

ANALYSIS COLDPLAY JAKARTA CONCERT: FEAR OF MISSING OUT (FOMO) PHENOMENON ON TIKTOK PLATFORM

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ABSTRACT

The era of globalization and advances in information technology have changed people's consumptive behavior in entertainment and music. Music is an important component in everyday life as a medium of self-expression. Research (Qadri, 2008), (Asriyani, 2019), and Raharjo (2018) highlights the importance of music concerts in maintaining cultural heritage and enculturation, as well as strengthening audience bonds with modern and popular attitudes while maintaining authenticity. The objective of this research is to identify and analyze how the phenomenon of Fear of Missing Out (FoMO) related to the Coldplay concert in Jakarta is presented and disseminated through the TikTok platform. Additionally, this study aims to explore the role of TikTok as a social media platform in triggering and amplifying feelings of FoMO among users in this context. Furthermore, the research seeks to assess the impact of TikTok content about the Coldplay concert on user behavior, identify the demographic groups most vulnerable to FoMO through TikTok usage, and determine the influencing factors. This theory, developed by Katz and Gurevitch, was used from a concert-goer perspective, specifically the phenomenon of TikTok fear of missing out on the Coldplay concert in Jakarta. This research recorded details and collected data from five informants aged 20-29 who are fans of music concerts and Coldplay, using purposive sampling method. The interviews revealed that FoMO (Fear of Missing Out) plays an important role in individuals' motivation to follow music trends and entertainment events. FoMO negatively impacts mental and emotional health, as well as finances, and leading to consumptive behavior.

Keywords: FoMO, Music Concerts, Use and Gratification, Coldplay, Tiktok

Introduction

The era of globalization and advances in information technology have made changes in people's consumptive behavior, especially in the context of entertainment and music. The development of music trends over time has changed, it has become very complex and continues to evolve as a result of various cultural, social, technological and economic factors. Music is one of the most important components that cannot be separated from the activities of most people in everyday life. Because, as one of the works of art that in the process of channeling thoughts and feelings, music is present to become a medium to express or describe the self-expression that everyone has (2019), and Raharjo (2018), there are additional perspectives related to music concert management that highlight the importance of maintaining cultural heritage and

promoting the enculturation process. This confirms that music concerts have the potential to strengthen audience bonds with more modern and popular attitudes, but also emphasizes the importance of authenticity in the experience. Coldplay formed at University College London in 1996 when Chris Martin met Jonny Buckland. Together with Guy Berryman and Will Champion, they formed a band initially known as Pectoralz, then Starfish, before finally settling on the name Coldplay in 1998. They began to attract attention for their musical style which was often compared to Radiohead, particularly in their use of melodrama and reflective lyrics (Figure, R. 2024).

According to (Peacock, 2024), Coldplay has experienced a significant increase in their popularity throughout the course of their career. The success of the album "Parachutes" in 2000 dramatically increased their popularity worldwide. The album reached number 1 in the UK and sold over 13 million copies worldwide. In addition, the album also won the Grammy award for Best Alternative Music Album and British Album of the Year at the BRIT Awards. Coldplay's music is always memorable and able to adapt to the times, so they have fans from all ages.

There is a phenomenon that has received attention is Fear Of Missing Out (FoMO), which is a behavior of fear or concern of a person to miss an information or experience that is happening around him, especially in cyberspace (Alt, 2024)). The Fear Of Missing Out (FoMO) phenomenon creates a strong urge to continue to participate in or follow the latest trends so as not to miss out on experiences and information.

A positive effect of FOMO is that it encourages individuals to more actively participate in social life or seek out new opportunities because of the urge to feel connected or to keep up. This can be a motivation for them to explore new interests or take risks that they might not have taken if there was no feeling of FOMO (Ananda, 2024). However, on the other hand, FOMO can also have negative impacts such as increasing stress and anxiety levels, especially if individuals feel bound to constantly keep up with any ongoing activities or trends. This can interfere with mental and emotional well-being as they feel pressured to meet unrealistic standards (Aldila, 2022). In addition, according to (Kurnia, 2023), FOMO can also result in impulsive behavior or uncontrolled spending of money as individuals feel the need to engage in all activities or own all items that others consider important. This can lead to financial problems or even consumption addiction.

Throughout 2023, Indonesia hosted hundreds of music concerts and festivals, marking the country's vibrant music concert industry. Every month, there are major music performances that provide entertainment for the public, reflecting the diverse activities in the industry (Hypeabis, n.d.). The development of music trends has a direct impact on society. Askal Primadi, Head of Research at Jakpat, revealed that there is an increase in public interest in music concert events during 2023 (Narasi Daily, 2023).

One of them is the biggest music concert Coldplay concert, to watch the concert, of course they have to prepare themselves to war tickets. The ticket price range is observed CAT 1 for IDR 5 million, followed by Festival for IDR 3.5 million and CAT 2 for IDR 4 million. Then, CAT 3 is sold for IDR 3.25 million, CAT 4 is priced at IDR 2.5 million, CAT 5 for IDR 1.75 million, and CAT 6 and CAT 7 are sold for IDR 1.25

million. CAT 8 is the cheapest category with a price tag of IDR 800 thousand. And up to IDR 11 million which is the most expensive package (Salsabilla, 2023). From the article information obtained, it was noted that more than 70,000 spectators attended the Coldplay concert at GBK, filling the stadium's capacity (Andre J & Santi, 2022).

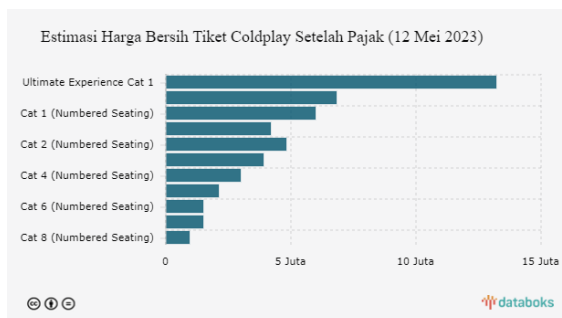


Figure 1

Estimated Net Price of Coldplay Tickets May 12, 2023 Source: Katadata.co.id

According to Salsabilla, R. 2023. concerts, Blackpink, and Seventeen held in Indonesia in 2023 are no less crowded than Coldplay concerts which have high enthusiasm from K-Pop fans. Blackpink's concert in Jakarta in March 2023 managed to make Early Bird tickets sold out in a short time. Blackpink held a concert at the Gelora Bung Karno Main Stadium for two consecutive days on March 11 and 12, 2023. Through the concert, Blackpink managed to gather an audience of 140,000 people (Bayu, n.d.). Research according to (Lestari, 2019) Social media triggers various forms of self-presentation. Self-presentation is closely related to identity construction. Since humans began interacting with others, they have made self-presentations, but identity construction does not only involve themselves, but also other people. The audience has an important role because in forming an identity, a person needs verification from others to ensure that the identity really exists and is recognized in their social environment.

Many people buy tickets and attend concerts to keep up with trends and not feel left behind. This phenomenon is becoming increasingly discussed because social media uploads made by a group of people who are lucky to get concert tickets will usually share personal experiences directly through social media by uploading photos, videos, or telling events during the concert.

Conversely, fans who don't manage to get tickets will feel anxiety that can result in the fear of missing out or missing out on important moments of the concert. Therefore, more and more people feel the need to follow the trend so as not to feel left behind. Social media has become one of the most popular communication channels today, especially among teenagers in Indonesia who are the biggest users. One of the main reasons why teenagers are now the majority of social media users is because they are growing and developing in an era where information and digital technology are rapidly evolving (Siddiqui, 2016). For those who experience Fear of Missing Out (FoMO), engagement in social media is attractive. A study by (Przybylski, 2013) showed that people with higher

levels of FoMO had a younger age, poorer mood, and lower life satisfaction. Those with FoMO tend to check their phones immediately after waking up in the morning, before going to bed, and even while driving.

The emergence of new media has facilitated communication between communities and has a major impact on life today. One of them is Tiktok, Tiktok is a popular social media application and music video platform that allows users to create, edit, and share short videos accompanied by filters and music. Indonesia itself is the country with the second largest number of Tiktok users with 113 million (Putri, 2024).

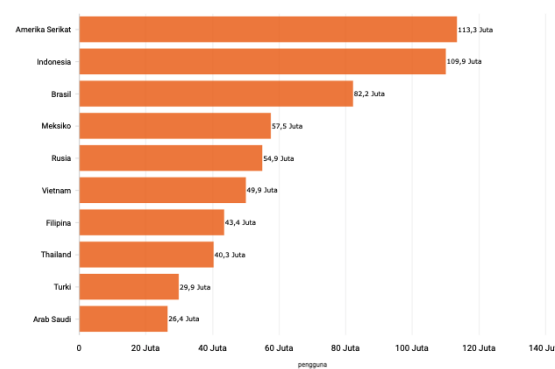


Figure 2
Tiktok User Data in Indonesia 2023 Source: news.schmu.id 2023

Researchers are interested in conducting this research, with the aim of finding out more about how the phenomenon of Fear Of Missing Out () in music trends among the community takes place.

Research Method

This research uses qualitative research methods, where researchers use data collection techniques that are carried out through triangulation (combination), inductive / qualitative and descriptive data analysis (Sugiyono, 2013) The most important aspect of qualitative research methods is identifying key informants. Key informants are identified based on their involvement in the social situation/condition to be investigated/researched (Suyitno, 2018).

Triangulation is a process in research used to enhance the validity and reliability of data by combining various sources of information or methods. In the context of the study titled "COLDPLAY JAKARTA CONCERT: FEAR OF MISSING OUT (FoMO) PHENOMENON ON THE TIKTOK PLATFORM," the triangulation process can be conducted through the following approaches:

Data Triangulation

Diverse Data Sources: Collect data from various sources related to the FoMO phenomenon surrounding the Coldplay concert in Jakarta. For example, data from different types of TikTok users (age, gender, social background), different times (before,

during, and after the concert), and various forms of TikTok content (promotional videos, testimonials, reactions, etc.).

Interviews and Questionnaires: Use in-depth interviews with several TikTok users and questionnaires to gain direct insights into how FoMO is experienced and triggered.

Methodological Triangulation

Content Analysis: Analyze relevant TikTok content to identify themes and patterns that trigger FoMO. This can be combined with sentiment analysis or mapping frequently occurring keywords related to the Coldplay concert.

Investigator Triangulation

Collaboration with Other Researchers: Involve multiple researchers to interpret the data and research findings, thus reducing subjective bias. Each researcher can offer different perspectives on the FoMO phenomenon and TikTok users.

Discussion and Validation: Hold group discussions or reviews by experts in social media or psychology to validate the findings.

Theoretical Triangulation

Diverse Theoretical Approaches: Use multiple theories to understand the FoMO phenomenon on TikTok, such as consumer behavior theory, social media theory, and psychological theory on FoMO.

Social and Cultural Context: Understand how social and cultural aspects of Indonesia influence TikTok users' responses to the FoMO phenomenon and the Coldplay concert.

The source of data is taken from the results of interviews with informants and obtained verbal data based on the theory of "Uses and Gratifications", which serves as a reference for making a list of relevant interviews. U&G theory was originally developed by Kazt and Gurevic from the "Mass Media Uses and Gratification Model" which he published for the first time in 1974 has many developments, especially in the concept of gratification.

In this case, usability and gratification theories were used from the perspective of concert goers, specifically the phenomenon of TikTok fear of missing out on the Coldplay concert in Jakarta. The researcher was present to record what happened in detail and collect accurate data from five knowledgeable and experienced informants who were selected using purposive sampling method, because the data obtained using the analysis was related to the research.

Result and Discussion

Result

The informants in this study consisted of five people who were fans of music concerts and male and female Coldplay fans aged 20 to 29 years. The results of the research interview used Uses and gratification theory with the title Fear of Missing Out (FoMO) phenomenon. This theory says that media users play an active role in choosing and using a medium and try to find the best media source in an effort to fulfill their

needs. In this case the Uses and Gratification theory assumes that users have alternative choices to satisfy their needs in the mass media.

Researchers divided into 3 parts of interview questions, based on the Uses and Gratification theory, including the following:

1. User needs, five informants use Tik-tok to find and find out the latest information circulating on Tik-tok ranging from information about concerts and other news. Regarding the notification of the Coldplay concert in Jakarta, Tik-tok social media is one of the social media that updates the news faster than other social media. Each of the five informants who attended and watched the Coldplay concert in Jakarta gave a statement about the inspiration to watch the Coldplay concert and what other alternatives would be done if at that time they did not get tickets to the Coldplay concert in Jakarta. Anggita, a loyal Coldplay fan, has put the Coldplay concert on her Bucket List. The announcement that Coldplay would be performing in Indonesia at the end of 2022 became an impetus for her to attend. In fact, she was willing to stay away from social media for a month if she did not manage to get concert tickets, because her desire was so strong. Abigael, a Coldplay fan, loves Coldplay concerts for their epic stages and spectacular lighting.

The unique visual aspect was also the reason why Fahri was interested in seeing Coldplay's concert tour which was different from other concerts he had seen. Bobby, revealed that he has long been a Coldplay fan, while Husniah felt compelled to attend the concert because of Coldplay's presence in Jakarta. The use of Tik-tok social media is also useful to recall memories of Coldplay concerts from photos and videos shared by other fans.



Image 3
Enthusiastic Coldplay fans in war ticket
Source: Tiktok.id @einsteinbrain

2. Content analysis, a lot of social media usage activities on Tik-tok where the five informants are very active by doing activities such as liking, reposting, uploading photos and videos and replying to comments. In analyzing the content related to the Coldplay concert in Jakarta, various reasons and purposes arise from the use of the TikTok social media platform by the audience in self-disclosure. Self-disclosure can be defined as providing information about oneself to others.

The information provided can include various things such as life experiences, feelings, emotions, opinions, ideals, and so on (Fitriani, S. D., & Siswoyo, M. 2019). Anggita chose TikTok because she already had an account on the platform, while Abigael, as a Beauty Content Creator, saw the opportunity to share her concert experience to enrich the content she created. Fahri emphasized the suitability of TikTok as a platform that makes it easy for content to gain exposure through the For You Page (FYP) feature and in accordance with Coldplay's popularity at that time. While Bobby wants sharing the experience of concert euphoria with others, while Husniah sees TikTok as a medium that allows anyone to enjoy content without friendship restrictions. Regarding the audience's response to the Coldplay concert uploads, their responses varied. Anggita was pleased with the level of engagement from the Indonesian audience, while Abigael liked the positive response from the audience and Fahri liked the variety of perspectives shown. Bobby was happy to see the great interest from Indonesians, and Husniah saw the large number of viewers who enjoyed the content.



Image 4.

Coldplay fans' enthusiasm in capturing concert moments

Source: Tiktok.id @abigaelzerren

The increase in viewership after sharing Coldplay concert content was significant for some informants. Anggita saw a large increase in her number of followers on TikTok to 1,863 followers, while Abigael experienced a surge in popularity after one video exploded past the 1 million viewer mark and 184.3 thousand likes mark. Fahri saw a neutral rise in viewership, while Bobby reported a drastic increase in the number of interactions with his content at 811k views. Husniah also noted an increase in viewers and followers on TikTok after sharing Coldplay concert content. As such, the content analysis provides a clear picture of how the Coldplay concert was an inspiring and rewarding experience for the audience in Jakarta.

FoMO behavior can also be seen in the process of war, bidding and purchasing tickets by competing online, especially for popular concerts where the number of enthusiasts is very large. They gave statements to the point of wanting to take a hiatus from social media when they did not get the tickets, this reflects excessive anxiety and the urge to get tickets so as not to feel rivaled from the social environment or friends who might talk about the concert on social media and rely on third parties commonly known as scalpers, and it feels hard to imagine not getting tickets to the concert. Surely they will feel that the opportunity to attend a Coldplay concert is something unique and rare, so that when they feel they cannot get tickets, they without thinking take action to overcome the fear of missing out on the experience of watching a Coldplay concert so that they are willing to take external actions such as buying tickets through third parties or scalpers to ensure they get concert tickets. The occurrence of the Fear of Missing Out (FoMO) phenomenon in each individual generally begins with their association with being connected through social media.

Research according to (Przybylski, 2013). a person has three basic psychological needs consisting of competence, autonomy, and relatedness. The meaning of competence is that each person has their own capacity to be able to act effectively in their lives. Autonomy is defined as self-freedom, in other words, a person is free to take initiative for himself. Then the last is relatedness or connectedness, where a person will always try to establish closeness or communication relationships either directly or utilizing existing media.

3. Connecting needs with satisfaction. After attending Coldplay's concert in Jakarta, there were many positive responses from the audience. Anggita, a first-time attendee of a major concert, was impressed by the "wow" vibe and described her experience as extraordinary. Abigael felt mesmerized even after the concert ended, with such a deep impression that she still watches videos of the concert frequently. Fahri stated that the concert was "unbelievably broken" without being able to find enough words to express it. Husniah considers this concert to be the best at GBK in her opinion.

Seeing the audience at the concert, Anggita was moved by their reaction during the song "Fix You", with bright lights and some people crying, creating a very emotional and meaningful atmosphere for her. Abigael felt that the enthusiasm of the audience in Jakarta was amazing, especially at the festival, and found the atmosphere

very uplifting. Fahri saw that the audience as a whole was energized, although there were a few rioters who made it onto the news.

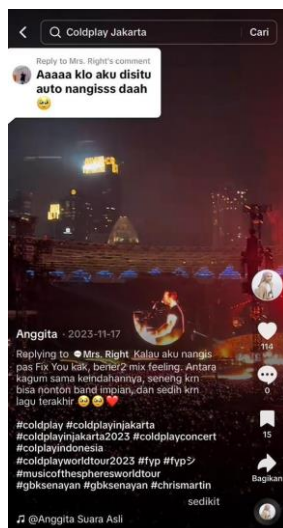


Image 5

Enthusiastic Coldplay fans during the song fix you
Source: Tiktok.id @anggitasaa

Responding to the concert video that appeared on TikTok, Anggita felt happy because she could see a different point of view from other viewers. She also expressed a feeling of emotional satisfaction and considered it a dream achievement that made her happy, while Abigael felt called to watch the concert again. Fahri actively gave likes and comments if she felt connected to the experience expressed, as this was her first live concert. Bobby also felt happy because he could see various points of view, and did not need to travel far abroad to attend the concert, while Husniah was even happier because she wanted to see other people's experiences, and considered it one of the greatest achievements in her life.

In relation to Uses and Gratification theory, such behavior shows that media users, in this case Coldplay concert goers, actively seek experiences and content that meet their needs, both emotionally and entertainment-wise. They use social media, such as TikTok, as a means to share their experiences, gain exposure and fulfill their social needs. This behavior also reflects the basic assumption of the Uses and Gratification theory, which is that media users have choices and are responsible for the selection of media that can meet their needs.

Discussion

This phenomenon is related to basic psychological needs, such as relatedness or the need for social connections, as explained by (Przybylski, 2013). Based on the Fear Of

Missing Out phenomenon, it can be seen that the presence of the Coldplay concert in Jakarta triggered an extraordinary reaction from some individuals who felt anxious about missing out on the experience. Some people who became sources of information were very excited when the Coldplay concert in Jakarta was held. The informants were also inspired to watch the Coldplay concert because to fulfill their needs they looked for other alternatives so that they could still watch the concert, one of which was by booking brokers or third people to purchase tickets for the concert. They also agreed that if they did not get tickets for the concert, they would go abroad so they could still watch the Coldplay concert. Because they really wanted to watch the Coldplay concert and found it hard to imagine if they didn't get the tickets. In addition, one of them even stated that he would stop using social media for a while so he wouldn't see posts about the Coldplay concert that were circulating on his social media accounts.

They find it difficult to imagine what it would be like not to be able to get tickets for a Coldplay concert. These feelings of anxiety, fear and worry will be even stronger, for example, at certain times they have to be separated from their smartphones so they cannot open social media because they feel they will be left behind with new information circulating on social media and the messages they want to convey (Abel, 2016). This reflects how social media, especially TikTok, is an important medium in establishing and maintaining connections between individuals.

The FOMO (Fear of Missing Out) phenomenon has become a problem for many people. As we constantly monitor social media and online news to make sure we don't miss out on anything important, the negative impacts start to affect our daily lives. From increased anxiety to decreased quality of interpersonal relationships, FOMO leaves a detrimental mark on our mental and emotional health.

FoMO also has a negative impact not only on social life but also financially. According to Ningtyas and Wiyono (2020), the negative financial impact of FoMO includes consumptive behavior, where people spend money on unnecessary things. FoMO can cause anxiety and worry, encouraging one to follow the lifestyles of others around them. This fear of falling behind can drain the wallet in everyday life. In addition, FoMO encourages the act of applying for debt, as one tries to erase the anxiety and fear of missing out on something. Often, people are willing to take on debt even with high interest rates. Another negative impact is the difficulty in saving money. FoMO makes people feel like they have to buy popular items to gain recognition on social media, making it difficult for them to allocate money for savings.

From the interviews with the five informants, some of them explained why they chose to upload the Coldplay concert video on TikTok. They stated that at that time, the Coldplay concert was a hot topic of conversation, so it was the right time to share the content on TikTok to be seen on the For You Page (FYP). In addition, one of the informants, who is a Beauty Content Creator on TikTok, chose the platform as a suitable place to share moments from the Coldplay concert. In addition, two of the five informants also commented on posts about the Coldplay concert to share their viewpoints and experiences of watching the concert from different perspectives.

FoMO can be seen in various forms, such as having a desire to follow viral content, spending a long time consuming videos on the application on TikTok, commenting on or sharing TikTok video content, and trying to create content that can go viral. (Darmayanti, 2023) There are changes from each of these individuals to meet their satisfaction with themselves, starting from behavior, as well as the goal of still getting concert tickets. After attending the Coldplay concert, the audience expressed the satisfaction felt deeply from each individual. In addition, they also gave statements that they were willing to take long flights from their respective regions to watch the Coldplay concert in Jakarta. And gave reasons why in the end they shared the experience on their respective social media.

Overall, the statements show a FoMO-driven reaction to the Coldplay music concert. These people were so afraid of missing out on the experience that they were willing to go above and beyond to ensure they got tickets and watched the concert. Through the concert experience, they not only gained pleasure and excitement, but also built strong social relationships with other Coldplay fan communities. This reflects the basic assumptions of Uses and Gratification theory, where individuals are active in seeking and using media to meet their needs, including the need for social connections and meaningful experiences (Jason, 202) FoMO can also be seen from various perspectives, one of which causes a high probability of a person / individual FoMO is by playing social media, it can be seen from the results of research with the five informants, that they gave statements of triggers or things that encouraged them to watch the concert, one of which was because they saw the Coldplay world concert which was extraordinarily spectacular from various content or uploads on social media, so it was not impossible when there was an opportunity for the music group to have a concert in Jakarta they did not watch it to feel the amazing euphoria directly. Which they usually only see on social media. The connection with the Uses and Gratification theory is that based on the informant's statement, they felt very satisfied when they got the opportunity to watch the Coldplay concert in Jakarta. This proves that FoMO can change the attitude or behavior of individuals towards self-perceived satisfaction. The FoMO phenomenon also changes their thinking or goals from an angle when sharing content or concert videos on TikTok. From the statement they gave by uploading on TikTok, it is hoped that other people can also feel the Euphoria that was so magnificent at the Coldplay concert in Jakarta. Because, one of the informants gave his statement also related to Coldplay concerts held in other countries, the concert was not as lively and spectacular as in Jakarta where the enthusiasm of the audience was so high that the Coldplay band also felt the burning spirit.

In addition, informants also gave statements because TikTok is a platform that is very suitable for sharing a moment like the concert because it can be reached by many people out there without having to know each other, or follow each other and can see from each other's point of view other viewers, so that TikTok users can also feel happy about it from the content they share. It also shows they are engaged in communication activities.

The Coldplay concert in Jakarta is not only an entertainment experience for the audience, but also a social phenomenon that reflects the dynamics of human interaction in the digital age and the need for social connectedness that is increasingly facilitated through social media. So that they gave a statement regarding the Coldplay concert as part of the concert audience, arguing that the moment of the Coldplay concert in Jakarta was an impressive and very extraordinary concert experience to be able to feel the Euphoria that existed directly and one day they will repeat it again when Coldplay concerts. The purpose of sharing Coldplay concert posts on TikTok also varies. Anggita wants to share her happiness and create an album of personal memories, while Abigael is more focused on personal archives and self-gratification. Fahri saw an opportunity to gain greater exposure through FYP, while Bobby wanted to extend the concert experience to others, and Husniah saw it as a way to express feelings freely through comments.

This research shows that every individual wants to feel an extraordinary experience in his life, which is in accordance with the relationship with the theory of uses and gratification, every social media user wants to get utility and satisfaction, one of which is by watching a Coldplay concert and sharing his experience with the media, so that other individuals can feel the same happiness, and can share experiences from different perspectives through a content on TikTok social media.

Conclusion

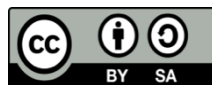
It fulfills the need for social connectedness with others. This reflects how active media users choose and use media to fulfill their needs. It can be concluded that the Fear of Missing Out (FoMO) phenomenon plays an important role in individual motivation to follow music trends and entertainment events, particularly Coldplay concerts in Jakarta. The use of TikTok, became one of the platforms for the audience to share experiences, seek information, and fulfill their need for social connectedness. The presence of the Coldplay concert triggered a deep emotional reaction, and the audience was satisfied with the experience they had. This research could encourage policymakers to consider stricter regulations regarding the use of social media in promoting major events, with the aim of protecting users from the negative impacts of FoMO, The findings of this research could be used to develop educational programs that teach digital literacy and how to manage feelings of FoMO among teenagers and other social media users.

Every social media user wants to show and share their experiences with other users of what they have felt so that other individuals can feel the same feelings. Then they utilize the existing platform and they have to share a content or experience, and get satisfaction for themselves after watching and sharing the experience they feel. The FoMO phenomenon affects individual behavior in the context of music and entertainment trends. In addition, the use of social media, such as TikTok, plays a role in facilitating social interaction and fulfilling the needs of media users in terms of entertainment and connection with others.

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