

FoMO living behavior in Islamic perspective: Case study of JKT48 fans

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Abstract

Fear of Missing Out (FoMO) living behavior and JKT48 fan behavior are examined in this study. The research examines how FoMO living affects JKT48 members' financial choices and how Islamic principles affect their financial management. Qualitative phenomenological research is used. Interviews with JKT48 fans, the study subjects, are used to acquire data about Islamic FoMO living habits. Purposive sampling identified informants, and interviews, observations, and documentation gathered data. Data reduction, presentation, and conclusions were performed on the gathered data. The results indicated that 7 out of 10 informants did not display FoMO behavior, but 50% of female informants did. Around half of the informants, mainly women, were impacted by JKT48 fan group social interactions. This research found that most informants did not match theoretical FoMO indications. Impulsive decision-making, social pressure, and a need to remain connected are FoMO signs. Islam emphasizes moderation and self-control to prevent excessive conduct in FoMO life. Thus, informants who can control FoMO-related impulsivity are Islamic.

Public interest statements

Most informants in this study needed to meet the theoretical research's FoMO indicators. Social desires, needing to be connected, and impulsive decision-making are FoMO symptoms. Islam promotes modesty and self-control to avoid FoMO excess. Informed parties that avoid FoMO-related impulsivity follow Islamic values.

Keywords: *FoMO Living; Islamic Perspective; Cosumer Behavior; self-Control; Economic Actions; JKT48 Fans;*

Paper type: Case study

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Received 6/10/2024
Revised: 7/3/2024
Accepted: 7/22/2024
Online First 7/31/2024



SERAMBI: Jurnal Ekonomi
Manajemen dan Bisnis Islam,
Vol 6, No. 2, 2024, 113-126
eISSN 2685-9904



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Abstrak

Perilaku hidup *FoMO* (*Fear of Missing Out*) Islami dan perilaku penggemar JKT48 dikaji dalam penelitian ini. Penelitian ini meneliti bagaimana kehidupan *FoMO* mempengaruhi pilihan keuangan anggota JKT48 dan bagaimana prinsip-prinsip Islam mempengaruhi manajemen keuangan mereka. Penelitian fenomenologi kualitatif digunakan. Wawancara dengan para penggemar JKT48, yang merupakan subjek penelitian, digunakan untuk memperoleh data tentang kebiasaan hidup *FoMO* yang Islami. Pengambilan sampel purposif mengidentifikasi informan, dan wawancara, observasi, dan dokumentasi mengumpulkan data. Reduksi data, penyajian, dan kesimpulan dilakukan terhadap data yang terkumpul. Hasil penelitian menunjukkan bahwa 7 dari 10 informan tidak menunjukkan perilaku *FoMO*, tetapi 50% informan perempuan menunjukkan perilaku *FoMO*. Sekitar setengah dari informan, terutama perempuan, terpengaruh oleh interaksi sosial kelompok penggemar JKT48. Penelitian ini menemukan bahwa sebagian besar informan tidak sesuai dengan indikasi *FoMO* secara teoritis. Pengambilan keputusan yang impulsif, tekanan sosial, dan kebutuhan untuk tetap terhubung adalah tanda-tanda *FoMO*. Islam menekankan moderasi dan pengendalian diri untuk mencegah perilaku berlebihan dalam kehidupan *FoMO*. Dengan demikian, informan yang dapat mengendalikan impulsif terkait *FoMO* adalah orang Islam.

Pernyataan kepentingan publik

Tujuh dari 10 informan tidak menunjukkan perilaku *FoMO*, sedangkan 50% perempuan menunjukkan perilaku *FoMO*. Interaksi sosial komunitas penggemar JKT48 mempengaruhi 50% informan perempuan. Mayoritas informan dalam penelitian ini tidak memenuhi indikator *FoMO* dalam penelitian teoritis. Keinginan sosial, kebutuhan untuk terhubung, dan pengambilan keputusan yang impulsif adalah gejala *FoMO*. Islam menganjurkan kesederhanaan dan pengendalian diri untuk menghindari *FoMO* yang berlebihan. Pihak-pihak yang terinformasi yang menghindari impulsif terkait *FoMO* mengikuti nilai-nilai Islam.

Introduction

In Indonesia, there has been a growing influence of foreign cultures, particularly from Korea and Japan. The immensely popular K-pop exemplifies Korean culture, while J-pop embodies Japanese culture. One notable difference between K-pop and J-pop is the demographic of fans, with K-pop being favored by women and J-pop being favored by men. In Indonesia, JKT48 is a popular representation of J-pop culture. JKT48 is an idol group that originated in Jakarta and was established in 2011. The name "JKT" is derived from the abbreviation of Jakarta, the capital city of Indonesia, and the group is a sister group of AKB48, a Japanese idol group. Like AKB48, JKT48 follows the "Idol You Can Meet" concept. The JKT48 Theater serves as a venue where fans can watch JKT48's performances by its 16 members and interact with their favorite JKT48 members. Like AKB48, JKT48 fans can meet their idols in person and witness their growth by visiting the JKT48 theater in FX Sudirman Mall, 4th Floor, South Jakarta. The activities organized by JKT48 also facilitate establishing a strong relationship between the fans and the group (Mulya & Mulyana, 2022).

Data from JKT48 fans recorded by IDN Media shows that there will be more than 15 million fans in 2022. Details related to JKT48 fans include that 31% of fans are millennials. In

comparison, 69% are Generation Z. With 1.5 million monthly listeners, the idol group has released more than 300 songs on various platforms, performed at 200 annual concerts, and has brought in more than 150,000 audiences. In addition, the JKT48 fan community has a Discord server that includes 10,412 members. They are also active on the YouTube app with an official channel featuring various content, including music videos, documentaries, and other events. JKT48 fans are known for their strong support in various group activities and events, such as concerts, autograph sessions, and direct interaction with members. The group is recognized as a unique idol with a touch of Indonesian culture, and their interaction with fans strengthens the relationship and helps build a closer and more personal impression (Sudiani, 2022).

The members of JKT48 become a source of inspiration for various individuals, motivating them to admire JKT48. Fans closely follow the idol group's development, engage in various activities, and purchase various trinkets produced by JKT48 management. The transformational message strategy focuses on products and services symbolic and hedonic aspects. It establishes a link between brand experience and identity, focusing on desirable psychological characteristics. The interactional messaging approach allows them to interact personally with customers, involving one-on-one conversations and engaging customers in group discussions. This strategy requires them to actively engage in conversations based on the cultural dynamics of social media interactivity (J. Nasution et al., 2023). The management intentionally produces official merchandise such as posters, paper fans, stickers, varsity jackets, singles or mini albums, documentary DVDs, and setlists containing photos of the group members. These items are sold periodically to strengthen the bond between JKT48 and the fans.

Fans are motivated to support their idol group by purchasing official merchandise or endorsed products (Setiawan & Saraswati, 2021). JKT48 fans willingly spend money on various items such as photobooks, photocards, and idol posters and buy tickets multiple times a month to have the opportunity to interact with their favorite members through activities like handshakes, video calls, and theater tickets. Additionally, they are willing to spend money to buy chekicha tickets, which allow them to take selfies with their favorite members, sometimes at prices as high as Rp 150,000. Fans also spend money to purchase direct gifts or give gifts when their idol members broadcast live through applications like Showroom and IDN Live.

The primary focus of this study is the research conducted by Apolo and Kurniawati in 2023. The study examines how the Fear of Missing Out (FoMO) influences the consumptive behavior of K-pop fans regarding merchandise products. FoMO wants to feel connected to others and fears that others are having more fun (Apolo & Kurniawati, 2023). This research emphasizes the dynamics of FoMO behavior within the context of Islamic values, using JKT48 fans as study subjects. The author also conducted a literature search related to FoMO behavior to support the paper's subject matter. The qualitative research methods employed include interviews, observation, and document analysis, intending to understand the context and meaning of the phenomenon under study. This research contributes to the existing body of knowledge related to FoMO behavior. It provides a perspective on FoMO behavior within the context of Islamic studies.

Case description

FoMO living

Fear of Missing Out (FoMO) is the fear of missing out on certain activities. Missing out on news, trends, and other things causes worry and panic (Marseal et al., 2022). FoMO is the fear that others are having fun without them (Wulandari et al., 2018). According to (Sanjaya, 2022), people with FOMO have difficulty putting down their phones, feel restless and anxious when not checking social media, prioritize communication with friends online over friends in the real world, are enthusiastic about other people's posts or statuses on social media, want to share photos or videos of their activities, and feel anxious and depressed if only a FOMO is the fear of missing out on current activities or trends, resulting in anxiety and worry about not participating in other people's fun (Wulandari et al., 2018). Dependence on smartphones, anxiety when not checking social media, prioritizing online connections, desire to see others' posts, wanting to share one's own activities, and despair if posts are ignored are symptoms of FOMO.

Consumer behavior

Research defines consumer behavior as the way people, communities, and organizations select, purchase, utilize, and use products, services, ideas, and experiences that match their wants and desires (Puji Nurjanah, 2022). Consumer happiness and post-purchase behavior are linked by their tendency to share product and service experiences. Kotler's theory states that after buying, people write favorable evaluations, refer others, and provide instructions (Setiawan & Saraswati, 2021). Self-motivated needs and desires can influence product selection. Social contacts and reference groups also influence consumer behavior, with friends and family recommendations typically influencing purchases.

This impact may be considerable, especially for high-risk or important purchases. Consumer preferences vary by culture according to social norms and beliefs. Luxury goods may be a sign of social rank in certain cultures, but simplicity and sustainability may be more valued. With social media making it easier to share knowledge and experiences, technology and media also influence consumer behavior. The economy also affects consumer behavior, with good times increasing consumption and bad times decreasing purchasing power and changing spending priorities. Understanding these factors helps companies create efficient marketing strategies. Understanding consumer behaviour helps organizations tailor their goods and services to the demands and tastes of the target market, increasing their chances of success amid fierce market competition. Thus, consumer behavior is multifaceted and is influenced by psychological, social, cultural, and economic aspects. Motivations, perceptions, social interactions, and cultural values influence purchasing choices, while the state of the economy impacts consumption and marketing techniques of companies.

Economic actions

Economic activity is how people, firms and governments distribute resources and fulfill their needs. Based on their needs, preferences, and financial capacity, people allocate income for consumption, savings, and investment. Psychological and social variables including lifestyle and finance influence these choices (Asmuni et al., 2021). However, to ensure economic stability and sustainable development, the government sets macroeconomic policies including taxes, subsidies, and inflation management. Economic policy is shaped by government spending, taxation, and central bank monetary policy. Technological innovation increases efficiency and productivity, which impacts how people and business's function and react to global market dynamics. New technologies can boost economic development, competitiveness and opportunities, but can also lead to unemployment in areas affected by automation and requiring new skills (Nurjanah et al., 2023). Individuals, firms and governments allocate resources to fulfill needs and wants. Governments support economic stability and development through fiscal and monetary policies, while individuals make choices based on their tastes and finances. Technology increases efficiency and production, but also increases skill needs and the risk of unemployment.

This study focus

According to Kotler & Keller (2016), *consumer behavior* is the study of how individuals, groups, and organizations select, purchase, use, and utilize goods, services, ideas, or experiences to meet their needs and desires. The relationship between consumer satisfaction and post-purchase consumer behavior can be observed in their tendency to share experiences about the products and services they have consumed with others. This is in line with the concept presented by Kotler, where individuals tend to leave positive reviews, recommend products to others, and give directions after making a purchase (Asmuni et al., 2021). The behavior of JKT48 fans, who often spend money, reflects the dynamics of consumer behavior, where dedication to idol groups is not only seen as a purchase of physical products but also as an expression of identity, personal motivation, and social influence, which impacts financial decision-making.

The Fear of Missing Out (FoMO) phenomenon may have been around for centuries, with the first recorded mention of FoMO coming from Dan Herman's research in 1996. As a marketing strategist, Herman observed groups discussing a product. He concluded that their behavior reflected a fear of missing out on opportunities and fun. Social media makes this fear of missing out worse, where individuals often showcase aspects of their personal lives such as property, events, travel, achievements, hobbies, and social life. The FoMO concept can also be used in marketing to emphasize impulse buying behavior by pressuring consumers' decision-making stages. Those who feel increased pressure during the decision-making process may experience guilt if they do not follow the majority flow (Harahap et al., 2023). This situation unconsciously triggers feelings of connectedness and envy among individuals. Abraham Maslow's Hierarchy of Needs Theory also supports this concept, suggesting that humans are driven by fulfilling needs ranging from the most basic, such as psychological needs, to the highest, self-actualization actualization (AJV Radianto & TN Kilay, 2023).

In a study by Sanjaya (2022), several factors were identified as contributing to the occurrence of FOMO (fear of missing out) in individuals. These factors include gender,

financial situation, drive to seek information, age, and availability of access to social media. Gender was found to influence a person's level of FoMO. Women tend to have higher levels of FoMO due to more intensive social interactions, higher levels of empathy, and more intensive use of social media. On the other hand, men are more prone to FoMO due to a focus on achievement and competition, pressure to fulfill expectations of masculinity in consumer culture, and more selective use of social media for content relevant to specific interests or activities. Additionally, an individual's financial situation can influence their FoMO level. Those with less stable finances or financially stressed tend to feel deprived or behind in important things in today's consumer culture.

The third factor is the drive to seek information. Individuals with a strong drive to seek information and engage in social activities may also have higher levels of FoMO. They want to stay connected to the latest developments in their friends' lives, trends, and other social events. Additionally, age can affect one's FoMO levels. For example, young individuals may be more prone to FoMO as they are usually more active in using social media and more sensitive to social pressure. Social media use is a key player in the development of one's FoMO. These platforms provide a constant stream of information about the lives and activities of others, including family, friends, and idols. This intense exposure to information is a significant contributor to the development of FoMO, an influence that social media professionals and researchers should be cognizant of (Apolo & Kurniawati, 2023).

Millennials who have grown up with advanced technologies, such as the internet, social media, and smartphones, often experience the fear of missing out (FoMO) phenomenon. FoMO causes individuals to feel anxious if they believe they are missing out on other people's activities on social media and consistently feel the need to connect with the virtual world, even for insignificant information. The connection between FoMO and impulsive behavior suggests that FoMO can lead a person to make impulsive purchases. For JKT48 fans, their interest in the activities of group members on social media can amplify the FoMO experience, leading them to make impulsive purchases, such as merchandise or concert tickets, without careful consideration (Nurjanah et al., 2023). Long before the term FoMO was known, Allah mentioned in the Qur'an that anxiety problems due to FoMO are likely to occur in humans, both men and women. The terms may differ, but the core values taught are the same. Therefore, Allah has also provided solutions and efforts to prevent it.

Self-control behavior is the ability of individuals to manage and regulate their actions by considering aspects of needs and desires in decision-making, especially in the context of consumption activities. Individuals who have a high level of self-control are likely to be able to evaluate whether a purchase is based on a real need or just a desire that arises impulsively. Thus, good self-control ability plays a role in regulating consumptive behavior and helps individuals manage their thoughts and decisions more wisely to prevent irrational consumption actions effectively (Sukma & Canggi, 2021).

In the Quran Surah Al-Hijr verse 88, Allah also explains that we must detach ourselves and not get stuck in this feeling of sadness or FoMO.

“Do not cast your eyes upon the pleasures of life which we have given to some of them (the disbelievers), nor grieve for them, nor be humble toward those who believe” (QS Al-Hijr: 88).

In light of this verse, it is not allowed to engage in activities that cause excessive anxiety, including impulsive behaviors that could result in ill-considered purchases or actions. In Islam, it is advised to avoid anything that may provoke anxiety, jealousy, or uncontrollable conduct, as stated in QS – Al-Hashr verse 18 (Muhammad Asyraf Al Kholis, 2023).

“O you who believe, fear Allah and let everyone consider what he has done for tomorrow (hereafter), and fear Allah. Verily, Allah is all-seeing of what you do” (QS. Al-Hasyr:18).

This verse emphasizes good planning for humans' actions in the world to obtain salvation in the hereafter. Humans must introspect and pay attention to everything they do for the good of the future, having goals and targets to have a meaningful life and not become losers (Uasni et al., 2019).

Economic actions are decisions individuals make based on certain aspects to meet their needs. Damsar (Santi & Indrayani, 2021) explains that economic action will remain oriented towards meeting needs as long as it is considered subjective. In other words, every step individuals take in the economic realm focuses on efforts to meet needs perceived as important (Santi & Indrayani, 2021). Consumer behavior is a significant factor in financial decision-making within the framework of economic action. This study will explore the interrelation between economic action and consumer behavior, especially among JKT48 fans influenced by the principles of life affected by FoMO. As documented in some research literature from Marseal et al. (2022) regarding FoMO-influenced lifestyles, several questions arise. These include whether JKT48 fans consider financial aspects, such as concert ticket costs, official subscriptions, or merchandise purchases, in the context of their overall financial conditions (Marseal et al., 2022). Furthermore, the study will investigate if there are differences in financial spending patterns between JKT48 fans who apply the principles of FoMO-influenced living and those who do not. The research aims to provide a deeper analysis of the Islamic perspective on lifestyle trends that have recently gained popularity, presenting novel findings in the field.

Methods

The research method used in this study is qualitative research; the data obtained is not acquired through statistical or calculation procedures but instead focuses on understanding and interpreting the meaning of a given phenomenon. Qualitative research is descriptive and tends to analyze. It utilizes a theoretical basis to guide the researcher in aligning the focus with the facts observed in the field. Furthermore, according to Lexy J. Moleong, phenomenological research aims to comprehend subjects from their perspective, investigating events based on human understanding related to those events. Consequently, this study aims to investigate the phenomenon of FOMO (Fear of Missing Out) among JKT48 fans.

The phenomenological research process involves several important stages that are crucial to understand. It starts with bracketing, identifying, and setting aside previous beliefs and opinions about the phenomenon under study. Then comes intuiting, which involves delving into the meanings associated with the phenomenon to gain a deeper understanding.

Next is analyzing, which includes the process of coding, categorizing, and understanding the meaning of the phenomenon in greater detail. The final stage is describing, which allows the researcher to thoroughly understand and define the phenomenon and communicate a critical description in written or verbal form.

Table 1.*List of Research Participants*

Subject (Informant Name)	Type of Gender	Age	Jobs
Ulfa	F	25	Private Employee
Zayin	M	19	Logo Desainer Freelance
Ghea	F	26	Private Employee
Galuh	M	26	Human Resource Development
Kiky	M	25	Store Admin
Raffa	M	19	Freelance Editor
Ajeng	F	19	Labor
Yuni	F	32	Surveyor
Salsa	F	26	Graphic Designer
Key	F	21	Self-employed

Source: Processed from Primary Data Year 2024

Description: M: Male; F: Female

Data was collected through interviews, observation, and documentation. Informants were selected using sampling techniques, specifically active JKT48 fans who are involved in fan activities. Ten informants were chosen from various regions in Indonesia, mainly from the western part of the country. This research method provided descriptive data in the form of written responses from interviews. The research took place from January 25, 2024 to February 1, 2024. The data collection and analysis, conducted with meticulous care using the applied methodological framework, involved data reduction, presentation, and drawing conclusions.

Results and Discussion

The participants in this study, hailing from diverse backgrounds, have been fans of JKT48 since sometime between 2020 and 2023. Their motivations for forming a close relationship with JKT48 are as varied as they are intriguing. These motivations include seeking social support within the fan community, being interested in the group's visual appearance and the themes of their songs that reflect everyday life, and viewing JKT48 as a source of entertainment that brings excitement after a monotonous daily routine.

The widespread popularity of JKT48 in Indonesia, especially among teenagers, has elicited mixed reactions. However, it has also brought positive benefits such as fostering

discipline, a strong work ethic, and a sense of community among fans. Moreover, JKT48's music attracts a diverse audience because it touches on not just romance but also relevant life themes. This phenomenon also motivates fans to spend time seeking information about their favorite idols.

To many people outside the JKT48 fan circle, JKT48 looks like another idol group or girl band. They may see it as a group of young girls performing on stage with upbeat songs. JKT48 may be perceived as a modern pop culture phenomenon thriving in Indonesia, with a segment of fervent fans strongly attached to their idols. Non-fans often view JKT48 as part of a market-oriented entertainment industry supported by a strong marketing strategy and as a mass-produced product catering to the entertainment needs of today's consumers. SY, a parent of the researcher, explained:

“JKT48, I know, is often on TV, appearing in many events, just like the Korean girl band. If about the fans that I see, my child does not buy too much of this group's goods, but I do not know if other people, maybe many of them, are willing to spend money on their hobbies, especially if for a hobby you want to be as expensive as anything, even still try”. (Interview Result of Informant SY, 5/3/2024)

The general perception of JKT48 among ordinary people is that the group frequently appears on television and entertainment events, making them a prominent pop culture phenomenon in Indonesia. Their presence is felt across various media platforms such as television, concerts, and promotional events. Additionally, the fans of JKT48 are known to be highly engaged, often spending money on the group. The researcher aimed to establish an empathetic connection with the participants during the interview, actively listening to their stories and experiences. An intuitive approach was used to delve into the meaning behind each shared experience, providing a comprehensive understanding of what it means to be a fan of JKT48. For instance, Zayin, an informant in the study, expressed a deep personal connection to JKT48's songs, citing their ability to inspire and uplift her daily life.

“My decision to become a fan is not only influenced by the beautiful visuals of the members, but also their songs which often provide motivation not to give up”. (Interview Result of Informant Zayin, 25/1/2024)

In interviews with several participants, we found that all participants involved in this study consisted of 6 women and four men. They have various professions, with ages ranging from 19 to 32 years old, and the majority come from the lower middle class in terms of income or salary. Among the female participants, 50% or three showed signs of FOMO (Fear of Missing Out) behavior. In contrast, no signs of FoMO were seen from the male participants. This suggests that the trend of FoMO behavior tends to be more common among women. Moreover, controlling shopping desires is important in managing consumer habits. When people can control themselves well, they can effectively assess whether a purchase is necessary or just driven by impulse. This affects their buying patterns and helps them make wiser decisions, avoiding unnecessary purchases. AA explains:

"I always prioritize basic needs first before considering spending money on my passion as a JKT48 fan. In my opinion, this principle is in accordance with the teachings of Islam that I hold" (Interview with Informant AA, 29/1/2024)

Meanwhile, UR revealed,

"I feel tempted to buy JKT48 products and collaborations because of my involvement as a fan". (Interview Result of Informant Ulfa Rahidi, 29/1/2024)

In the context of JKT48 fans, spending is not only considered a purchase of physical goods but also a way to express identity, fulfill personal motivations, and exercise control over financial decisions. Therefore, the ability to control oneself and achieve consumer satisfaction plays a significant role in consumer behavior patterns, especially among idol group fans. A study by Sanjaya (2022) explains that FoMO (Fear of Missing Out) arises due to the desire to be socially connected, fear of being ignored, self-comparison with others, and the influence of social media, which triggers anxiety about missing out on important information or experiences. This indicator, which influenced the onset of FoMO behavior in 50% of all female informants in this study, is linked to intensive social interactions in the environment, high use of social media as the main channel to communicate with fellow fans and JKT48 members, as well as perceived pressure to meet social expectations, reflected in a strong desire to stay connected to the latest developments in the lives of JKT48 members. In addition, their impulsive behavior is reflected in the tendency to buy JKT48 merchandise without careful consideration, as explained in the interview:

"Whenever there is a show or activity announced by JKT48, I feel impatient to participate and experience it directly with other fans," (Interview Results of Informant Ghea, 28/1/2024)

After interviewing GH, an enthusiastic JKT48 fan who sometimes spends up to Rp 200,000 on show tickets, it became evident that this behavior may stem from emotional encouragement or social pressure from the fan community, leading to intensified feelings of FOMO (fear of missing out). While some individuals admitted to experiencing FOMO due to various influencing factors, most informants are either unaffected by FOMO or display minimal FOMO behavior. This may be attributed to their satisfaction with their current lives, achievements, and social relationships, reducing their need to compare themselves to others or constantly participate in trendy activities. Furthermore, many have cultivated strong self-control, enabling them to resist social pressures and impulsive urges that do not align with their values or goals. This aligns with the explanation provided by GA:

"In managing my finances, I prefer to prioritize primary needs rather than spending on my hobbies or desires, because I am happy enough if I interact through social media alone without having to spend a lot of money to buy JKT48 merchandise." (Interview Results of Informant Ulfa Rahidi, 28/1/2024)

Many informants are likely to have high mental resilience that enables them to cope with social pressure and maintain emotional balance. This aligns with the Islamic view of FoMO behavior,

which is explained in QS Al-Hijr: 88. This verse conveys the message of the importance of understanding and following a good path in life and teaches about the importance of being aware of Allah's will in all aspects of our lives. For informants not affected by FoMO, this principle can be applied by understanding that everything depends on the will of Allah. When making decisions or pursuing certain activities, they can realize that the result depends on God's will and plan. This awareness can help them make wiser, less hasty decisions and not be swayed by social compulsions or FOMO. Understanding human limitations and the importance of being awake can help them live more calmly and confidently.

This research is highly relevant for JKT48 fans as it helps in understanding how to make decisions when buying merchandise and the importance of developing self-control when faced with impulsive behavior. Additionally, the study emphasizes that religious values play a significant role in guiding the consumption behavior of JKT48 fans. Moral and religious principles, such as modesty and self-control, are the foundation for regulating purchasing behavior and daily actions as fans. It is hoped that JKT48 fans can apply these principles in all aspects of their consumptive lives, not only when buying merchandise and attending JKT48 activities like theater shows and concerts, but also in maintaining a balance between wants and needs and controlling impulsive urges in their daily actions as fans.

Conclusion

According to the analysis, some of the participants in the study did not exhibit Fear of Missing Out (FoMO) behavior. FoMO behaviors include being influenced by social pressures, the need to stay connected, and making impulsive purchasing decisions. However, the study showed that 7 out of 10 participants did not display these behaviors. In contrast, 50% of the female participants did show signs of being influenced by FoMO. It can be concluded that about half of the participants, especially females, are affected by the social interactions related to the JKT48 fan community. Overall, the research addresses the complexity of the relationship between economic actions, self-control behaviors, consumer behavior, and religious values within the context of JKT48 fans. By exploring these dynamics, the research contributes to understanding how FoMO behavior influences fans' financial decisions. Applying FoMO theory provides a deeper understanding of how personal considerations, social pressures, and religious values influence JKT48 fans' economic decisions. This research offers insights into the economic dynamics and consumer behavior within the fan community of the JKT48 idol group, delving into the complex interactions between consumer culture, religious values, and financial decisions.

This study offers valuable academic research but has some limitations for further research. This case study focuses on FoMO living behavior; therefore, its conclusions are constrained. Consequently, future studies should collect data from various behavioral occurrences. Additionally, the research utilized qualitative techniques such as interviews and field observations, making measuring competitiveness challenging. Future studies should employ diverse methodologies to describe the phenomena observed more accurately.

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Ethics declarations

Funding

The author(s) received no financial support for the research, authorship, and/or publication of this article.

Availability of data and materials

Data sharing is not applicable to this article as no new data were created or analyzed in this study.

Competing interests

No potential competing interest was reported by the authors

Additional information

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Cite this paper:

Syarifah, S., Harahap, M., & Daulay, A. (2024). FoMO living behavior in Islamic perspective: Case study of JKT48 fans. *SERAMBI: Jurnal Ekonomi Manajemen Dan Bisnis Islam*, 6(2), 113-126. <https://doi.org/10.36407/serambi.v6i2.1384>



SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam

Publisher : LPMP Imperium.
Frequency : 3 issues per year (April, August & December).
ISSN (online) : [2685-9904](https://doi.org/10.36407/serambi.v6i2.1384).
DOI : Prefix 10.36407.
Accredited : SINTA 3
Editor-in-chief : Prof. Dr. Suryani