ABSTRACT

The increasing number of places like coffee shops has encouraged a new trend among teenagers, especially students, to hang out at coffee shops. The internet now not only functions as a tool for finding information, but also provides opportunities for everyone to observe the activities of others which are often considered more valuable than their own experiences, causing anxiety known as Fear of Missing Out (FoMO). The FoMO phenomenon is one of the drivers behind the trend of hanging out at coffee shops which is currently popular. The main objective of this study is to understand how students' self-concept is formed by this hangout trend. The method used in this writing uses a qualitative method with data collection using interview techniques with 8 key informants who are Telkom University students and 1 expert informant who is a psychologist. The results obtained when students with a strong self-concept tend to be better able to face social pressure and make decisions that are in accordance with their values. Conversely, students with a fragile self-concept are more vulnerable to the negative influences of social media and have difficulty in building a stable self-identity.

Keywords: *Fear of Missing Out, Hangout, Self-Concept, College Student, Coffee Shop*