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**APPLICATION OF LOGOTHERAPY IN REDUCING HEDONISTIC
BEHAVIOR DUE TO FoMO**

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ABSTRACT

Technological advancements have made instant gratification easier to achieve, accelerating the hedonistic tendencies of the younger generation driven by FoMO. Social media increases the urge to participate in activities deemed popular at the expense of more substantive values. This phenomenon influences impulsive behavior patterns and a lack of foresight, which has a long-term impact on psychological health. This study aims to analyze the causative factors of hedonistic behavior, its impact due to FoMO and appropriate interventions to overcome its negative impact. The method used in this research is a literature study using a critical analysis approach to various books, scientific articles, and relevant research in the last 10 years. The results of this study show that the logotherapy approach provides a solution to overcome hedonistic behavior due to FoMO by helping adolescents find a deeper meaning of life and reflecting on the value and meaning of life allows individuals to shift their focus from immediate achievement and social trends to living a more valuable life. Through Logotherapy, adolescents who fall into a hedonistic lifestyle due to FoMO are guided to find meaning, purpose, and value in their lives without being affected by the opinions and expectations of others. The implications of applying logotherapy can help counselees control hedonistic behavior, focus on a meaningful life, and direct them to live life according to personal values and will, without being affected by social pressure or FoMO.

Keywords: Youth, Hedonistic Behavior, FoMO, Logotherapy, Meaning of Life

INTRODUCTION

In this current era of globalization, the internet is progressing very quickly and cannot be separated from modernization. According to the opinion of Welianto, 2019 in Indrabayu and Destiwati, 2022, the impact of the rapid development in the era of globalization is the positive impact and negative impact. The positive impact is shown in the increasing economic development. Meanwhile, the negative impact is a change in lifestyle in society. The change in lifestyle began with the emergence of a lifestyle of hedonism. Hedonism is the attitude of individuals who spend their time having fun with their closest people and even tend to want to be superior in their environment (Indrabayu & Destiwati, 2022). Another opinion states that hedonism is a lifestyle that considers that pleasure and material enjoyment are the main goals of life (Bakhtiar et al., 2021). It is also supported by the opinion of Murdani, Widhiantara, and Armedio, 2024 that hedonic motivation arises from oneself which encourages individuals to use technological developments and the internet to give the impression of luxury and happiness so as to fulfill individual satisfaction (Murdani et al., 2024). In addition, hedonic motivation arises because of psychological needs such as satisfaction, honor, emotions, and feelings in order to fulfill the demands of a social lifestyle (Ningtyas & Fauzi, 2023). Characterized by characteristics such as highly consumptive, glamorous. In the opinion of Patricia and Handayani 2014, they are pleasure-oriented, indifferent to others, lacking in contentment, and others (Bakhtiar et al., 2021).

Developments in the era of globalization and modernization are seen in the rapid development of social media, *online* shopping markets that are mostly used by the current generation. They tend to do activities in cyberspace, such as playing social media applications, shopping *online*, and other activities that use *smartphones* whose purpose is to be hedonic. According to Kotler, 1996 in Indrabayu and Destiwati, 2022 there are factors that influence hedonimse, namely attitude, experience, self-concept, and personality. These factors occur in today's teenagers or young people (Indrabayu & Destiwati, 2022). Teenagers or young people today are better known as Generation Z because they grow and develop in the era of globalization and modernization marked by the rapid development of technology and information. (Murdani et al., 2024). Adolescence is a stage of development from childhood to adulthood that can affect physical, cognitive, and psychosocial development, from the age range of 17 to 25 years and this range is characterized by the developmental stage of self-discovery or in the developmental stage of *identity vs identity confusion*. They tend to conform to their peers in order to gain acceptance of themselves in the environment, especially in rapid development. That is one of the things that makes teenagers tend to be hedonistic as a social demand just to fulfill self-satisfaction, by utilizing social media to do shopping and show luxury in cyberspace (Myrilla & Iriani Roesmala Dewi, 2022).

Based on research by Radianto and Kilay 2024, data from the Association of Internet Service Providers (APJII) shows that internet users in Indonesia reached 215.63 million people in 2023, an increase of 2.67% from 2022. This can be seen in *online* shopping through social media based on the populix survey in 2022 around 86% and it has a positive impact on economic growth. However, it has a negative impact on people's lives if it is not used wisely, namely the emergence of consumptive behavior (Radianto Amelia Josefien Viotty & Kilay Trisye Natalia, 2023). Consumptive behavior is excessive behavior and prioritizes wants over needs, characterized by buying because of discounts, cute, prestige,

social status symbols, and others (Wirasukessa & Sanica, 2023). Just for the fulfillment of satisfaction and fun in cyberspace, teenagers today tend to be consumptive by spending something that is not as needed and thus showing excessive luxury (Murdani et al., 2024).

The lifestyle phenomenon seen in today's teenagers such as hedonism is caused by wanting to gain acceptance in their peer social environment and wanting to be recognized for their presence so they tend to try to follow existing developments or known as trends. Because of these trends, teenagers become hedonistic, consumptive and fanatical in cyberspace in order to get attention from their peers (Bakhtiar et al., 2021). The trend is called FoMO or *fear of missing out*, FoMO itself is known as not wanting to be left behind, because not missing out is what makes teenagers prefer to follow existing developments without paying attention to their function (Qomari Shekarsari & Padmantlyo, 2023). Another opinion explains that FoMO as a feeling of anxiety and fear that someone is left behind in his social life, when his peers are feeling something better than what he currently has. foMO is a social anxiety syndrome, characterized by a desire to stay connected to what others are doing. FoMO is one of the impacts of the development of technology and the internet that leads individuals, especially teenagers, to act hedonistically (Akbar et al., 2019).

Research conducted by Akbar, Ulya, Apsari, and Sofia related to FoMO in adolescent explains that there are the result of study conducted in February-May 2017 by RSPH (Royal Society of Public Health) or an independent institution for public health in the United Kingdom, UK, which states that there are 40% of social media users suffering from FoMO disease, also supported by the result of a survey by the Australian psychology professional organization (Australian Psychological Society) which shows that on average 2.7 hours adolescents FoMO and the prevalence is around 50% so that significantly adolescents are more likely to experience the FoMO phenomenon in determining self-identity. FoMO is also one of the reasons for today's teenagers to act hedonistically by not wanting to miss out on existing developments without thinking about their needs and functions. The negative consequences of FoMO for adolescents are characterized by self-identity problems, loneliness, negative self-image, feelings of fear and anxiety, envy, isolation, and so on. In Indonesia, there are several tragic FoMO phenomena and it is very unfortunate. In Indonesia itself, there are several tragic FoMO phenomena and it is very unfortunate, not only in Indonesia, but also in several countries, one of which is Malaysia (Akbar et al., 2019).

Therefore, handling efforts are needed to reduce hedonism behavior due to FoMO through counseling services. Such as research conducted by Nurhidayatullah D and Bakhtiar, through a clinical case study using observation and interview techniques with 1 subject (AM) of Kartika Makassar High School student who tend to be hedonist. The data shows symptoms such as often hanging out in cafe, malls, and other shopping places during free time, following existing trends, all things want to be instant, like branded goods, and so on. From these symptoms, the researches conducted logotherapy counseling as an effort to change the view of the meaning of life not to be extravagant, but more on future orientation. (Bakhtiar et al., 2021). Counseling services used can use counseling approaches, one of which is Logotherapy. Bastman, 2007 in D and Bakhtiar explained that logotherapy is a therapeutic process to find the meaning of life and individual spiritual development. The meaning of life becomes the forerunner of individuals, especially adolescents, to live more meaningfully (Bakhtiar et al., 2021).

METHOD

This research uses qualitative research. Akbar, Aulya, Apsari, and Sofia explain that qualitative research is a method for exploring and understanding the meaning that comes from social problems (Akbar et al., 2019). The nature of this qualitative research is descriptive analytic whose data is obtained from observations, interviews, photographing, document analysis, field notes, and not poured in the form of numbers (KEPENDIDIKAN & NASIONAL, 2008). The object of this research is the phenomenon of hedonistic behavior caused by FoMO so that the scope of the study revolves around the problem of hedonistic behavior due to FoMO for young people today.

The data collection technique for this research is a literature study that collects and examines research published in the last 10 years. The data sources used come from books and articles from nationally and internationally accredited journals which are still appropriate to the topic discussed. Next, after the data has been collected, it is analyzed by reading, understanding and synthesizing, and drawing conclusions according to the topics discussed in this research.

RESULT AND DISCUSSION

Table 1 Data of Article Text

No	Text Data	Description
1	Logotherapy Background	Text data Man's Search for Meaning (Indonesian Edition) by Viktor E. Frankl year 2017
2	Definition of Logotherapy	Text data Man's Search for Meaning (Indonesian Edition) by Viktor E. Frankl year 2017
3	Classification of Individuals Who Fail to Make Meaning of Their Lives	Text data Man's Search for Meaning (Indonesian Edition) by Viktor E. Frankl year 2017
4	Logotherapy Techniques	Text data Penerapan Logoterapi dalam Menangani Perilaku Hedonis by Muhammad Ilham Bakhtiar, Erwan dan Nurhidayatullah year 2021
5	Definition of Globalization	Text data Dampak Globalisasi Terhadap Perilaku Belajar Siswa Di Smk Negeri 1 Cianjur by Siti Wulan Agustinah dan Dina Indriyani year 2019 Text data Causes and Effects of Hedonism Culture among Malaysians by Muhammad Syafi Fauzan bin Saifudin, Emilson Rudolf Anak Yari, Syafiq Humaira binti Saiful Haizam, Uma Angelina Peter, Izzah Nur Aida binti Zur Raffar year 2022
6	Facilities Supporting the Culture of Hedonism	Text data Pengaruh Konseling Kelompok dengan Strategi Simbo Terhadap Gaya Hidup Hedonisme Siswa Kelas X SMA Swasta Karya Bakti Tahun Ajaran 2015/2016 by Adelina Sari Daulay year 2016
7	Definition of FoMO	Text data Social Self-Esteem dan Fear of Missing Out Pada Generasi Z Pengguna Media Sosial by Astrid Lingkan Mandas dan Khoirotus Silfiah year 2022

1. Logotherapy

The term logotherapy was introduced by a scientist who went through a dark period in his life, Victor Emily Frankl. In his book entitled *Man's Searching for Meaning*, he tells the story of his life in Auschwitz and other Nazi prisons. Living in the cruelest prison for three years made Frankl learn about life (Frankl, 2017). In prison he witnessed the cruelty, greed, selfishness, and irresponsibility of the people in prison. However, he also witnessed some emotional moments between fellow prisoners, where there was sacrifice, patience, and resilience. Many of the inmates asked about the fate of their lives. There were all kinds of people in this situation, which Frankl reflected on.

In a phenomenon experienced by Frankl while in prison, he made two classifications of humans with the names swine and saint. Swine is a group of people with an attitude like a pig, greedy, selfish, violent, where such residents are actually appointed as capos which actually make their behavior wilder. Meanwhile, saints are a group of people who have fortitude in undergoing suffering, endure their hopes, and maintain self-esteem.

The difference between swine and saint lies in the way it is given meaning. In addition, people have a thing on which they determine their lives, namely freedom, which cannot be lost and damaged even if barbed wire fences it from all sides (Khoirudin, 2021). With freedom, man is driven to determine where he is going with meaning and purpose. Frankl thought that human spirituality was a change from animal instincts. Thus, on this basis Frankl explained that it is not only the psychic dimension that produces patterns of human behavior, and the meaning of human life is not included in the overall psychological process. So with this in mind, Frankl made a breakthrough psychotherapeutic method called Logotherapy.

Logotherapy comes from "logos" which in Greek means "meaning". Logotherapy, commonly called the "Third School of Psychotherapy from Vienna" by some authors, focuses on the meaning of life and on human efforts to search for that meaning. In logotherapy, an individual will be confronted with and oriented towards the meaning of his life. Logotherapy believes that the struggle to find meaning in one's life is the person's primary motivator. Therefore, Frankl calls this the will to meaning (desire to seek meaning) which is different from the pleasure principle. Victor E. Frankl, states that if an individual fails to interpret his life, then individuals are classified into three kinds of characters including (Frankl, 2017):

1. Neurosis Noogenik

An individual condition that causes self-restraint in achievement, as well as self-adaptation. Such conditions are indicated through the emergence of emptiness, boredom, dashing of hope, loss of desire and closure of initiative.

2. Authority

Authoritarian is a portrayal of individuals who tend to want to achieve their goals, wills, and desires by force, and when given input, they will not accept it.

3. Konformis

Personalities with this character have indications with a tendency to flow with the state of following the environment in self-adjustment without maintaining self-ideals and needs. Individuals who have such a character will lose their self-characteristic as an understanding of self-meaning.

In its application, logotherapy has several intervention techniques according to Bastaman in (Bakhtiar et al., 2021) :

1. Paradoxical intention

The paradoxical intention technique basically utilizes the ability of individuals to take distance and the ability to take a stand towards one's own condition and the environment. Frankl explains this technique through a phenomenon known as anticipatory anxiety, where this anxiety arises by an individual's anticipation of the condition or symptom he is worried about. In paradoxical intention, it is based on two facts, namely the first fact that fear can cause the feared thing to happen, and the second fact, excessive desire can make the desire unworkable

2. Dereflection

Dereflection utilizes the individual's ability to break free and pay no attention to uncomfortable conditions and then focus more attention on other things that are more positive and beneficial.

3. Medical Ministry

This technique utilizes the ability to take a stand on a condition of self and environment that is impossible to change again.

4. Appealing Technique

Appealing Technique is a technique that combines paradoxical intention and reflection, which is based on the power of the counselor's suggestion to guide or guide the individual to find meaning in life

5. Dialog Socrates

Socratic dialogue is a form of conversation between counselor and counselor in which the counselor uses questions to the counselor in an effort to help the counselor find answers to their own problems.

6. Existential Analysis

This technique helps counselors with nogenic neurosis and those who experience the emptiness of life to find their own meaning in life. The meaning of life must be found on their own and cannot be determined by a counselor or therapist. Counselors or therapists only help think about and open the counsellor's horizons to various values of the source of meaning in life.

2. Hedonism

Globalization is a term that has a relationship with the increasing interconnectedness and dependence between nations and between people throughout the world through trade, investment, travel, popular culture, and other forms of interaction so that the boundaries of a country become narrower (Agustinah & Indriyani, 2019). Globalization is closely related to modernization. The existence of globalization and modernization changes the pattern of life and social life order of the

community, due to the absorption and mixing of cultures from each country concerned. Such changes result in different views of life. Hedonism is defined as an ethical theory and a philosophical perspective that emphasizes the pursuit of pleasure and the avoidance of pain as the ultimate goals of life. The concept of hedonism argues that pleasure is the highest good and individuals must try to maximize pleasure and minimize pain in their lives (Fauzan, Anak Yari, & Humaira, 2022). According to Fauzan et al (Fauzan, Anak Yari, & Humaira, 2022), the culture of hedonism in Malaysia is manifested through various behaviors and practices that prioritize pleasure and pleasure. Some examples of hedonistic culture in Malaysia include:

1. Wild Concerts

The increasing prevalence of wild concerts in Malaysia reflects a culture of hedonism, where excessive entertainment and partying are normalized. These events may involve elements such as unlimited relationship boundaries, free sex or promiscuity, excessive drug usage and alcoholic consumption.

2. Nightclubs

The establishment of nightclubs in Malaysia contributes to the normalized of hedonistic behaviors, where individuals engage in activities focused on pleasure seeking and entertainment.

3. Excessive Entertainment

Modern Malaysian society is exposed to a diverse range of extravagant entertainment and cultural events, which attract individuals to indulge in hedonistic activities without considering the consequences.

4. Drug Overdose

Events such as the Future Music Festival Award (FMFA) Concert in Malaysia have been associated with drug overdose cases, highlighting the dangerous consequences of hedonistic behaviors such as drug abuse and unrestrained promiscuity.

These examples illustrate how hedonism culture has permeated various aspects of Malaysian society, leading to concerns about its negative effects on individuals, communities and the country as a whole. In addition, the culture of hedonism in Malaysia as stated according to the *International Journal of Academic Research In Business & Social Sciences*, it can have significant impacts on both the social and economic aspects of society (Fauzan, Anak Yari, & Humaira, 2022).

Globalization and modernization not only bring convenience and positive impacts to life, but also have a negative impact on the lives of Indonesian people. Modernization has led to the development of existing shopping centers in Indonesia, which can be seen from the emergence of various supporting facilities. Nurfatoni (Daulay, 2016) explained that shopping centers such as malls, hypermarkets, etc. and similar things are actually an invitation for young people, especially teenagers to enter a culture called hedonism. This can be seen from the number of teenagers or young people who buy something because they feel a dissatisfaction with something they already have and because of the development of fashion around them. With the development of shopping centers and entertainment centers, the lifestyle of teenagers or young people will more or less definitely be affected.

In the *Kamus Besar Bahasa Indonesia* (KBBI), hedonism is a view that considers pleasure and material enjoyment as the main goal in life. Hedonism is a lifestyle for fun or a lifestyle that makes one's own enjoyment and happiness the main goal in life. In Maslow's hierarchy of needs, humans want acceptance as a form of social need, just as a teenager or young person does. Where, it is shown by appearance, lifestyle, behavior, way of behaving, and so on, which are intended to attract the attention of others, especially peer groups. Adolescents tend to spend time with peers, so the influence of their peers on interests, behaviors, and behaviors is greater than the influence of their family.

In social society itself, hedonistic lifestyles are often associated with consumptive behavior, which has a negative impact on individuals who adhere to it such as long-term dissatisfaction, dependence, to mental problems. The number of adolescents who embrace hedonism behavior is caused by several factors, such as venting stress, being dissatisfied with what they have, having to follow the lifestyle of a peer group, or even feeling afraid if left behind with their peer group so that they think they will be excluded from the group, which in this case has something to do with Fear Of Missing Out or FoMO.

3. Fear of missing out (FoMO)

The existence of globalization and modernization causes many changes and advances in all aspects. Social media is one form of progress in globalization. With social media, it seems as if the world is interconnected regardless of time and place. In social media, everything moves so fast, information comes from different countries and appears on social media quickly, trends and fads are popping up all the time every time on social media. This speed forms a condition in individuals, commonly known as Fear of Missing Out for individuals who have difficulty having self-control.

Fear of missing out or often known as FoMO, is a worry or fear experienced by individuals that a pleasant event is or will happen somewhere (Mandas & Silfiyah, 2022). This feeling gives rise to a desire to be present in the place or involved in the activity. The FoMO phenomenon itself has likely existed since antiquity. However, FoMO was first introduced by a marketing strategist named Dan Herman in 1996. And Herman made an observation of a group talking about a product. Based on this observation, he concluded that the behavior of a group is similar to the fear of missing an opportunity and the pleasure that can be obtained. The existence of such feelings is further exacerbated by the presence of social media as a result of the progress of globalization.

4. Intervention

The logotherapy approach is an approach that focuses on discovering the meaning of life. Bastaman (Fitriana & Rochman Hadjam, 2016) stated that logotherapy is a therapeutic or healing process to find the meaning of life and a person's spiritual development. In dealing with the hedonism experienced by an individual or counselor, the logotherapy approach focuses on helping individuals find deeper meaning in their lives rather than simply pursuing sensory pleasures or experiences that others consider important. Counselors can help individuals identify the most

important values in their lives on a personal basis, without considering the expectations of others. Through the exploration of the value or meaning of life, individuals can gain a better understanding of what they are really looking for in life. This helps individuals see that true satisfaction comes not only from achieving what others want, but from achieving personal values, meaning, and desires.

As research conducted by Nurhidayatullah D. Dan Bakhtiar through clinical case studies using observation and interview techniques with one subject (AM) from SMA Kartika Makassar who has a tendency to hedonic behavior. From the data shown, the subject has a tendency to hedonic behavior which is shown through the behavior of often hanging out in cafes or malls, following existing trends, wanting everything to be instant, and often using branded goods. Where the subject carries out this behavior because she wants to gain recognition, attract public attention, follow the habits of friends, and for self-actualization. After providing logotherapy counseling using dereflection techniques and Socratic dialogue techniques, for approximately six weeks, the subject showed changes in behavior, where she became a more relaxed and cheerful person. So the logotherapy approach can be used to treat hedonic cases in individuals (Bakhtiar et al., 2021)

With a logotherapy approach, individuals are invited to strengthen their sense of experience, achievement, and what they already have, rather than comparing with what others do. This can be done by recognizing and rewarding small achievements and finding meaning in everyday experiences. Counselors also teach individuals to increase their self-awareness of their thoughts and experiences, so that by doing so, individuals are able to recognize when FoMO arises and can deal with it in more productive ways, such as turning attention to more meaningful goals and values.

With a logotherapy approach that focuses on finding the meaning of life, individuals who have a hedonistic lifestyle because of fomo, are expected to be able to find their own values, goals, and meaning in life, without interfering with values or expectations from others. So that the application of logotherapy can have implications for the positive results of counseling to be able to control hedonistic behavior and focus more on a valuable life by not wasting money or being influenced by the value of others just for FoMO or just trends. In addition, with the application of logotherapy, individuals are also expected to live life as an ideal life or according to their own will without the need to feel left behind or influenced by others.

CONCLUSION

Through a logotherapy approach that focuses on finding the meaning of life, individuals can more effectively overcome hedonistic behavior due to FoMO. Understanding one's values, goals, and the meaning of life helps people avoid impulsive behavior and focus on living a meaningful life.

The implication of this logotherapy application is that the counselee has the possibility to control his/her hedonistic behavior and no longer allows himself/herself to be influenced only by social pressures and trends. In addition, logotherapy encourages individuals to live according to their own values and desires and avoid being left behind or influenced by others.

Therefore, it is recommended that practitioners and counselors consider the integration of logotherapy in their clinical practice, especially in dealing with psychological problems related to hedonism and FoMO.

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