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AL-AMWAL

The Impact of FOMO on The Hedonism Attitude of Generation Z In Islamic Consumption Behavior

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Abstract

The development of 20th century technology, especially social media, has changed the way people interact and consume goods. Generation Z, who grew up in the digital era, has unlimited access to the internet and is always connected to the latest trends. Although it provides convenience, it also triggers excessive consumer behavior. One of the phenomena that has emerged is the Fear of Missing Out (FOMO), which encourages them to buy goods for instant gratification, even though they are not needed. This phenomenon can lead to a hedonistic lifestyle, which focuses more on temporary pleasure than long-term considerations. This study discusses the impact of the Fear of Missing Out (FOMO) phenomenon on hedonistic attitudes in Generation Z's consumption behavior, focusing on the context of Islamic economics. The results show that the application of Islamic values, such as justice and simplicity, can help Generation Z manage their consumption behavior, avoid waste, and find a balance between material and spiritual needs. These findings are expected to provide insight for the younger generation to develop more responsible and sustainable consumption patterns..

Keywords: *Fear of Missing Out, Hedonism, Gen Z, Consumption Behavior, Islamic Economy*

Abstrak

Perkembangan teknologi abad ke-20, terutama media sosial, telah mengubah cara masyarakat berinteraksi dan mengonsumsi barang. Generasi Z, yang tumbuh di era digital, memiliki akses tanpa batas ke internet dan selalu terhubung dengan tren terbaru. Meskipun memberikan kemudahan, hal ini juga memicu perilaku konsumtif berlebihan. Salah satu fenomena yang muncul adalah Fear of Missing Out (FOMO), yang mendorong mereka untuk membeli barang demi kepuasan instan, meskipun tidak diperlukan. Fenomena ini dapat mengarah pada gaya hidup hedonistik, yang lebih fokus pada

kesenangan sementara daripada pertimbangan jangka panjang. Penelitian ini membahas dampak fenomena Fear of Missing Out (FOMO) terhadap sikap hedonisme dalam perilaku konsumsi Generasi Z, dengan fokus pada konteks ekonomi Islam. Hasilnya menunjukkan bahwa penerapan nilai-nilai Islam, seperti keadilan dan kesederhanaan, dapat membantu Generasi Z mengelola perilaku konsumsi mereka, menghindari pemborosan, dan menemukan keseimbangan antara kebutuhan material dan spiritual. Temuan ini diharapkan dapat memberikan wawasan bagi generasi muda untuk mengembangkan pola konsumsi yang lebih bertanggung jawab dan berkelanjutan.

Kata kunci: *Fear of Missing Out, Hedonisme, Gen Z, Perilaku Konsumsi, Ekonomi Islam*

INTRODUCTION

In the 20th century, technological advances developed very rapidly, giving birth to various new discoveries that significantly changed the way people live and interact. The impact of these changes was felt primarily in lifestyle, but not all of these innovations had a positive influence. Some of them even developed into new lifestyles that were applied excessively, which could have a negative impact on society. For example, Generation Z who grew up in the digital era has profound differences compared to previous generations in terms of access to and interaction with technology. This generation is always connected to the internet and social media, which not only affects the way they communicate, but also the way they consume goods and information. Unlike previous generations who grew up without the presence of the internet, Generation Z now faces greater social pressure to follow trends and meet lifestyle standards set in cyberspace (Andini and Adenan, 2024)

One real form of the impact of technological advancement is the rise of e-commerce platforms, which allow anyone, anywhere, to access and fulfill their needs without being limited by time or place. On the one hand, the existence of this platform provides convenience and efficiency in shopping. However, on the other hand, this phenomenon also triggers consumer behavior, where people begin to prioritize their impulsive desires over real needs. Over time, this habit becomes part of a lifestyle that leads to hedonism a lifestyle that prioritizes the search for temporary pleasure over long-term values. Technological advancements also play an important role in the urge to always follow trends. People, especially Generation Z, feel pressured not to miss out on information about new things that are popular on social media. FOMO (Fear of Missing Out), or the fear of being left behind by trends, is becoming a growing phenomenon. This encourages individuals to continue to consume goods or participate in activities that are considered part of the trending social standards (Wirasukessa and Sanica, 2023)

This consumer behavior itself refers to a pattern of excessive consumption, where individuals prioritize their desires over their needs (Sa'idah and Fitrayati, 2022). This phenomenon not only includes general consumers, but also students who tend to make consumption decisions based on emotional impulses or existing trends, not actual needs. Research conducted by A. Rahmat and colleagues on 363 students showed that hedonism has a positive and significant influence on consumer attitudes (Rahmat et al, 2020). Hedonism, which is often considered as a lifestyle that prioritizes comfort and pleasure, has become a major attraction for many teenagers. This drives them to seek a luxurious and effortless life. This lifestyle is reflected in daily activities such as spending time having fun with friends, buying unnecessary items, and the desire to be the center of attention in their social environment (Candra et al, 2024)

Uncontrolled consumer behavior, especially among Generation Z, can have a very detrimental impact on both individuals and society as a whole. This phenomenon is often triggered by the pressure to always follow trends, one of which is known as FOMO (Fear of Missing Out). FOMO causes individuals to feel forced to follow what is popular on social media, even though it does not always match their needs or abilities. The negative impacts of consumer behavior influenced by FOMO include waste, unproductivity, lies, excessive work patterns, and the tendency to seek instant ways that are less positive (Akbari et al, 2021). For example, a study conducted by Wirasukessa et al showed that 73% of teenagers feel pressured to buy trendy items, even though they do not really need the items. In many cases, they buy items simply to meet social expectations driven by what they see on social media. The desire to keep up with their friends and meet social standards on social media often leads them to make impulsive purchases that impact their financial condition (Wirasukessa and Sanica, 2023). In addition to the economic impact, this consumer behavior also extends to psychological and social aspects. Psychologically, individuals who often consume goods to fulfill momentary desires tend to feel dissatisfied, even anxious after making a purchase (Mujahidah, 2021).

Research by Sutarno revealed that consumer behavior can affect the psychological well-being of teenagers, because they feel that they are never satisfied with the things they buy. Socially, they may feel isolated if they cannot follow the current trends, thus worsening their dissatisfaction. Generation Z, in particular, is more susceptible to the influence of social media, which reinforces the mindset that happiness and social status can be bought through consumer goods (Sutarno and Purwanto, 2022). In this context, internal factors such as self-concept and the tendency to live an extravagant lifestyle greatly influence their consumer behavior. In addition, external factors such as invitations from friends and the urge to have the same items as friends on social media also worsen this condition (Asri, 2020). Sutarno found that social factors, such as invitations from friends and the desire to have the same items as friends, greatly influence purchasing decisions among teenagers (Sutarno and Purwanto, 2022).

One strong indication that someone is trapped in consumer behavior is when they feel satisfied or comfortable with a product, simply because the product fulfills their desires, not their needs (Yuniasanti and Nurwahyuni, 2023; Hamdalah et al, 2024). Many consumers today have difficulty distinguishing between needs (*hajah*) and wants (*raghbah*). The demands of an ever-growing lifestyle trigger waste that is difficult to avoid, because consumers feel trapped in the thought of constantly consuming (Mardian Suryani, 2019). This phenomenon, in the end, leads to a lifestyle that is more oriented towards temporary pleasure or hedonism. Hedonistic behavior prioritizes the search for momentary satisfaction, often without considering long-term consequences. Hedonistic behavior is increasing among teenagers because they feel that short-term pleasure and consumerism can fulfill the sense of emptiness they feel. This shows a strong relationship between consumer behavior and a hedonistic lifestyle, where both reinforce each other, creating a cycle that is difficult to break (Prastiwi and Fitria, 2020; Wartoyo et al, 2024)

The term "hedon" is used to describe or criticize individuals who live a consumptive and wasteful lifestyle, spending money on unimportant things (Prastiwi and Fitria, 2020). Hedonism comes from the Greek word "Hedone," which means pleasure, enjoyment, or fun. Hedonism is a belief that the pursuit of pleasure should be the main goal in life. In Arabic, hedonism is known as "*Madzhab Al Mut'ah*" or "*Madzhab Al Ladzdzah*." According to the Al-Munawwir dictionary, hedonism is defined as a school of thought that states that pleasure and happiness are the main goals in life (Prastiwi and Fitria 2020).

The hedonistic lifestyle has become a spirit in this era, characterized by a lifestyle that focuses on the pursuit of pleasure and material enjoyment. Adherents of hedonism believe that wealth has an important role in life and make material a source of satisfaction and dissatisfaction. Generally, those who follow this school of thought have a fashionable appearance and pay close attention to aspects of appearance, often with a wasteful attitude. Hedonists usually come from wealthy circles and have a lot of money, because they need enough material to support this lifestyle. This hedonistic, consumptive, and fantastical lifestyle is the result of the influence of the era of globalization and information (Aji, 2019; Kemuning & Wartoyo, 2023).

From the perspective of Islamic economics, which emphasizes the balance between spiritual and material needs, hedonistic behavior triggered by FOMO needs to be analyzed carefully. Islamic economics emphasizes the importance of intention, social responsibility, and moderation in all aspects of life. Therefore, the impact of FOMO on the hedonistic attitudes of Generation Z can be seen as a challenge as well as an opportunity to understand how Islamic economic values can be applied in dealing with changes in behavior and consumption patterns in this digital era.

The purpose of this study is to analyze the impact of the Fear of Missing Out (FOMO) phenomenon on the hedonistic attitudes of Generation Z in their consumption behavior, especially in the context of Islamic economics. This study aims to understand how FOMO influences Generation Z's consumption decisions, which are often oriented towards pleasure and satisfying experiences. In addition, this study aims to analyze the extent to which generation Z can maintain consumption principles that are in accordance with Islamic values, such as justice, responsibility, and avoidance of waste, amidst the urge to fulfill social desires and expectations. Through this understanding, it is hoped that effective strategies can be identified to guide generation Z in managing their consumption behavior so that it remains in line with Islamic economic teachings.

LITERATURE REVIEW

The Concept of Fear Of Missing Out (FOMO)

FOMO stands for Fear of Missing Out, which refers to people who always want to stay connected with others. According to Przybylski et al. (2013), FOMO is defined as an excessive fear of the possibility that other people are experiencing interesting moments that the individual is not involved in (Przybylski, Murayama 2013). They also stated that FOMO is a situational condition that arises when a person's basic psychological needs—namely autonomy, competence, and connectedness—are not met (Lianto, Nirwana, and Rahmadianto 2022). In the context of Generation Z, FOMO often arises due to intensive use of social media, where they constantly see other people's activities and achievements (Putri and Hapsari, 2024). According to Przybylski et al. (2013), FOMO can lead to excessive consumer behavior and the search for happiness through experiences that are not always in line with the values held (Przybylski, Murayama 2013).

Hedonism in Generation Z

Hedonism is a perspective that emphasizes the pursuit of pleasure and self-satisfaction as the main goal in life. This term comes from the Greek word "hedone," which means pleasure. In this view, hedonism assumes that happiness can be achieved through the fulfillment of desires and pleasures, both physical and emotional (Khairunnisa 2023). Hedonism is a perspective that assumes that a person's happiness can be achieved through the pursuit of as much pleasure or happiness as possible. (Herlina

2023). Currently, the hedonistic lifestyle is in great demand among Gen Z. This phenomenon shows that they prefer a luxurious, enjoyable, and sufficient life without having to work hard. According to Nadzir and Ingarianti, a hedonistic lifestyle is a way of life in which a person carries out activities to seek pleasure, such as spending time outside the home, buying unnecessary items, and always wanting to be the center of attention around him (Agustin and Prapanca 2023; Hamdalah et al, 2024).

Islamic Consumption Behavior

Consumer behavior is the acquisition and use of desired goods with decisions that determine other behaviors. Individuals decide what, where, and how to buy and why. This behavior is not based on rational considerations, but rather excessive desires. From the two models, the factors that cause consumer behavior then emerge, namely: personal, social, psychological, economic, and physical environmental factors. Personal factors are related to individual needs, social factors include the social environment, psychological factors are related to mental processes, economic factors include the ability to meet needs, and physical environmental factors are related to a person's residence (Ayuningrum and Nabhan 2024).

According to the Great Dictionary of the Indonesian Language, consumption is defined as the use of goods produced such as clothing, food, and the like, which directly fulfill human needs. Thus, consumption is a human activity that involves the use of goods and services to fulfill needs, with the aim of achieving satisfaction that can reduce or deplete the utility value of the goods or services. Consumption in Islam is the activity of utilizing or using up goods and services to fulfill human needs, with the aim of maintaining survival in accordance with sharia provisions (Yuniarti 2016; Kemuning et al, 2023). From several definitions of consumption that have been mentioned, it can be concluded that consumption in Islam is human behavior in using and utilizing goods and services to fulfill life needs wisely and in accordance with sharia principles. For a Muslim, consumption should only be a means to worship Allah SWT.

According to Bustanuddin (2006), the principles of a Muslim's consumption behavior (Suryani 2019) are as follows:

1. Principle of Justice

This principle means seeking sustenance that is halal and does not violate the law. Consumers must avoid acts of injustice, obey religious rules or laws, and uphold the values of goodness and propriety (*halalan toyyiban*) (Yuniarti 2016).

2. Principle of Cleanliness

This principle regulates that food and drinks consumed must be good and suitable for consumption, not dirty or disgusting so that they can spoil the appetite. Therefore, not everything that is allowed can be eaten or drunk. (Supriyanto 2005).

3. Principle of Simplicity

This principle regulates human attitudes towards food and drinks so that they are not excessive, which means that eating excessively is prohibited (Manan, 1996). In Islam, it is recommended to consume moderately, fairly, and proportionally. In essence, consumption in Islam must be directed correctly, so that consumers do not cause injustice, obey religious rules or laws, and uphold justice and equality so that they can be created (Rahim 2013).

4. Principle of Generosity

The nature of human consumption should be based on generosity. This means that if there are still many people who lack food and drink, a Muslim should set aside some of what

he has to give to those who are in great need. By carrying out Islamic commands, consuming halal food and drink will not cause harm or sin (Yuniarti 2016).

5. Principle of Morality Finally, a Muslim's consumption must be guided by morality, so that it does not only focus on fulfilling needs. A Muslim is taught to mention the name of Allah before and after eating, and to thank Him after finishing eating (Supriyanto 2005).

The Impact of FOMO on Hedonistic Attitudes

FOMO (Fear of Missing Out) has a significant impact on hedonistic attitudes, and its effects can vary depending on the cultural and economic context of a society. In developed countries, such as the United States or European countries, FOMO often drives individuals to spend more money to follow trends or achieve a certain social status (Latief 2024). Research by Mardiyah shows that individuals with high levels of FOMO tend to engage in excessive consumption, spending their money and time pursuing pleasurable experiences that only provide momentary satisfaction. This phenomenon reinforces consumerist patterns and hedonistic attitudes that focus on seeking temporary pleasure, although they are often irrational and unsustainable. Meanwhile, in developing countries, such as Indonesia or countries with middle-class economies, the impact of FOMO is also very pronounced, although in a slightly different context. Here, FOMO is often triggered by the urge to equate oneself with the lifestyle of people who are more fortunate, despite limited resources. Individuals, especially teenagers or students, may be trapped in spending beyond their financial capabilities, even going into debt to buy goods or follow trends they see on social media (Mardiyah 2023; Wartoyo et al, 2024a).

In developing countries, even though spending may be more limited, FOMO still influences individuals to sacrifice their purchasing power in order to maintain social image. When faced with economic constraints, social pressure to follow certain trends or lifestyles can have a greater impact, due to the imbalance between desire and ability to purchase these goods or experiences (Nasution, et al, 2023). Research by Fitriani and Sari shows that FOMO can cause individuals to neglect other responsibilities in order to pursue instant gratification, which leads to disorders in their mental health and well-being. In this context, FOMO creates a hedonistic cycle, where the pursuit of temporary pleasure actually leads to long-term dissatisfaction. These cultural and economic differences suggest that, although FOMO has similar effects, namely encouraging consumer behavior and reinforcing hedonistic attitudes, the way people respond to FOMO and its impacts can vary depending on their economic status and culture. In developed countries, the effects of FOMO are more often related to materialistic lifestyles that encourage large spending, while in developing countries, FOMO is more directed at financial sacrifices to maintain social image, which often leads to dissatisfaction and stress. This shows the importance of being aware of the effects of FOMO and the need to create a balance between desires and social and personal responsibilities (Fitriani, A., & Sari 2022).

METHOD

The method used in this article is library research, which involves collecting data through understanding and studying various theories from literature relevant to the research. The library study process in this study consists of four stages: preparing the necessary tools, compiling a bibliography, managing time, and reading or recording research materials. Data collection is carried out by searching for and constructing information from various sources, such as books, journals, and previously conducted research. The literature obtained from these references is analyzed critically and in depth

in order to support the propositions and ideas put forward (Adlini et al. 2022). In reviewing this paper, the library research method is used with a critical and in-depth approach to relevant library materials, such as books and journals that are suitable for use as references. According to Miqzaqon T and Purwoko, library research is a study used to collect information and data through various materials available in the library, including documents, books, magazines, and historical stories (Sari and Asmendri, 2020). The data collection technique in this paper uses secondary data, namely by collecting information indirectly through research on relevant objects. After collecting several journals and books related to the material discussed, the next step is to analyze the material through literature studies, with descriptive analysis results (Assyakurrohim et al, 2022).

To enhance the transparency and rigor of the research process, the selection criteria and inclusion/exclusion parameters used throughout the literature collection process (Panudju et al. 2024) are as follows:

1. Selection Criteria:

- a. Relevance: Only sources directly related to the research topic, specifically FOMO (Fear of Missing Out), hedonism, Generation Z, and Islamic consumption behavior, were selected. The sources must contribute to a deeper understanding of how these concepts interact and influence one another.
- b. Credibility: Sources used were from established authors, well-regarded journals, or books published by reputable academic institutions or publishers. This ensures the reliability of the information and maintains the scholarly integrity of the research.
- c. Recentness: The majority of sources considered were published within the last 10 years to ensure that the research is up to date and reflects the current trends and issues within the field of study, especially concerning Generation Z's behavior in the digital age.

2. Inclusion Parameters:

- a. Sources that focus on FOMO, hedonism, and Generation Z's behaviors, particularly in relation to social media and consumerism, were included.
- b. Theoretical frameworks such as the Self-Determination Theory (SDT), social comparison theory, and studies on psychological needs were prioritized as they offer critical insights into the underlying mechanisms of FOMO and hedonism.
- c. Research that links FOMO and hedonism with social or cultural implications, particularly those that consider the Islamic perspective on consumption, were included to ensure a holistic approach to the issue.
- d. Sources that provide empirical data, case studies, or surveys that illustrate the relationship between FOMO, hedonism, and Generation Z were also included to support the practical relevance of the findings.

3. Exclusion Parameters:

- a. Sources that are outdated or not peer-reviewed were excluded to maintain the academic rigor of the research.
- b. Literature that does not directly contribute to the main themes of the study (FOMO, hedonism, and Islamic consumption) was excluded to ensure focus and coherence in the research.
- c. Sources that focus solely on general or unrelated psychological theories without any specific relevance to Generation Z, FOMO, or hedonism were omitted.

By applying these selection criteria and inclusion/exclusion parameters, the research aims to provide a comprehensive and well-supported analysis of the impact of

FOMO on Generation Z's hedonistic behaviors and how Islamic consumption practices can offer a balanced alternative. This approach ensures that the data obtained is relevant, reliable, and applicable to the study's objectives.

RESULT AND DISCUSSION

The Impact of FOMO on Gen Z's Hedonistic Attitude

FOMO stands for Fear of Missing Out, which refers to people who always want to stay connected with others. According to Przybylski et al. (2013), FOMO is defined as an excessive fear of the possibility that other people are experiencing interesting moments that the individual is not involved in (Przybylski, Murayama 2013). They also stated that FOMO is a situational condition that arises when a person's basic psychological needs—namely autonomy, competence, and connectedness are not met (Lianto et al. 2022). FOMO (Fear of Missing Out) plays an important role in shaping the behavior and values of Generation Z, including the tendency towards hedonism. Hedonism itself is a view of life that considers pleasure and material enjoyment as the main goal. Among Generation Z, the influence of FOMO is often stronger than the influence of family. Several ways FOMO can influence Generation Z's hedonism. First, Generation Z tends to adopt hedonistic behavior to avoid feeling left out of the social experiences shown by their friends (Pamungkas, A., & Rejeki 2021).

The pressure not to miss out often occurs through indirect mechanisms, such as social comparison and social media influence. Generation Z is more likely to engage in hedonistic behavior when they see their friends enjoying experiences without clear negative consequences. Psychologically, the need for acceptance and belonging is the main driver for Generation Z to follow the hedonistic behavior seen around them. Conformity in this group causes individuals to act according to the behavior displayed by their friends, in order to align with expected norms, including a hedonistic lifestyle (Safitri, 2018).

Psychological Processes Underlying FOMO and Hedonism in Generation Z

Basic Psychological Needs: Social Acceptance and Self Esteem

One of the main aspects in understanding the relationship between FOMO (Fear of Missing Out) and hedonism is the basic psychological needs possessed by individuals, especially the need to be accepted and appreciated in social groups. The Self-Determination Theory (SDT) developed by Deci and Ryan (1985) states that every individual has three basic psychological needs, namely the need for autonomy, competence, and social connectedness. Of the three needs, social connectedness is very relevant in the context of FOMO because this need is directly related to feelings of being accepted and appreciated by others. In Generation Z, who are very connected to social media, this need for social connectedness is often one of the main driving factors in their behavior. They feel they have to follow trends or participate in developing social activities in order to continue to feel appreciated in their group (Hamzah 2020)

FOMO functions as a mechanism that activates this need, where individuals feel isolated or unappreciated when they are not involved in social moments that others participate in. When they see their friends engaging in pleasurable or important experiences, this fear of missing out creates anxiety that drives them to adopt hedonistic behaviors, such as shopping for consumer goods, following a certain lifestyle, or engaging in social activities that focus on pleasure and entertainment. In this case, FOMO not only reflects the fear of missing out on social experiences but also reflects a strong

need for social acceptance. Therefore, many individuals tend to seek pleasure or seek social validation through the consumption of goods or experiences that are seen as symbols of social status or success (Lianto et al. 2022).

The Role of Social Media and Social Comparison

Another psychological factor that strengthens the relationship between FOMO and hedonism is social comparison, which is further exacerbated by the use of social media. According to the social comparison theory proposed by Festinger (1954), individuals often compare themselves to others as a way to evaluate their abilities, success, and self-worth. In the digital age, this social comparison occurs indirectly, especially when Generation Z sees their friends sharing photos, videos, or statuses about seemingly enjoyable or luxurious life experiences. Through social media, the social experiences shown often create an idealized image of a successful and happy life. When they feel left behind, this feeling encourages individuals to follow the same behavior, in order to maintain social status and gain acceptance from their group (Fauziah et al. 2020).

This phenomenon is further exacerbated by the use of social media filters, where only the positive or enjoyable side of life is often shown, creating an unbalanced reality. This creates a sense of dissatisfaction and anxiety, which motivates individuals to engage in a hedonistic lifestyle, either through the consumption of luxury goods or following popular trends. The fear of not being accepted or seen as someone who does not conform to these social standards exacerbates the FOMO cycle and drives consumer behavior. Therefore, social comparison driven by social media strengthens the relationship between FOMO and hedonism, where the need for social approval becomes a major factor in consumer decision making (Przybylski, Murayama 2013).

Moderating Factors: Family Influence, Education, and Self-Awareness

Although FOMO and hedonism influence each other, there are several moderating factors that can moderate or reduce the impact of FOMO on hedonistic behavior in Generation Z. These factors include family influence, education, and self-awareness that can help individuals manage the negative impact of FOMO (Panggabean and Brahmana, 2021).

The First is Family Influence: Family is the primary source of moral and social values that can shape a person's mindset and attitude. Families that teach the values of simplicity, wisdom in managing finances, and the importance of spirituality can help Generation Z manage FOMO urges and avoid hedonistic behavior. In families that emphasize religious and social principles, the younger generation is more likely to maintain a balance in life and not fall into an excessively consumerist lifestyle.

The Second is Education: Education, both formal and informal, also plays a significant role in shaping Generation Z's critical thinking. Education that teaches the values of life balance, understanding of mental health, and skills to manage anxiety and insecurity can help individuals to be wiser in using social media and avoid the negative effects of social comparison. With good education, they can be more aware of the long-term consequences of consumer behavior and be better able to make healthier decisions.

The Third is Self-Awareness: Self-awareness is the ability to recognize and understand our own feelings, emotions, and actions. Generation Z who have good self-awareness tend to be better able to recognize the negative impacts of FOMO and are wiser in managing their desires. With a better understanding of their life goals and priorities, they can more easily balance worldly desires and spiritual needs. This self-awareness also

allows them to be more resilient in the face of social pressures and more aware of the importance of maintaining personal integrity without getting caught up in a cycle of excessive consumption.

The Role of Social and Cultural Context

In addition to individual factors, social and cultural contexts also play a major role in moderating the relationship between FOMO and hedonism. In cultures that emphasize material achievement and pleasure, as often seen in consumer culture promoted through social media, the pressure to follow trends can be very high. Conversely, in cultures that emphasize spiritual values, simplicity, and social justice, Generation Z may be more likely to avoid hedonistic behavior and focus more on achieving deeper goals, such as contributing to society or seeking spiritual happiness. Therefore, social and cultural contexts can either strengthen or reduce the influence of FOMO on hedonistic behavior in Generation Z (Novarianing Asri 2020).

From the explanation above, it can be concluded that FOMO (Fear of Missing Out) has a crucial role in shaping the behavior and values of Generation Z, which tend to lead to hedonism. Hedonism here is defined as a view of life that places pleasure and material enjoyment as the main goal. The influence of FOMO is often stronger than the influence of family, where Generation Z feels compelled to adopt hedonistic behaviors so as not to feel left out of the social experiences exhibited by their friends. The pressure to keep up often arises through social comparison and social media influence. When Generation Z sees their friends enjoying various experiences without clear negative consequences, they are more likely to engage in hedonistic behaviors. Psychologically, the need for acceptance and belonging is the main driver for them to follow these behaviors. Conformity with the group causes individuals to act according to existing norms, including the hedonistic lifestyle exhibited around them.

Islamic Consumption Behavior

The purpose of consumption in Islam is to fulfill human needs. Fulfilling these needs with the intention of worshiping Allah makes it valuable. In practice, humans are required to seek sustenance, consume halal goods, and not be excessive in spending. Consumption behavior that is in accordance with the provisions of Allah and His Messenger will ensure a just and prosperous life, both in this world and in the hereafter. It is important to remember that this view must be taken seriously, because it can damage a person's lifestyle by justifying various means for the sake of pleasure alone. In Islamic teachings, happiness does not only come from seeking temporary external pleasures, but is also a balance between the external and internal aspects that can be enjoyed in this world and the hereafter after gaining the pleasure of Allah SWT (Ismail, 2020).

Islam firmly rejects the attitudes of materialism, hedonism, and consumerism, by prohibiting wastefulness on the one hand and stinginess on the other. Both of these attitudes clearly contradict the concept of simplicity desired by Islam. Prohibitions against wasteful attitudes can be found in the Qur'an, such as in surah al-Araf [7:31], al-Isra' [17:26-27, 29], and al-Furqan [25:67]. Meanwhile, the prohibition on stinginess is found in Surah Ali Imran [3:180], an-Nisaa [4:37], at-Taubah [9:34-35], al-Lail [92:8], and Al-Humazah [104:1-3]. In essence, waste is a wasteful act and is prohibited in Islam. Allah states that spendthrifts are the brothers of the devil, who are very disobedient to Him. Allah does not want his people to spend their wealth excessively, but rather invites them to spend in a balanced way, not wastefully or stingily, because Allah does not like people

who go beyond the limits (Prastiwi and Fitria, 2020).

As Muslims, we should be proud because Islam not only regulates worship, but also functions as an ideology that provides a unique outlook on life based on Islamic beliefs. Happiness in Islam is measured by the pleasure of Allah SWT. By obeying His commands and avoiding His prohibitions, and understanding the meaning of happiness correctly, we can live according to Islamic law. By adopting a simple lifestyle, being grateful for what we have, and always being aware that there are many people out there who need it, we can help us avoid hedonism. A hedonistic lifestyle arises from the instinct to defend ourselves, which drives humans to master what they want. True happiness is not measured by the amount of wealth or luxury of a house, but by peace of mind and gratitude for the sustenance that Allah has given. Whether the amount of sustenance is large or small, if accompanied by Allah's consent, we will feel sufficient and avoid the influence of a hedonistic lifestyle. (Prastiwi and Fitria 2020).

From the explanation above, we should make it a valuable lesson for all Muslims so as not to get caught up in a hedonistic lifestyle, which is now increasingly widespread among them, including generation Z. Love for material things should not set aside our obedience to Allah and His Messenger, let alone sacrifice the Islamic faith that we have built with great difficulty since childhood. Allah has advised us not to die except in a state of faith in Islam, because only Muslims have a true future. Life in this world is only temporary and full of deception, as stated as "maata'un qolil." Thus, the Islamic religion is a non-negotiable price that cannot be replaced by anything in this world, except Allah's consent. Islam as a comprehensive system regulates economic aspects with morality. This means that Islam combines spiritual and material values in a balanced way, with the aim of achieving prosperity both in this world and in the hereafter. Generation Z, often influenced by hedonism trends, needs to realize that pursuing material pleasures will not bring true happiness. It is important to balance worldly desires with spiritual values so as not to get trapped in a lifestyle that is only temporary.

CONCLUSION

This study reveals that FOMO (Fear of Missing Out) plays a significant role in shaping the consumer behaviors and hedonistic values of Generation Z. FOMO drives individuals to adopt hedonistic lifestyles, where pleasure and material enjoyment become primary goals, as they feel isolated or unappreciated if they are not part of the social experiences that others are enjoying. Psychological factors such as the need for social acceptance, social comparison through social media, and the pressure to follow trends exacerbate this tendency. However, moderating factors such as family influence, education, and self-awareness can help reduce the negative impact of FOMO on hedonistic behavior.

It is crucial to highlight the practical significance of these findings, particularly regarding how young people, especially Generation Z, can effectively incorporate Islamic teachings into their daily consumption practices. Islam emphasizes balance in life, the importance of simplicity, and prohibits excessive consumerism. Therefore, it is essential for the younger generation to become more aware of Islamic principles that discourage hedonism and materialism, and instead focus on more meaningful goals such as achieving happiness through devotion to Allah SWT.

To move forward, concrete suggestions for society, educators, parents, and legislators include collaborating to develop strategies that can help Generation Z manage the effects of FOMO. Several actionable steps include Educational Campaigns, Mental

Health and Spiritual Education, Strengthening Family Values. Governments and legislators can play a role by promoting policies that support the creation of positive and educational social environments, while limiting the negative impact of consumerism-driven social media culture. This could include regulating advertising content on social media that manipulates or pressures young people and implementing programs that promote spiritual values, wise spending, and self-awareness.

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