

ABSTRAK

Penelitian ini bertujuan untuk menganalisis secara mendalam fenomena *Fear of Missing Out* (FoMO) akibat terpaan promosi boneka Labubu oleh Lisa Blackpink pada penggemar K-Pop di Jorong Sawah Mudik, Desa Batahan, Kecamatan Ranah Batahan, Kabupaten Pasaman Barat. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif deskriptif dengan metode studi kasus tunggal (*single case study*) yang dipisah ke dalam kerangka teori *Stimulus-Organism-Response* (S-O-R). Data diperoleh melalui wawancara mendalam (*in-depth interview*) terhadap 7 orang informan yang terdiri dari 5 informan utama (penggemar K-Pop) dan 2 informan triangulasi (orang tua dan rekan sebaya), serta dilengkapi dengan observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa: 1) Stimulus (S): Terpaan promosi visual Lisa Blackpink membawa boneka Labubu yang masuk secara intensif melalui media sosial (TikTok, Instagram, dan X) bertindak sebagai stimulus utama. Kehadiran Lisa Blackpink sebagai idola global menghasilkan *halo effect* dan interaksi parasosial yang mengonstruksi pemaknaan boneka Labubu dari sekadar mainan menjadi simbol gaya hidup eksklusif dan tren modern. 2) Organism (O): Terpaan stimulus memicu proses psikologis internal berupa kecemasan *Fear of Missing Out* (FoMO). Para penggemar K-Pop di Jorong Sawah Mudik mengalami perasaan cemas, takut terisolasi dari kelompoknya (*need to belong*), serta disonansi kognitif akibat pertarungan antara dorongan emosional meniru idola dengan hambatan ekonomi dan geografis perdesaan. 3) Response (R): Sebagai koping atas kecemasan FoMO, penggemar menunjukkan respons instrumental dengan mengalokasikan tabungan untuk membeli produk asli melalui jasa titip (*jastip*) maupun produk tiruan (*dupe*) di *e-commerce*. Selain itu, muncul respons ekspresif berupa perilaku konsumsi mencolok (*conspicuous consumption*), seperti mengunggah konten *unboxing* di media sosial untuk memperoleh validasi dan pengakuan sosial. Penelitian ini menyimpulkan bahwa terpaan promosi digital berbasis idola mampu menembus sekat geografis perdesaan dan menggerakkan tindakan emosional serta ekonomi masyarakat lokal.

Kata Kunci: *Terpaan Iklan, Lisa Blackpink, Labubu, FOMO, Teori S-O-R, Remaja Perempuan, Jorong Sawah Mudik.*

ABSTRACT

This study aims to analyze in depth the Fear of Missing Out (FoMO) phenomenon resulting from the exposure to Labubu doll promotion by Lisa Blackpink among K-Pop fans in Jorong Sawah Mudik, Batahan Village, Ranah Batahan District, West Pasaman Regency. This research employed a descriptive qualitative approach with a single case study method framed under the Stimulus-Organism-Response (S-O-R) theory. Data were collected through in-depth interviews with 7 informants, comprising 5 main informants (K-Pop fans) and 2 triangulation informants (a parent and a peer), supplemented by observation and documentation. The results show that: 1) Stimulus (S): Visual promotional exposure featuring Lisa Blackpink carrying the Labubu doll, heavily distributed via social media platforms (TikTok, Instagram, and X), acted as the primary stimulus. Lisa Blackpink's presence as a global idol generated a halo effect and parasocial interaction that reconstructed the meaning of the Labubu doll from a mere toy into a symbol of an exclusive lifestyle and modern trend. 2) Organism (O): Exposure to the stimulus triggered an internal psychological process in the form of Fear of Missing Out (FoMO) anxiety. K-Pop fans in Jorong Sawah Mudik experienced anxiety, fear of social isolation (need to belong), and cognitive dissonance stemming from the conflict between the emotional urge to imitate their idol and rural economic and geographical constraints. 3) Response (R): As a coping mechanism for FoMO anxiety, fans demonstrated an instrumental response by allocating their personal savings to purchase authentic products via personal shopper services (jastip) or alternative replica products (dupes) on e-commerce platforms. Furthermore, an expressive response emerged through conspicuous consumption behavior, such as uploading unboxing content on social media to gain social validation. This study concludes that idol-based digital promotional exposure can transcend rural geographical boundaries, driving both emotional and economic actions among local youth.

Keywords: *Advertisement Exposure, Lisa Blackpink, Labubu, Fear of Missing Out (FoMO), S-O-R Theory, Jorong Sawah Mudik.*