

ABSTRAK

Febbiyanti, NIM. 2210921007. 2026. *Pengaruh FOMO terhadap Minat Beli dan Perilaku Konsumtif dalam Kuliner Viral Dimsamcong di TikTok Menurut Prinsip Syariah pada Mahasiswa Ekonomi Syariah di Kabupaten Jember*. Skripsi, Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Muhammadiyah Jember. Pembimbing (1) Siti Khayisatuzahro Nur, M.E.I, (2) Muhammad Syafi'i, M.E.I

Kata Kunci: FOMO, Minat Beli, Perilaku Konsumtif, Prinsip Syariah

Paparan konten kuliner viral di TikTok memicu *Fear of Missing Out* (FOMO) pada mahasiswa sehingga meningkatkan minat beli yang didorong oleh keinginan mengikuti tren, bukan berdasarkan kebutuhan. Kondisi tersebut dapat berkembang menjadi perilaku konsumtif yang tidak sejalan dengan prinsip-prinsip ekonomi syariah. Penelitian ini bertujuan menganalisis pengaruh FOMO terhadap minat beli dan perilaku konsumtif mahasiswa Program Studi Ekonomi Syariah pada fenomena tren kuliner viral Dimsamcong di TikTok di Kabupaten Jember serta mendeskripsikan penerapan prinsip-prinsip syariah dalam perilaku konsumsi mahasiswa. Penelitian ini menggunakan metode mixed methods, yaitu pendekatan kuantitatif dengan jenis penelitian asosiatif dan pendekatan kualitatif dengan jenis penelitian deskriptif. Sampel penelitian berjumlah 162 mahasiswa dari tiga perguruan tinggi penyelenggara Program Studi Ekonomi Syariah di Kabupaten Jember yang dipilih menggunakan teknik *purposive sampling*. Data kuantitatif diperoleh melalui kuesioner dan dianalisis menggunakan regresi linier sederhana dengan bantuan SPSS versi 25, sedangkan data kualitatif diperoleh melalui wawancara dan dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa FOMO berpengaruh positif dan signifikan terhadap minat beli maupun perilaku konsumtif mahasiswa. Hasil wawancara juga menunjukkan bahwa prinsip-prinsip syariah memiliki peran dalam menghadapi pengaruh FOMO terhadap perilaku konsumtif mahasiswa, namun peran tersebut belum sepenuhnya optimal. Meskipun mahasiswa telah menerapkan prinsip keadilan dan kebersihan dalam perilaku konsumsi, dorongan FOMO masih menyebabkan prinsip kesederhanaan belum diterapkan secara optimal sehingga keputusan konsumsi lebih didasarkan pada keinginan mengikuti tren daripada kebutuhan.

ABSTRACT

Febbiyanti, Student ID 2210921007. 2026. *The Influence of Fear of Missing Out (FOMO) on Purchase Intention and Consumptive Behavior toward Viral Dimsamcong Culinary Content on TikTok from the Perspective of Sharia Principles among Sharia Economics Students in Jember Regency*. Undergraduate Thesis, Sharia Economics Study Program, Faculty of Islamic Studies, Universitas Muhammadiyah Jember. Supervisors: (1) Siti Khayisatuzahro Nur, M.E.I., (2) Muhammad Syafi'i, M.E.I.

Keywords: Fear of Missing Out (FOMO), Purchase Intention, Consumptive Behavior, Sharia Principles

Exposure to viral culinary content on TikTok triggers Fear of Missing Out (FOMO) among students, increasing their purchase intention driven by the desire to follow trends rather than actual needs. This condition may lead to consumptive behavior that is inconsistent with the principles of Islamic economics. This study aims to analyze the effect of FOMO on the purchase intention and consumptive behavior of students in the Islamic Economics Study Program regarding the Dimsamcong viral culinary trend on TikTok in Jember Regency, as well as to describe the implementation of Islamic principles in students' consumption behavior. This study employed a mixed methods approach, consisting of a quantitative approach with an associative research design and a qualitative approach with a descriptive research design. The research sample consisted of 162 students from three universities offering Islamic Economics Study Programs in Jember Regency, selected using a purposive sampling technique. Quantitative data were collected through questionnaires and analyzed using simple linear regression with the assistance of SPSS version 25, while qualitative data were obtained through interviews and analyzed descriptively. The findings indicate that FOMO has a positive and significant effect on both purchase intention and students' consumptive behavior. The interview results also reveal that Islamic principles play a role in addressing the influence of FOMO on students' consumptive behavior; however, their implementation has not yet been fully optimal. Although students have applied the principles of justice and cleanliness in their consumption behavior, the influence of FOMO still prevents the principle of moderation from being implemented optimally, resulting in consumption decisions that are driven more by the desire to follow trends than by actual needs.