

**PENGARUH *PROMOTION MIX* AKUN TIKTOK THE SOUNDS PROJECT
TERHADAP *FEAR OF MISSING OUT* (FOMO) PADA GENERASI Z (STUDI
SURVEI *FOLLOWERS* AKUN TIKTOK THE SOUNDS PROJECT)**

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ABSTRAK

Perkembangan digital yang sangat pesat saat ini menjadi sarana penting bagi perusahaan dalam melakukan pemasaran digital. Salah satu perusahaan yang memanfaatkan perkembangan tersebut adalah The Sounds Project melalui kegiatan Integrated Marketing Communication (IMC) dengan menggunakan promotion mix, yang meliputi advertising, sales promotion, public relations, personal selling, serta direct and digital marketing. Namun, kemudahan aktivitas pemasaran digital juga berdampak pada perubahan audiens, salah satunya munculnya Fear of Missing Out (FOMO) akibat mudahnya penyebaran informasi di media digital. Penelitian ini bertujuan mengetahui dan menganalisis pengaruh promotion mix The Sounds Project terhadap FOMO pada Generasi Z, melalui survei terhadap followers akun TikTok The Sounds Project. Penelitian menggunakan model IMC dengan metode kuantitatif eksplanatif. Data dikumpulkan melalui kuesioner online kepada responden yang mengikuti dan menonton konten akun tersebut, dengan sampel sebanyak 421 responden. Hasil penelitian menunjukkan hubungan positif antara promotion mix dan FOMO pada Generasi Z, dengan nilai korelasi sebesar 0,338. Uji koefisien determinasi menunjukkan hasil 11,4%. Uji hipotesis menunjukkan H1 diterima, yaitu semakin tinggi pengaruh promotion mix akun TikTok The Sounds Project maka semakin besar pengaruhnya terhadap FOMO pada Generasi Z, sedangkan H0 ditolak. Temuan ini menunjukkan bahwa promotion mix berpengaruh terhadap FOMO, meskipun tingkat pengaruhnya tergolong positif namun lemah pada Generasi Z.

Kata Kunci: FOMO, Integrated Marketing Communication, Promotion Mix, The Sounds Project

***THE INFLUENCE OF THE SOUNDS PROJECT'S TIKTOK ACCOUNT
PROMOTION MIX ON FEAR OF MISSING OUT (FOMO) BEHAVIOR
AMONG GENERATION Z (SURVEY STUDY OF THE SOUNDS PROJECT'S
TIKTOK ACCOUNT FOLLOWERS)***

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ABSTRACT

The rapid advancement of digital technology today provides organizations with a vital medium for digital marketing. The Sounds Project exemplifies this, employing Integrated Marketing Communication (IMC) through a promotion mix of advertising, sales promotion, public relations, personal selling, and direct and digital marketing. Digital marketing's accessibility has also contributed to shifts in audience behavior, notably the emergence of Fear of Missing Out (FOMO), arising from the rapid spread of information on digital media. This study examines the effect of The Sounds Project's promotion mix on FOMO among Generation Z, through a survey of followers of the brand's TikTok account. The research adopts the IMC framework with an explanatory quantitative method. Data were collected via an online questionnaire distributed to respondents who follow and watch the account's content, yielding a sample of 421 respondents. The findings reveal a positive relationship between the promotion mix and FOMO, evidenced by a correlation coefficient of 0.338. The coefficient of determination was 11.4%. Hypothesis testing confirmed H1, indicating a greater influence of the promotion mix corresponds to a stronger effect on FOMO, while H0 was rejected. These results suggest the promotion mix significantly affects FOMO, though its influence remains positive yet weak among Generation Z.

Keywords: FOMO, Integrated Marketing Communication, Promotion Mix, The Sounds Project.