

ABSTRACT

Social media broadens the reach of news and information in various circles. Social media users who are influencers or fans of influencers encourage the emergence of rapidly changing trends. Social media users will feel anxious if they do not follow the development of trends. This triggers a sense of FOMO, or the fear of missing out, which means being left behind by others. FOMO can suddenly trigger consumer behavior or impulsive buying. Impulsive buying is often incited by popular trends promoted by influencers. Someone who experiences FOMO is willing to do anything, such as making impulsive purchases, in order not to miss the trend. This final project, entitled "Representation of the Impact of Fear of Missing Out (FOMO) on Impulsive Buying in Mixed Media Paintings," aims to understand the concept of representation of the impact of FOMO on impulsive buying in mixed media paintings. Through this work, the public, especially social media users, can increase awareness of the effects of FOMO and can control it with strong self-control.

Keywords: *FOMO, Impulsive Buying, Painting*