

ABSTRAK

Skripsi dengan judul “*Fear of Missing Out: Studi Kualitatif Pengalaman Wisatawan pada Warung Kopi Sinar Terang*” ini ditulis oleh Deavina Auralia Zahwa, NIM. 126407212038, dengan pembimbing Uswatun Nafi’ah, M.M.

Kata Kunci: *Fear of Missing Out*, Pengalaman Wisatawan, Media Sosial, Motivasi Wisatawan.

Penelitian ini dilatarbelakangi oleh fenomena kunjungan wisatawan ke destinasi yang viral di media sosial, yang dipicu oleh dorongan psikologis bernama *fear of missing out*. Perasaan takut tertinggal dari tren atau pengalaman yang sedang populer mendorong individu untuk mengunjungi tempat-tempat yang ramai dibicarakan, demi memperoleh pengakuan sosial dan pengalaman yang dianggap berharga untuk dibagikan kembali di *platform* digital. Warung Kopi Sinar Terang adalah salah satu tempat nongkrong populer di Tulungagung dipilih sebagai lokasi penelitian untuk memahami bagaimana *fear of missing out* memengaruhi motivasi kunjungan dan pengalaman wisatawan.

Tujuan penelitian ini adalah untuk mengetahui: (1) Bagaimana *fear of missing out* menjadi motivasi kunjungan wisatawan ke Warung Kopi Sinar Terang; dan (2) Mendeskripsikan pengalaman wisatawan selama berkunjung ke Warung Kopi Sinar Terang.

Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi, yang berfokus pada pemahaman terhadap pengalaman yang dirasakan wisatawan. Teknik pengumpulan data meliputi wawancara mendalam, observasi partisipatif, dan dokumentasi. Analisis dilakukan secara deskriptif kualitatif untuk memberikan pemahaman mendalam tentang fenomena *fear of missing out* dan pengalaman wisatawan di Warung Kopi Sinar Terang.

Hasil penelitian menunjukkan bahwa: (1) *Fear of missing out* menjadi motivasi kuat yang mendorong wisatawan untuk mengunjungi Warung Kopi Sinar Terang. Faktor-faktor seperti ketakutan tertinggal tren, kekhawatiran dianggap tidak *up to date*, serta kecemasan sosial mendorong wisatawan untuk segera datang setelah melihat konten viral tentang destinasi ini. *Fear of missing out* berkaitan erat dengan kebutuhan penghargaan dan aktualisasi diri wisatawan yang ingin merasakan pengalaman yang dianggap eksklusif dan layak dibagikan di media sosial; (2) Pengalaman wisatawan selama berkunjung dipengaruhi oleh kenyamanan fasilitas, keindahan suasana sore hari, wahana *rainbow slide*, serta interaksi sosial di area *outdoor* yang menghadirkan perasaan senang, puas, dan terhubung dengan lingkungan sekitar. Aspek-aspek ini mencerminkan terpenuhinya kebutuhan emosional dan sosial wisatawan.

ABSTRACT

The thesis titled “Fear of Missing Out: A Qualitative Study of Tourist Experiences at Warung Kopi Sinar Terang” was written by Deavina Auralia Zahwa, NIM 126407212038, under the supervision of Uswatun Nafi’ah, M.M.

Keywords: Fear of Missing Out, Tourist Experience, Social Media, Tourist Motivation.

This study is motivated by the growing phenomenon of tourist visits to destinations that go viral on social media, driven by a psychological urge known as fear of missing out. The anxiety of being left out of current trends or popular experiences encourages individuals to visit places widely discussed online, in pursuit of social recognition and experiences deemed worthy of sharing on digital platforms. Warung Kopi Sinar Terang, a popular hangout spot in Tulungagung, was chosen as the research site to explore how fear of missing out influences tourist motivation and experiences.

The objectives of this study are: (1) To analyze how fear of missing out serves as a motivation for tourists to visit Warung Kopi Sinar Terang; and (2) To describe the tourist experiences during their visit to the location.

This research employed a qualitative approach with a phenomenological method, focusing on understanding the lived experiences of tourists. Data were collected through in-depth interviews, participant observation, and documentation. The data were analyzed using descriptive qualitative methods to provide a deep understanding of the fear of missing out phenomenon and the tourist experiences at Warung Kopi Sinar Terang.

The findings show that: (1) Fear of missing out serves as a strong motivator that drives tourists to visit Warung Kopi Sinar Terang. Factors such as fear of missing trends, anxiety about being perceived as outdated, and social pressure push visitors to come after seeing viral content about the destination. Fear of missing out is closely related to tourists’ needs for esteem and self-actualization, as they seek exclusive experiences worthy of being shared on social media; (2) Tourists’ experiences during their visit are shaped by the comfort of the facilities, the aesthetic beauty of the afternoon atmosphere, the presence of the rainbow slide attraction, and social interaction in the outdoor area, all of which contribute to feelings of happiness, satisfaction, and emotional connection. These aspects reflect the fulfillment of emotional and social needs among the visitors.