

ABSTRACT

The phenomenon of Fear of Missing Out or FoMO is a term for a person's behavior pattern who always feel excessively worried, anxious, and feel fear of being left behind by information which usually comes from social media. Instagram as one of the popular social media has a feature where the user could exchange and get information from both known and unknown people which is one of the means for someone to keep social interaction going. This makes the community, especially teenagers, have a high intensity of using social media in meeting the needs of cognitive, affective, and personal integration. The tendency of Fear of Missing Out itself is the high use of social media and the compulsive nature to always connect with social media. This study aims to determine the tendency of Fear of Missing Out in adolescents and the role of Production Designer in helping convey messages through visuals in fiction films. This study uses qualitative methods in the form of observations, interviews, questionnaires, and visual analysis on similar works as a reference. The results of the design of this film are expected to be a medium of information as a form of introduction to the tendency and potential of Fear of Missing Out from the use of social media.

Keyword: Production Designer, FoMO, Teen, Instagram, Smartphone