

ABSTRACT

This final project attempts to explore the phenomenon of consumer behavior triggered by FOMO (Fear of Missing Out) through an Installation art approach. By utilizing used clothes, fabrics, and accessories from personal consumption, the author created two works entitled "Uncontained Desires" and "The Body of Wants". This work represents the transformation from uncontrolled consumer desires to an identity formed from social media pressure and excessive consumption culture.

The creation process combines various embroidery techniques, and the combination of fabrics, and patchwork as a symbol of a complex personal process. In addition to being an artistic expression, this work also aims to encourage reflection on a consumer lifestyle and raise awareness of the importance of selfcontrol and authentic identity. This work is expected to be an educational and reflective medium, both for oneself and other art lovers.

Keywords: FOMO, Consumer Behavior, Self Identity, Social Media, Textile Artwork, Upcycling