

ABSTRACT

The rise of FOMO (Fear of Missing Out) among Gen Z is largely influenced by social media and influencer content. Lisa Blackpink, as a global influencer, has a strong appeal among her followers, particularly in trends such as Labubu doll products. This study analyzes the impact of Lisa Blackpink's influencer content on FOMO among Gen Z using a quantitative approach with purposive sampling. Data were collected through Google Forms and analyzed using simple linear regression. The findings indicate that Lisa Blackpink's content significantly affects FOMO among Gen Z, with a significance value of 0.000 (<0.05) in the t-test. Furthermore, the coefficient of determination shows that 94.5% of FOMO related to Labubu doll products among Gen Z is influenced by Lisa Blackpink's content. These results confirm that H_0 is rejected and H_1 is accepted, demonstrating a strong correlation between influencer content and FOMO levels. The study concludes that increased exposure to influencer content heightens the likelihood of experiencing FOMO. This highlights the crucial role of influencers in shaping consumer behavior and social trends, suggesting that marketing strategies leveraging influencer engagement can effectively drive purchasing decisions among Gen Z.

Keywords: *FOMO, Gen Z, Influencer Content, Lisa Blackpink, Social Media*