Out (FOMO) has become one of the impacts of digital technology development that influences students' economic behavior, particularly in online shopping activities and the utilization of marketplace promotions. This study aims to analyze the FOMO (Fear of Missing Out) phenomenon in the economic behavior of Universitas PGRI Madiun students who are interested in online shopping trends and marketplace promotions. This research employs a qualitative approach with a descriptive research type. Data collection techniques were conducted through interviews and documentation. Data validity was tested using source triangulation, technique triangulation, and time triangulation. Data analysis was performed through data reduction, data presentation, and conclusion drawing. The results show that students perceive FOMO as a fear of being left behind by trends, information, or opportunities to obtain popular products and promotions. FOMO (Fear of Missing Out) influences students' economic behavior in purchasing decision-making, which is often driven by the desire to follow trends and take advantage of available promotions. Factors encouraging purchases include flash sales, discounts, cashback, free shipping, social media influence, as well as recommendations from friends and influencers. Nevertheless, some students still strive to control their consumption behavior by considering financial conditions and prioritizing needs over wants. The findings of this study indicate that the FOMO (Fear of Missing Out) phenomenon significantly impacts students' economic behavior in online shopping activities and the utilization of marketplace promotions.