FEAR OF MISSING OUT CULINARY TOURISM STUDENTS OF UPI THE EDUCATION OF UNIVERSITY TOURISM INDUSTRY STUDY PROGRAM IN SUMEDANG

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Abstract. The purpose of this study is to analyze the behavior *of fear of missing out* in culinary tourism, related to anxiety or fear of missing out on something that is popular. As a result, Tourism Industry Study Program students tend to follow trends, buy goods that are not really needed, or do activities that are actually undesirable, so as not to feel left behind. The qualitative method with a phenomenological approach is used to focus on a deep understanding of the individual's subjective experience of a phenomenon. The data analysis technique used is *Interpretative phenomenological analysis*, which is a method that focuses on an in-depth exploration of how participants understand their personal experiences. Data collection techniques are carried out by observation, documentation, and in-depth interviews with informants. Data collected from key informants is more accurate and valid because it is in accordance with the phenomenon experienced directly. The results of the study show a change *in fear of missing out* behavior towards consumptive behavior, shown by the existence of social media promotions and consumption trends that encourage impulsive behavior and social anxiety. Thus, it is hoped that Tourism Industry Study Program students can face challenges in balancing modern social pressure and social media with values to prioritize life balance and build healthy relationships without relying on social media.

Keywords: behavior; fear of missing out; culinary tourism; students; tourism industry study program

I. INTRODUCTION

Currently, there is a change in lifestyle, that people not only strive to feel full, but also search for atmosphere and service as an integrated part of ordering dishes. So FoMO culinary tourism behavior arises as a result of the fear of missing out on a popular culinary experience, encouraging someone to follow the trend and try foods or drinks that are going viral, even though they may not really want to [1]. The term FoMO stands for *Fear of Missing Out*, has become a common phenomenon with regards to feelings of discomfort that often develop into obsessions, in which a person feels that a friend or other person is enjoying a pleasant experience in his absence [2]. Furthermore, the FoMO phenomenon has become a topic that has attracted the attention of many researchers, especially in the context of consumer behavior in the digital age. FoMO refers to the anxiety that individuals experience when they feel alienated from popular experiences or trends, and this is especially relevant in the culinary tourism industry. With the increasing use of social media, individuals mostly feel compelled to try foods or restaurants that are going viral so as not to miss out on the latest information and experiences [3]. Furthermore, FoMO's behavior is largely triggered by attractive visual content on social media, where users can see their friends enjoying a variety of trending culinary delights. This creates social pressure to participate in the experience, even though they may not actually have the same interest in the food [4].

At the moment, the focus is on *Core* its business became a Tourism Regency. Each office is a tourism office according to its field, every place is a tourist destination and every citizen is a tour guide. The carrying capacity and concern of the community in the development of tourist attractions is very important because the interaction of tourists with the community is inevitable so that the negative impact of tourism can be minimized as shown in Figure 1.(Munir, 2022)(Astawa & Sudibia, 2021)

Figure 1. Tourist Destinations at the Six Cisumdawu Toll Gates
Source: (DisParBudPora, 2025)

The development of tourist destinations as shown in Figure 1.1., encourages the tourism industry in Sumedang Regency to face various sustainability challenges such as

resource manipulation, economic uncertainty and changes in tourism demand. Therefore, tourism policy makers must promote and prepare innovation and resilience for local communities and tourist areas. So that the development of culinary tourism plays a very important role in supporting the development of the tourism industry, especially as an attraction for tourists to Sumedang Regency which from year to year has increased. Currently, the types of culinary tourism businesses that are officially registered based on data amount to 204 units consisting of restaurants, cafes & cafes as presented in Table 1.

Table 1. Types of Culinary Tourism in Sumedang Regency

Yes	Types of Culinary Tourism	Sum
1	Restaurant	125
2	*Café* and *Coffee Shop*	79
Sum		204

Source: (DisParBudPora, 2024)

Table 1., showing the data of the restaurant, *Coffee* and *Coffee shop* which is registered with DisParBudPora in 2024. The existence of this data is an opportunity to be developed more optimally with the availability of a special map that presents the development of culinary tourism. Because Generation Z is more susceptible to the influence of FoMO because they often compare themselves to others on social media platforms [5]. Social media platforms reinforce FoMO by providing endless opportunities for social comparisons, which can lead to compulsive examination and the fear of missing out on social interactions, the addictive nature of social media, driven by FoMO, can interfere with sleep and face-to-face social skills, which further impacts mental health [6], [7]. FoMO can lead to consumer dissatisfaction, as individuals constantly compare experiences with others, often considering them as superior, this dissatisfaction poses challenges for marketers, can affect consumer loyalty and satisfaction with products and services, from an anthropological point of view, FoMO is seen as a survival mechanism, historically encouraging humans to seek out important resources. This perspective suggests that FoMO is deeply rooted in human behavior, although its expression has evolved with technology [8]. FoMO refers to the fear or anxiety of missing out on a pleasant or important experience or activity experienced by another person, closely related to the use of social media. The FoMO phenomenon of culinary tourism has emerged in Sumedang Regency, especially among students of the UPI Tourism Industry Study Program at the Regional Campus in Sumedang as shown in Table 1.2., reflected in the high exposure to social media and digital technology.

Table 2. Data on the Number of Students in the Tourism Industry. U.S. Army Corps of Engineers

Yes	Year	Sum
1	2020	64
2	2021	84
3	2022	96
4	2023	184
5	2024	172
Total 552		

Source: (InPar Study Program, 2025)

Table 2., shows data on the number of students of the UPI Tourism Industry Study Program at the Regional Campus in Sumedang, some of whom have experienced FoMO. This is shown by feeling depressed or anxious when others are doing something interesting without their presence, especially seeing ongoing activities or events through friends' posts or content *Online* Other [9]. Furthermore, the results of the study on FoMO show a significant relationship between self-esteem and FoMO levels among individuals in the early adult phase with an age range of 18-25 [10].

The behavior of FoMO culinary tourism students is certainly not only driven by social media uploads, but also by social media uploads. *Influencers* from various *platform* Social media also plays an important role in activities based on the ever-growing consumptive trend which is often called *impulsive buying behavior*. Students do not only see culinary as a physical need, but as a *Branding* status and lifestyle. This trend is supported by interactive features on *platform* digital such as reviews on photos and videos that reinforce the desire to experience similar moments. The competitive nature of online communities encourages students to create anti-mainstream experiences that can be uploaded and appreciated by social networks. This makes food consumption more than just a consumption activity. These activities turn into social experiences enriched by visual elements and personal interpretations [11]. Because FoMO can influence students' decisions in choosing culinary tourism destinations.

Students who experience FoMO tend to prefer places to eat that are being talked about on social media, without considering other factors such as food quality or price. This suggests that purchasing decisions are often based on social perceptions rather than personal needs [12]. Culinary business actors need to understand the characteristics of student behavior to design an effective marketing strategy. Marketing strategies that utilize FoMO can include the use of influencers and viral campaigns on social media to capture the attention of students. By creating engaging and mouthwatering content, restaurants can increase visibility and attract more visitors [13]. Especially the students of the UPI Tourism Industry Study Program at the Regional Campus in Sumedang,

Based on the problems described, the researcher is interested in conducting research and making the problems that occur as a research topic with the title FoMO Behavior of Culinary Tourism Students of the UPI Campus Tourism Industry Study Program in Sumedang**.** The research is expected to provide new insights for the world of the tourism industry and encourage the optimization of culinary tourism potential in Sumedang Regency as the main attraction. Behavior is an attempt to understand why consumers do and what they do. It relates to how an individual makes decisions to allocate available resources in terms of time, effort, money, and energy [14]. Furthermore, consumer behavior describes how individuals make decisions to utilize available resources to purchase consumption-related goods. Here is a model of consumer behavior.

Table 3. Consumer Behavior

Marketing Stimulus	Other Stimuli	Buyer Characteristics	Purchase Decision Process	Buyer's Decision
Product Price Channels Marketing Promotion	Economics Technology Politics Culture	Culture Social Personal Psychology	Understanding the Problem Information Search Alternative selection Purchase Decision Post-Purchase Behavior	Product selection Brand selection Selection of purchasing channels Timing of purchase Purchase amount

Source: [15]

Behavior is greatly influenced by the circumstances and situations of the layers of society where they are born, grow and develop. Thus, consumers from different levels of society will have different assessments, needs, opinions, attitudes, and tastes. So that decision-making in the purchase stage will be influenced by several factors including:

1) Cultural factors have a wide and profound influence on consumer behavior. Consists of: cultures, subcultures, and social classes
2) Social Factors, e.g., reference groups, family and social status
3) Personal Factors, contributing to consumer behavior consist of age and stage of life cycle, work and economic environment, lifestyle, personality and self-concept
4) Psychological Factors, a person's purchasing choices are influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and stance [15]

Meanwhile, FoMO is a phenomenon that occurs as a result of an individual's fear due to the unfulfilled psychological need to connect with others, which is characterized by the appearance of anxiety because they have missed moments on social media. The symptoms that occur can be seen from dependence on mobile phones, tension when not accessing social media, obsession with what other individuals upload and the urge to upload activities that are done, but depressed if only a few people see their activities on social media. The effect is that individuals cannot enjoy life in the real world because they are always centered on social media, lose attention from the surrounding environment, and feel inferior [16].

FoMO can be defined as a person's desire to stay connected continuously with other people's activities. Term *Fear of Missing Out* (FoMO) became popular at the beginning of the decade and became a widely known acronym. FoMO is defined as a feeling of anxiety towards missing something or that others are enjoying life. Research shows that the main causes of FoMO include social media and increased social pressure [17]. Low satisfaction in an individual's life can encourage high FoMO and affect an individual's self-esteem. The impact that arises when students feel low self-esteem are decreased academic achievement, difficulty in appearing in public, difficulty communicating with others, and violence that can be committed by students [18].

FoMO is linked to negative psychological outcomes, including anxiety and depression, as it fosters a constant need to stay connected and compare oneself to others Among college students, high levels of FoMO correlated with low self-esteem and self-concept, suggesting that FoMO exacerbates feelings of inadequacy [19], [20]. Thus, social media flatform strengthens FoMO by providing endless opportunities for social comparison, which can lead to compulsive examination and fear of missing out on social interactions, the addictive nature of social media, driven by FoMO, can interfere with sleep and face-to-face social skills, which further impacts mental health

II. RESEARCH METHODS

The qualitative method with a phenomenological approach is used to focus on a deep understanding of the individual's subjective experience of a phenomenon. The data analysis techniques used are *Interpretative phenomenological analysis*, is a method that focuses on an in-depth exploration of how participants understand their personal experiences. The data collection technique was carried out by in-depth interviews with informants. Data collected from key informants is more accurate and valid because it corresponds to the phenomena experienced directly. This study adopts the theoretical framework of Fear of Missing Out developed by [21] as an epistemological foundation to understand the phenomenon of social anxiety that manifests in the context of culinary tourism. The FOMO construct is operationalized through three fundamental dimensions: interpersonal anxiety, the need for social connection, and experiential seeking motivation. These dimensions form a conceptual architecture that allows the deconstruction of participants' subjective experiences of the phenomenon of culinary tourism. The theoretical indicators of FOMO are transformed into analytical instruments through thematic categorization consisting of: This research produces empirical evidence that FoMO in Generation Z is not just a temporary phenomenon, but a systematic pattern of behavior with a multidimensional impact on their mental health, consumption patterns, and social identity construction.

III. RESULT AND DISCUSSION

The Influence of Social Media on the Encouragement of FoMO in Culinary Tourism

Social media plays a significant role in shaping students' psychological drive to participate in popular culinary trends. The compelling visualization of food and aesthetic dining places shapes the consumption imagination that encourages exploratory action. A number of participants admitted that they often saw food content on Instagram and TikTok, which was the trigger for in-person visits. As expressed *"I often see culinary content, whether it's through TikTok, YouTube or Instagram, I'm quite interested in the culinary world because I like to eat or just snack"* (Resi). This phenomenon reinforces the argument that visual exposure can shape perceptions of the desirability of a particular dining place without a mature rational consideration process. College students also show a tendency to adjust consumption preferences based on viral

content that is often shared by influencers. This shows that culinary consumption is no longer solely based on physical needs, but as a manifestation of digital social connectedness. In this context, FoMO is not only the fear of missing information, but also the involvement in the experience constructed by the media. As Jasmin revealed, *"I am always encouraged, especially if the content is about spicy food"*, showing a link between viral content and direct consumption decisions.

The appeal of social media as a promotional medium has blurred the line between real needs and desires shaped by visual expectations. Students like Alya mentioned that *"Usually because the appearance of the place and the food is interesting—aesthetic, cozy, and the caption or review makes you curious"*. Visual aesthetics are an important element in shaping the perception of food quality, which ultimately drives interest in participating in culinary trends. Even when students declare to be selective, there are still cognitive processes that are influenced by the intensity of exposure to certain content. In some cases, students mentioned that direct experience is not always in line with the expectations formed by the media. As Agnia said, *"There are times when the food or atmosphere of the place I visit is less satisfying than what is shown on social media"*. This shows a shift from actual satisfaction to satisfaction constructed through visual narratives and reviews. This means that social media creates a kind of illusion of reality that then becomes a benchmark in consumption decision-making [22], [23].

This phenomenon is supported by culinary business actors who consciously optimize the power of social media to attract young customers. As Tasya, the owner of Risol Tasty, said, *"Visuals and testimonials greatly influence their buying interest"*. By utilizing Instagram and TikTok, business actors create aesthetically pleasing and evocative representations to attract the attention of consumers influenced by FoMO. Some of them even use limited strategies such as pre-order systems and exclusive content to create urgency. This shows how digital marketing strategies are oriented towards emotional and social drives, not just purchase rationality. In this context, students are not just consumers, but active participants in the virality cycle. FoMO is an effective tool that is used in shaping mass consumption behavior. Social media is no longer neutral, but rather an actor who shapes the dynamics of individual decisions [24], [25].

The presence of professionally curated viral content creates a standardization of the experience that users must achieve. Students not only see content as entertainment, but also as a reference for behavior. In many cases, students admitted to planning a culinary visit after seeing the content repeatedly. As expressed by Ainnisa, *"I became curious and finally bought to try it myself"*. This suggests that the desire to actualize digital social experiences drives consumption actions in the real world. Social media not only creates trends, but also defines values that are considered important in the student community. The value of uniqueness, novelty, and connectedness became dominant in the decision framework. Therefore, social media-fueled FoMO can be seen as a response to the pressure to maintain a relevant social identity [26].

Social Pressure and Conformity in Culinary Consumption Behavior

Social pressure that arises from the surrounding environment is an important trigger in the student decision-making process for culinary tourism. The narrative of friends, family, or online communities can be a source of validation that reinforces the motivation to participate in certain trends. Alya, one of the participants, explained that *"If my friend recommends a place to eat, I usually get curious and want to try it too"*. This behavior indicates that interpersonal relationships have an important role in shaping consumption motivations driven by social affiliation. When students feel left behind from group talk or have no reference to a trending experience, there is a need to adjust immediately. As Pratiwi acknowledged, *"Sometimes yes, I'm afraid of missing the story"*, which indicates anxiety about social exclusion. In this context, FoMO is interpersonal and collective, not just an individual experience [27].

The narrative of a friend's invitation creates pressure that is often unrealized as a form of conformity. Students tend to receive recommendations from friends as a form of justification for consumption decisions. Kantata said, *"If invited by a friend, I will just come to the restaurant"*. This indicates a need to be accepted into a social group, even if the decision does not entirely stem from personal preference. This pressure is even greater when the digital community reinforces the narrative that visiting viral places is a form of "contemporary." Students become actors in the social cycle that reinforce the norms of collective consumption. This pressure is not always negative, but it can become a psychological burden if not realized or not managed properly. When conformity becomes the basis of behavior, then individual autonomy in decision-making can be eroded.

The response to these social pressures varies depending on the individual's level of awareness and control over himself. Some students, like Nazwa, stated that *"I still choose based on personal interest despite the encouragement from friends or social media"*. This statement shows that despite the pressure, students who have strong self-control can still make decisions based on internal preferences. In a phenomenological approach, this subjective experience is important to assess the degree of internalization of social pressures on consumption behavior. FoMO does not necessarily mean loss of control, but it can be a reflection of the negotiation between external impulses and personal motivations. It forms a spectrum of experiences from active participation to resistance to peer pressure [23].

However, not a few students find it difficult to escape from the social expectations inherent in their communities. Jasmin mentioned that *"The pressure from the social environment is very big in my opinion because nowadays people find it easier to know the places that are viral"*. This suggests that exposure to digital media increases sensitivity to established social norms. College students who don't follow trends are considered less relevant or even isolated in social conversations. This pressure becomes even more complex when accompanied by a digital identity that must be maintained through uploads and documentation of activities. Therefore,

social pressure is not only present in a verbal form, but also in a more subtle but persuasive symbolic and visual form [28].

Social pressure in culinary tourism also plays a role in creating a consumption rhythm that is not always rational. Students are encouraged to do impulsive culinary exploration in order to gain recognition from their social group. This is a challenge in the context of developing healthy and sustainable consumption behavior. As explained by Rizky from the Tourism Office, *"Students tend to follow trends, especially if many friends have tried and shared positive experiences".* When social pressure becomes too dominant, the risk of overconsumption and dissatisfaction increases. Therefore, it is important to balance social expectations with personal awareness so that consumption behavior does not turn into a compulsive habit. Educational strategies and strengthening individual values are important steps in managing social pressures that lead to FoMO [22].

Evaluation of Students' Experience and Reflection on Culinary FoMO

In evaluating the impact of FoMO on culinary behavior, most students revealed that this phenomenon has a variety of impacts. Some feel compelled to try new things, while others are aware of the risks in the form of excessive expectations and impulsive consumption. Alya stated, "Sometimes expectations are high because of the influence of reviews that are too exaggerated". This shows that social media forms an experiential narrative that does not necessarily correspond to the reality of the field. When students experience a mismatch between expectations and reality, feelings of disappointment can arise, reducing consumption satisfaction. Even so, many of them still consider that FoMO opens up new opportunities for exploration that enriches personal culinary references. Eva Faradilla added that "I feel happy to be able to try new things... gain experience and be able to judge for yourself whether the food is worth trying or not". This evaluation is important because it reflects the balance between curiosity and self-control in the context of trend-based consumption [24].

Most respondents showed a selective pattern in responding to FoMO urges. Students like Azzahra stated that "I don't feel depressed. In fact, I am happy because I can try new things, even though not all of the trends I follow are true". This pattern shows that the FoMO experience does not always cause psychological distress, but can be a positive stimulus for the conscious exploration of new experiences. However, for some individuals, FoMO still leaves potential stress, especially if accompanied by strong social pressure. Pratiwi assessed that "FoMO sometimes makes you extravagant, although you can definitely try new things as well", which illustrates the dilemma between social desires and personal needs. This phenomenon illustrates that success in managing FoMO depends on the level of cognitive maturity of students in sorting out external influences. Thus, it is important to have a reflective approach in assessing whether a consumption impulse really stems from personal needs or is merely a response to group pressure.

Evaluation of the experience of following culinary trends shows that students are not only oriented to consumption, but also to the meaning of these activities. Ainnisa revealed that "Sometimes it is appropriate, sometimes it is not. For example,

when I tried Tiramisusu, it was as expected. But there are also other places that look wow on social media, but it turns out to be ordinary". This phrase indicates the importance of the process of experiential validation as a way to develop maturity in consumption. For college students, evaluating experience is a learning process to set expectations and develop personal preferences. This is also a form of control over media narratives that are sometimes hyperbolic. In a phenomenological approach, this kind of experience forms a critical awareness of the so-called 'real value' of consumption activities. College students learn that not everything that goes viral is worth pursuing, and that authentic experiences are more important than just going with the flow. This evaluation is an important mechanism in forming healthy, rational, and meaningful consumption patterns [23].

From the perspective of business actors, FoMO students' behavior has a generally positive impact on product marketing. Tasya, the owner of the Risol Tasty business, stated that "The surge in orders made my products more recognizable... But I still have to ensure the quality so that they don't just buy once, but also become regular customers". This shows that even though FoMO creates economic opportunities, there remains a responsibility to keep customer expectations realistic. Students as consumers of FoMO play a dual role: they are marketing targets and at the same time spreaders of culinary narratives through social media. Therefore, the evaluation of culinary experiences must be carried out not only by consumers, but also by business actors to maintain credibility. Collaboration between manufacturers and consumers through honest reviews is important in forming trust. If the media narrative is manipulated too much, the risk of disappointment and loss of customer loyalty will increase. Therefore, the balance between promotion and reality is the key to sustainability in culinary trends influenced by FoMO [26].

The overall results of the interviews showed that despite the negative aspects of FoMO behavior, students were generally able to manage these pressures with an adaptive approach. They do not necessarily follow all trends, but choose with convenience, taste, and relevance in mind. This is in accordance with Diajeng's statement, "I don't feel depressed. I actually became more familiar with the culinary variety and knew what was suitable for me". With strong reflection, students are able to use FoMO as a tool to expand their experience, not as a source of pressure. The evaluation of culinary experiences also opens up space for critical discussions about the quality of promotion and the authenticity of information on social media. Therefore, the formation of a selective and reflective attitude is an important aspect in the healthy management of FoMO. This shows that the FoMO experience does not have to be avoided, but can be directed into a thoughtful and purposeful consumption learning process [24].

Expectations for Culinary Tourism Trends and FoMO Management Strategies

Students have clear expectations for the development of culinary tourism trends, especially in educational and sustainability contexts. Many of them hope that the trend will not only focus on visuals and virality, but also contain sustainable cultural values and quality. Alya stated, "I hope that

the culinary tourism trend will not only catch up with virality, but also provide a meaningful experience... a concept that reflects the local culture". This hope reflects the desire to make consumption an activity that has more value than just social existence. Culinary tourism can be used as a learning medium about the diversity of tastes, historical values, and local innovations. In the midst of the onslaught of contemporary food, students want local culinary to still have a place in the digital narrative. This hope reflects the spirit of cultural preservation as well as adaptation to the times. Thus, the trend of culinary tourism can be a means of strengthening the dynamic and contextual cultural identity of students [23].

On the other hand, students are aware of the need for strategies so that FoMO behavior can provide positive benefits without causing pressure or negative impacts. One of the main strategies is to increase digital literacy and awareness of selective consumption. As expressed by Diajeng, "There needs to be awareness that not all viral things must be followed. It is important for us to select trends that are appropriate and beneficial for ourselves". This approach allows students to stay connected to trends, without having to lose control of their personal choices. Education about wise consumption and the balance between needs and desires is becoming increasingly relevant. Social media needs to be positioned as a tool, not as a determinant. Students are also encouraged to build reflective awareness of the narratives absorbed from the digital world. With this strategy, FoMO will not be a threat, but rather an opportunity to form a conscious and independent identity [28].

Business actors and the government also have an important role in shaping healthy and inclusive culinary tourism trends. Rizky Reynaldi from the Tourism Office stated that "We maximize the use of social media as the main publication tool because it has proven to be effective in attracting tourists, especially the younger generation". This shows that promotion cannot be separated from the digital context, but must still be directed at honest and educational content. The government needs to provide training to MSME actors so that they can manage digital promotions wisely and in accordance with ethics. In addition, the campus is also expected to provide space for students to become agents of change in the promotion of healthier and more sustainable culinary. Collaboration between academics, entrepreneurs, and the government will result in a culinary ecosystem that not only sells flavors, but also values and identities. This strategy can balance trends with cultural awareness and the sustainability of the local economy [28].

Students themselves have creative ideas that can encourage culinary tourism trends to be more positive. One of them is by presenting an interactive concept in culinary tourism, as proposed by Eva, "I hope that the trend of culinary tourism can provide a meaningful experience, for example by involving tourists in the process of making food". This is a form of transformation of consumption into an educational experience. Culinary is no longer just a passive object to enjoy, but an active medium to learn and interact. This kind of initiative can help students better understand the value behind food, as well as increase their appreciation of the production process. In the long run, this will also form a more responsible and ethical consumption pattern. Therefore, innovation based on participation and awareness is the key to a more humane and value-oriented culinary tourism future [27].

In closing, students and tourism actors in Sumedang agreed that FoMO in the context of culinary tourism is a phenomenon that can be directed to be a positive force. Students like Ainnisa hope that "Culinary places do not only focus on visuals and trends, but also maintain the quality of taste, service, and comfort of the place". This shows the awareness that consumers are not just looking for virality, but quality and meaning. When FoMO is combined with education, social awareness, and local innovation, this phenomenon can have a far-reaching impact on tourism development. Both as a trend and a marketing strategy, FoMO can be directed to support MSMEs, preserve culture, and improve the quality of public consumption. Therefore, synergy between business actors, academics, and the government is urgently needed to create sustainable and inclusive culinary trends. In this context, students are not only the object of marketing strategies, but also active subjects in shaping a resilient and meaningful future of local cuisine [25].

IV. CONCLUSION

This study reveals that the construction of Fear of Missing Out behavior in the context of culinary tourism of students of the UPI Tourism Industry Study Program, Sumedang Campus, represents a complex manifestation of the interaction between digital technology, social dynamics, and contemporary consumption motivations. Empirical findings suggest that the FoMO phenomenon does not solely function as a pathological response to social pressures, but rather evolves into an adaptive mechanism that facilitates the exploration of culinary experiences and the construction of students' social identities. The phenomenological analysis identifies three fundamental dimensions that shape FoMO behavior: first, the amplification of consumption impulses through aesthetic visualization on social media platforms that transforms the perception of culinary desirability; second, the internalization of the pressure of group conformity that manifests the need for social affiliation in the form of participation in culinary trends; and third, a reflective evaluation process that allows students to develop selective mechanisms in responding to external stimuli. The integration of these three dimensions forms a behavior pattern that is not deterministic, but dynamic and can be directed to become an instrument for the development of conscious and meaningful consumption capacity . The strategic implications of these findings lead to the reconceptualization of FoMO as a potential catalyst in the development of a sustainable and inclusive culinary tourism ecosystem in Sumedang Regency. Students as a demographic dividend in the tourism industry show the ability to transform FoMO's encouragement into a constructive agency through selective and reflective consumption practices. Synergistic collaboration between culinary business actors, educational institutions, and local governments can optimize FoMO's potential to encourage product innovation, strengthen local cultural identity, and increase the competitiveness of culinary tourism destinations.

Strategic recommendations include the development of digital literacy that strengthens students' ability to manage social media stimuli, the implementation of marketing strategies that integrate the value of authenticity with visual appeal, and the construction of culinary narratives that connect contemporary trends with local cultural heritage. Through this holistic approach, the FoMO phenomenon can be positioned as a transformative instrument that contributes to the development of sustainable and experiential culinary tourism.

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