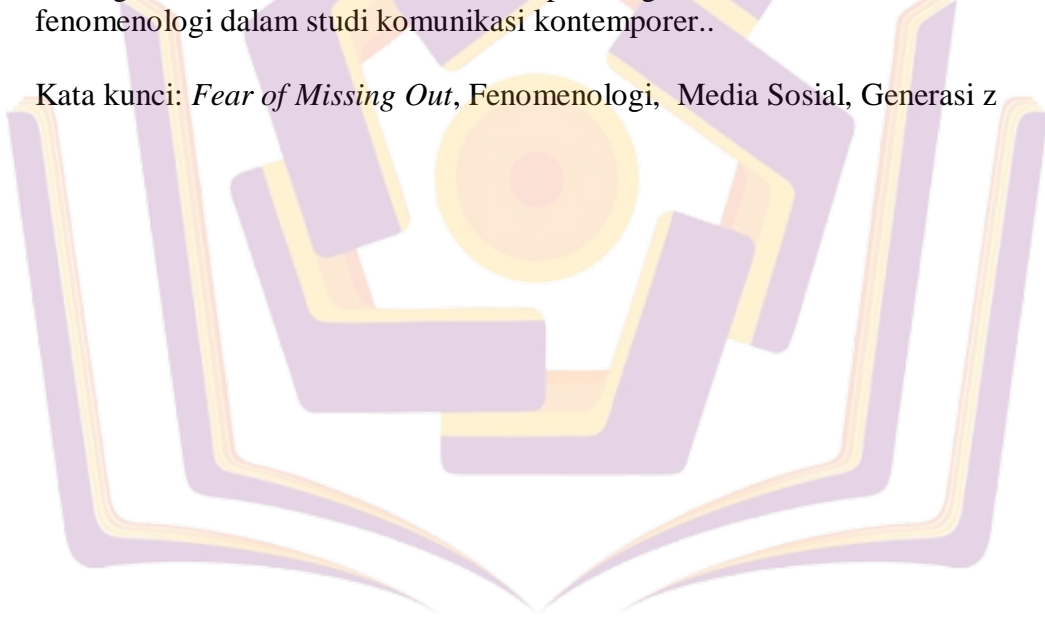


ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi pemaknaan dan motif perilaku komunikasi dalam fenomena *Fear of Missing Out* (FOMO) pada Generasi Z, dengan menggunakan teori fenomenologi Alfred Schutz. FOMO merujuk pada kekhawatiran dan ketidaknyamanan yang dirasakan individu akibat merasa ketinggalan informasi atau pengalaman yang dianggap penting oleh orang lain. Menggunakan pendekatan fenomenologi, penelitian ini menyelidiki bagaimana Generasi Z mengalami dan memaknai FOMO dalam konteks komunikasi digital, serta motif di balik perilaku komunikasi mereka yang terpengaruh oleh fenomena ini. Teori fenomenologi Schutz memberikan kerangka kerja untuk memahami pengalaman subjektif dan makna sosial yang terkait dengan FOMO, serta bagaimana individu mengatur dan menanggapi pengalaman tersebut dalam interaksi sosial. Hasil penelitian diharapkan dapat memberikan wawasan mendalam tentang dinamika komunikasi dan psikologi Generasi Z serta kontribusi fenomenologi dalam studi komunikasi kontemporer..

Kata kunci: *Fear of Missing Out*, Fenomenologi, Media Sosial, Generasi z



ABSTRACT

This research aims to explore the meaning and motives of communication behavior in the Fear of Missing Out (FOMO) phenomenon in Generation Z, using Alfred Schutz's phenomenological theory. FOMO refers to the worry and discomfort that individuals feel as a result of feeling like they are missing out on information or experiences that other people consider important. Using a phenomenological approach, this research investigates how Generation Z experiences and interprets FOMO in the context of digital communication, as well as the motives behind their communication behavior which is influenced by this phenomenon. Schutz's phenomenological theory provides a framework for understanding the subjective experiences and social meanings associated with FOMO, as well as how individuals regulate and respond to these experiences in social interactions. It is hoped that the research results will provide in-depth insight into the communication dynamics and psychology of Generation Z as well as the contribution of phenomenology to contemporary communication studies.

Keywords: Fear of Missing Out, Phenomenology, Social Media, Generation z