

## ABSTRAK

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### **KETERKAITAN ANTARA *FANS ENGAGEMENT* DAN PERILAKU *FOMO* PADA PEMBELIAN BTS MEAL (STUDI KASUS PADA FANDOM ARMY DI DKI JAKARTA)**

(XIII+ 124 halaman: 8 gambar; 36 tabel; 4 lampiran)

Pada Juni 2021, di Indonesia diadakan kolaborasi *marketing* antara McDonald's (McD) dengan *boyband* BTS yang disambut antusias oleh fandomnya – ARMY. Kolaborasi tersebut mengeluarkan sebuah produk BTS Meal yang memiliki daya tarik tinggi pada desain kemasannya. Kolaborasi ini disoroti karena terjadi kerumunan di gerai-gerai McD di DKI Jakarta, serta kemasan produknya dijual dengan harga mencapai 1 juta Rupiah di *marketplace*. Hal ini mengindikasikan bahwa, menurut peneliti, para ARMY terkesan memiliki perilaku *Fear of Missing Out (FoMO)*. Penelitian ini bertujuan untuk mengukur seberapa besar keterkaitan *fans engagement* ARMY terhadap perilaku *FoMO* pada pembelian BTS Meal di DKI Jakarta. Instrumen penelitian yang digunakan untuk *fan engagement* diadopsi dari Yoshida, et al (2014) dengan tiga dimensi di dalamnya, yaitu *management cooperation*, *prosocial behavior*, dan *performance tolerance*. Selanjutnya, untuk mengukur perilaku *FoMO*, kuesioner diadopsi dari Przybylski, et al (2013) dengan mengukur tiga dimensi yaitu ketakutan, kekhawatiran, dan kecemasan. Penelitian ini merupakan penelitian survei kuantitatif dengan desain *cross-sectional*. Hasil penelitian menunjukkan bahwa *fans engagement* ARMY memiliki korelasi cukup kuat ( $r= 0,432$ ) dengan perilaku *FoMO* dalam pembelian BTS Meal. Maka dapat disimpulkan bahwa *fans engagement* ARMY berkorelasi kuat dengan perilaku *FoMO* pada pembelian BTS Meal di DKI Jakarta. Penelitian selanjutnya diharapkan dapat meneliti lebih lanjut faktor-faktor lain yang memengaruhi perilaku *fear of missing out (FoMO)* terhadap pembelian BTS Meal.

Kata Kunci: *Fans Engagement*, Perilaku *Fear of Missing Out (FoMO)*, ARMY, BTS Meal

Referensi: 34 (1996 - 2021)

## **ABSTRACT**

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### ***THE RELATIONSHIP BETWEEN FANS ENGAGEMENT AND FOMO BEHAVIOR IN THE PURCHASE OF BTS MEALS (CASE STUDY ON FANDOM ARMY IN DKI JAKARTA)***

*(XIII+ 124 pages; 8 pictures; 36 tables; 4 attachments)*

*In June 2021, in Indonesia, a marketing collaboration was held between McDonald's (McD) and the boy band BTS, which was enthusiastically welcomed by fan – ARMY. The collaboration issued a BTS Meal product that has a high appeal in its packaging design. This collaboration was highlighted because there were crowds at McD outlets in DKI Jakarta, and the product packaging was sold at a price of up to 1 million Rupiah in the marketplace. This indicates that, according to the researcher, ARMYs seem to have Fear of Missing Out (FoMO) behavior. This study aims to measure how much ARMY's fan engagement relates to FoMO behavior in purchasing BTS Meal in DKI Jakarta. The research instrument used for fan engagement was adopted from Yoshida, et al (2014) with three dimensions in it, namely management cooperation, prosocial behavior, and performance tolerance. Furthermore, to measure FoMO behavior, a questionnaire was adopted from Przybylski, et al (2013) by measuring three dimensions, namely fear, worry, and anxiety. This research is a quantitative survey research with a cross-sectional design. The results showed that ARMY's fan engagement has a fairly strong correlation ( $r= 0.432$ ) with FoMO behavior in purchasing BTS Meal. So it can be concluded that ARMY fan engagement is strongly correlated with FoMO behavior in purchasing BTS Meal in DKI Jakarta. Future research is expected to be able to further examine other factors that influence the behavior of fear of missing out (FoMO) on the purchase of BTS Meal.*

*Keywords: Fans Engagement, Fear of Missing Out (FoMO) Behavior, ARMY, BTS Meal*

*Reference: 34 (1996 - 2021)*