

ABSTRAK

Skripsi dengan judul “Pengaruh *Self Esteem* terhadap *Fear of Missing Out* (FoMO) Tren Fashion pada Mahasiswi FEBI di UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Iftita Hawa Taufat, NIM 1860308221057, dengan pembimbing Afinia Sandhya Rini, M.Psi.

Kata Kunci: *Self Esteem*, *Fear of Missing Out* (FoMO), *Tren Fashion*.

Penelitian ini bertujuan untuk mengetahui tingkat *Self Esteem*, tingkat *Fear of Missing Out* (FoMO) tren fashion, serta pengaruh *Self Esteem* terhadap *Fear of Missing Out* (FoMO) tren fashion pada mahasiswi Fakultas Ekonomi dan Bisnis Islam (FEBI) UIN Sayyid Ali Rahmatullah Tulungagung. Penelitian ini dilatarbelakangi oleh berkembangnya tren fashion di kalangan mahasiswi yang dapat memunculkan kekhawatiran untuk tertinggal dari tren yang sedang populer, sehingga berpotensi memengaruhi kondisi psikologis individu, khususnya *Fear of Missing Out* (FoMO). Salah satu faktor psikologis yang diduga berpengaruh terhadap FoMO adalah *Self Esteem*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Sampel penelitian berjumlah 355 mahasiswi yang ditentukan menggunakan teknik *purposive sampling*. Data dikumpulkan menggunakan skala *Self Esteem* dan skala *Fear of Missing Out* (FoMO) tren fashion. Analisis data dilakukan menggunakan statistik deskriptif dan regresi linier sederhana.

Hasil penelitian menunjukkan bahwa tingkat *Self Esteem* mahasiswi FEBI berada pada kategori sedang sebesar 67,9%, sedangkan tingkat FoMO tren fashion berada pada kategori sedang 65,9%. Hasil uji hipotesis menunjukkan bahwa *Self Esteem* berpengaruh negatif dan signifikan terhadap *Fear of Missing Out* (FoMO) tren fashion ($p < 0,05$; $t = -26,117$). Nilai koefisien determinasi (R^2) sebesar 0,659 menunjukkan bahwa *Self Esteem* memberikan kontribusi sebesar 65,9% terhadap *Fear of Missing Out* (FoMO) tren fashion.

ABSTRACT

The thesis entitled “The Influence of Self Esteem on Fear of Missing Out (FoMO) in Fashion Trends among Female Students of FEBI at UIN Sayyid Ali Rahmatullah Tulungagung” was written by Iftita Hawa Taufat, Student ID 1860308221057, under the supervision of Afinia Sandhya Rini, M.Psi.

Keywords: *Self Esteem, Fear of Missing Out (FoMO), Fashion Trends.*

This study aims to determine the level of Self-Esteem, the level of Fear of Missing Out (FoMO) in fashion trends, and the influence of Self-Esteem on Fear of Missing Out (FoMO) in fashion trends among female students of the Faculty of Islamic Economics and Business (FEBI) at UIN Sayyid Ali Rahmatullah Tulungagung. This study was motivated by the development of fashion trends among female students, which may lead to concerns about being left behind by popular trends and potentially affect individuals' psychological conditions, particularly Fear of Missing Out (FoMO). One of the psychological factors presumed to influence FoMO is Self-Esteem.

This study employed a quantitative approach with a causal associative research design. The sample consisted of 355 female students selected using purposive sampling techniques. Data were collected using the Self-Esteem Scale and the Fear of Missing Out (FoMO) Fashion Trend Scale. Data were analyzed using descriptive statistics and simple linear regression.

The results showed that the level of Self-Esteem among FEBI female students was in the moderate category at 67.9%, while the level of Fear of Missing Out (FoMO) in fashion trends was also in the moderate category at 65.9%. The hypothesis test results indicated that Self-Esteem had a negative and significant effect on Fear of Missing Out (FoMO) in fashion trends ($p < 0.05$; $t = -26.117$). The coefficient of determination (R^2) was 0.659, indicating that Self-Esteem contributed 65.9% to Fear of Missing Out (FoMO) in fashion trends.