

## Beauty Influencer Strategy FoMO (Fear of Missing Out) in Carrying out the Tiktok Challenge : Jharna Bagwani Tiktok Case Study #barbiegirlchallenge

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### ABSTRACT

This research discusses the strategies of beauty influencers in overcoming the FoMO (Fear of Missing Out) phenomenon through social media TikTok, especially by taking part in the #BarbieGirlChallenge challenge created by Jharna Bhagwani. The FoMO phenomenon arises from the behavior of comparing oneself with others by social media users. The fear of missing out on information or trends motivates beauty influencers to continue being creative to attract the attention of TikTok users and get more followers. This research aims to understand the meaning of behavior that occurs as a result of FoMO and how FoMO shapes the motivation of beauty influencers. The method used is qualitative research with a phenomenological approach. The research informants are beauty influencers who have taken part in the #BarbieGirlChallenge. The data collection technique was through observation of informants' TikTok accounts, in-depth interviews, and video documentation of the challenges they participated in. The research results show that FoMO motivates beauty influencers to continue to be creative in order to attract audience attention and gain profits from their TikTok accounts.

**Keywords:** *FoMO (Fear of Missing Out), Tiktok Challenge*

### INTRODUCTION

This research discusses the phenomenon of FoMO (Fear of Missing Out) or the fear of missing out that occurs among beauty influencers when carrying out TikTok challenges, especially the #BarbieGirlChallenge. The FoMO phenomenon is increasingly widespread due to the use of social media such as Instagram, Twitter and TikTok. Through this social media, users can upload posts about their life routines so that it can create feelings of anxiety in other users because they are afraid of missing out.

In 2020, the #BarbieGirlChallenge was popularized by Jharna Bhagwani and went viral on TikTok. Many beauty influencers remake these videos to get lots of viewers and followers. This phenomenon indicates FoMO because they don't want to be left behind by trends. Apart from that, this research also discusses TikTok profiling and informants who are the object of research. The research period is 2020 to 2023 because in 2020 this challenge was popular and in 2023 the Barbie film was released so this challenge is popular again.

## LITERATURE REVIEW

In the research, researchers used several studies as reference in the form of journals and articles related to previous studies that discuss the topic of FoMO from various approaches.

1. Research conducted by Biella Putri Wahyuni and Sondang Maria J. Silaen in 2021 on the relationship between self-control, fear of missing out (FOMO), and social media addiction in youth groups in North Bekasi. This research uses Self-Determination Theory and finds that the higher a person's self-control, the lower their social media addiction.
2. Research conducted by Lira Aisafitri and Kiayati Yusriyah in 2021 on the impact of social media addiction (FOMO) on the millennial generation in the city of Depok. This research uses Self-Determination theory and finds that FOMO in millennials has both positive and negative impacts on daily life.
3. Research by Rizki Setiawan Akbar and colleagues in 2018 on the fear of missing out on moments (FOMO) among teenagers in the city of Samarinda. This research shows that high use of social media exposes teenagers to what other people are doing and triggers a fear of missing out.
4. Several other studies have discussed the topic of FOMO from various perspectives such as self-control, social media addiction, social interactions, self-esteem, mental health, and other psychological effects.

## METHODOLOGY

The methodology used is qualitative by analyzing the results of observations and interviews with Beauty Influencer informants on TikTok. This chapter explains the methodology used in this research, namely:

- a) The research paradigm uses a qualitative paradigm.
- b) The research method uses the phenomenological method.
- c) The research subjects are Beauty Influencers who do the #barbiegirlchallenge on TikTok.
- d) Data collection techniques use observation, interviews and documentation.

- e) Data analysis techniques use content analysis and data reduction.
- f) The data validity checking technique uses source triangulation.

## **RESULTS AND DISCUSSION**

- 1) General description of the research object, namely the TikTok profile and informant profile.
- 2) Research findings are in the form of observations and interviews with informants.
- 3) The results of the observations were the number of posts made by informants for the #barbiegirlchallenge.
- 4) The interview results showed that the informant's motivation for doing the challenge was because of FoMO and to get viewers.
- 5) Discussion of research results related to the meaning of FoMO behavior and how FoMO shapes informant motivation.

## **CONCLUSION**

Some conclusions from this research include:

1. The FoMO phenomenon forms motivation for beauty influencers to continue to be creative in order to get lots of viewers and followers and not want to be left behind by trends on TikTok.
2. FoMO makes beauty influencers always want to be updated with the latest challenges so that their videos can enter the FYP (For You Page) page on TikTok.
3. The #BarbieGirlChallenge is one of the most frequently remade challenges because it uses a Barbie theme which is popular among children and adults.
4. FoMO can have positive implications for the career development of beauty influencers because they continue to be creative, but it also has the potential to cause stress if they are obsessed with being popular and following trends.

FoMO acts as a motivator for beauty influencers to continue being creative on TikTok, but it needs to be balanced with a healthy sense of self-confidence so that they don't get pressured.

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