

PERCEPTION ANALYSIS ON FOLLOWERS OF THE @COFFEEINESEEKER ACCOUNT AS A SOURCE OF INFORMATION ABOUT COFFEE SHOP

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ABSTRACT

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The use of social media has become a natural thing in the normal life of every individual and has resulted in the emergence of an urge to stay abreast of what is trending. This study specifically discusses Instagram social media. Instagram is one of the platforms that have more users than young people. Instagram contains a variety of interesting and trendy content in different themes and contexts. The ease of access to Instagram makes it easy for users to find uploads that suit each individual's interests and preferences. Building a personal image of Instagram users can be done by uploading content that contains the interests and preferences of each individual, which is by what kind of character you want to show to the internet. Interests and likes here are from Coffee Shop enthusiasts who follow the @coffeeineseeker account as a source of the latest information about the Coffee Shop. This study was conducted to determine the extent to which the @coffeeineseeker account can provide information about the coffee shop by analyzing the perceptions of the followers of the account. The @coffeeineseeker account can be considered a source of information about coffee shops triggered by uploaded photos, captions, and Instagram Stories that disseminate certain coffee shop promotions and the latest information about coffee shops that will be present or have just started operating. This study uses a qualitative descriptive approach with netnographic methods. Netnography is used to study events that occur on social media. One of the things the researchers found was the presence of fear of missing out (FOMO).

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1. Introduction

Development technology shows technology more information and develops from time to time based on innovation and creativity in humans (Putri 2021). Information technology, namely social media platforms, appears with each intriguing feature on offer. Frequent social media use, i.e., Twitter, Facebook, Pinterest, Instagram, Youtube. As per data from *We Are Social* (Jayani 2020), Instagram occupies the fourth position, after Youtube, WhatsApp, and Facebook, with an average time spent by Indonesian people on accessing social media of 3 hours and 26 minutes. Total users active on social media

amount to 160 million, or 59% of the total population of Indonesia. 99% of social media users surf from their cell phones. Data shows that almost a quarter of Indonesians access social media.

Digital native

The digital native, or the generation born in 1990, is not foreign again with the present technology. It makes the generation the "original resident" of the digital world like computers, *video games*, and the internet (Prensky 2001). Based on research conducted by Supratman (2018). 225 teenagers (aged 19–20 years) with active social media accounts for more than six months, actively using social media for various needs, and youth who choose time free for using social media were studied. Demonstrate how a digital native uses social media to obtain information, communicate virtually, explore hobbies, obtain entertainment, support duty studies, conduct online transactions, adopt style fashion and live a lifestyle. In a digital society, Internet use is mandatory to keep going involved with social media to expand its reach and maintain its existence (Suharso and Muntiah 2020). These are those who rely on Instagram to look for information and make an increasingly competitive digital market fast. Likewise, businesses that use social media like Instagram as a medium for expanding promotion prove that social media not only effectively spreads information but also becomes an economic medium (Kurnia 2017).

Coffee Culture

In the first 2002 Starbucks is present at Plaza Indonesia, Jakarta. Starbucks is the holder share biggest premium coffee company with 25,085 outlets in 67 developed and developing countries. The presence of Starbucks in Indonesia raises influence good and bad by direct or no straight away. The researcher reveals 4 dimensions of 5 dimensions about current world culture by Arjun Appandurai. Dimension first is the media field, where the media contribute to progress technology on both that is for produce and distribute information in the form of existing and current newspapers, television, magazines and films trend in eyes interest public nor nationally around the world. With Starbucks, social media like Facebook, Instagram, and Twitter running by fast. The emergence and development of Starbucks in Indonesia are successful shape patterns think children young for having a style of life westernized. Starbucks did it change the mindset of the Indonesian people that drinking coffee is an activity fun and relaxing that can be enjoyed by women, men, and even children. young people go to Starbucks not only to buy coffee but also have other purposes like prestige. Dimension second in field technology, different with ordinary coffee shop with existence progress technology consequence influence from Starbucks now local coffee shops also use the machine more coffee brewer sophisticated and efficient so that a variety of interesting coffee menu start popping up. The facilities used are also more modern and varied starting from the glass used to with method of brewing coffee using machine *Espresso*, *French Press*, *Vietnam Drip*, *Percolator*, *Pour Over*, and so on. Drink toppings also provide various choices like *whipped cream*, *foam*, sugar, milk, syrup, chocolate, biscuits, and so on. Influence addition the effect of the existence of a Starbucks, namely a local coffee shop now more forward and more interesting because it not only provides a diverse drink menu but also displays uniqueness design room with moderate contemporary trends. Dimension third is field ideology, in the field, this is Starbucks' role important for the United States (US) to spread trading free in Indonesian society. With Starbucks operating all over the world including Indonesia, these countries by not direct guided by ideology people's liberal economy. After all, the ideology of liberalism that the US tried to plant through Starbucks has impact negative on the country that became the goal. Starbucks was considered to become a party of imperialism culture so which caused the host country to lose control of the culture local. This means Starbucks does not directly damage the score of the country's traditional host by introducing values and sensations trending new opposite values traditional. Since

Starbucks opened one of its branches shop in Indonesia, the trend culture of *drinking coffee* now the more spread broad and has even become a lifestyle in public cities. Besides various choice drinks, some people choose to go to Starbucks to fulfill prestige, even when the price is more expensive and some ingredients basic originated from local coffee beans. By adapting coffee as a culture, Starbucks has increased the value of coffee and taught how can coffee be used as a tool for producing profit. This thing very similar to the idea of capitalism originating from the US. On the other hand, coffee capitalization contributes to the habit of Indonesian Coffee Shop makers and owners of processing source power and using it with more good again than before. Temporary seen from side customers, Starbucks has brought a culture of consumerism. The next dimension is field finance. Starbucks is a non-state actor in connection internationally who have provides a global investment platform where every country in the world can investigate the company on this world scale. By opening outlets in developing countries like Indonesia, Starbucks can minimize the cost of production and cost power work. So from that, the existence of Starbucks in developing countries like Indonesia aims to ensure cost production is small possible so that the motive of growth capital could be achieved in period time as soon as possible. In short, Starbucks became an instrument important for the country of origin namely the United State to promote the ideology of trading free. With Starbucks operating worldwide, the host country led to the economic liberalism goal for support US leadership in economics and politics international (Nurhasanah and Dewi 2019).

The progress of the times gives rise to the existence of new cultures, and contemporary cultures, many on social media, one of them being *coffee*. Drinking (Djami 2020). *Coffee* or drinking coffee at the cafe has already become a style of life in society. Motives and goals for drinking coffee include not only coming to the café to buy coffee but also gathering in a room to discuss, brainstorm, reunite, or simply playing online games, stream, or even spending time alone, which is known as "me time". This is also due to several factors supporting why culture drinking coffee is becoming more popular, such as a comfortable atmosphere, interesting and diverse coffee processing methods, and instagramable cafe interior and exterior design that visitors find appealing (Kristnayana 2020). Where is the coffee shop entrepreneur? Customers, including digital natives, must adapt to change and adjust themselves. As shown in research (Rohmah and Tambunan 2019), how the construction of coffee shop branding through Instagram can very help shape the articulation of identity from several coffee shops with post-activity or ideas about different coffee processing underclass social and interest audiences. Then, like is perception digital native on social media, Instagram with its existing culture coffee? Study this made for analyzing perceptions of followers of the @coffeineseeker account as a source of information about coffee shops.

2. Method (Cambria Bold, 12pt)

Study this character's descriptive qualitative. The approach used is netnography. According to Kozinets (2010), data collection in netnography covers three different types of data, namely archive data, elicitation data, and record data fields. Archive data (*archival data*) is data that has been copied by the researcher from Internet-mediated communications from member communities *online*. Elicitation data (*elected data*) is created by data researchers together with members of a medium culture popular through personal and communal interactions. Researchers upload and comment, as well as send *e-mail* and *chat*, or interview via message instant, which is the general procedure for getting data in netnography. While the data records field (*field note data*) is written notes researcher related with observation alone about community, its members, interactions and meanings, and participation researcher as a member that alone. The researcher could legally and easily get access to communication or files that especially when they show that analysis content and analysis thematic from communication online could be given access

free. Real internet no the place or text, not public or private. No one type of social interaction, but many types: chat, upload, comment on the blog that can be accessed by bulk, share clips of voice and video, and conversation by phone through the internet. The unique internet with all its advantages and disadvantages.

Member in the study this that is *followers* of @coffeeinseeker account that will study use analysis perception. To understand moderate reality _ happen, man needs perception. Every individual will give meaning to what is seen, heard, touched, smelled, or felt. The result of perception will become a consideration in To do good response in the form of attitude or behavior (Dr. Suciati 2015). Analysis perception according to (King 2010) is the process of organizing and interpreting information sensory for become meaningful certain. The process walks from lower to above (meaning sensory), and from on to down (try link with experience or the outside world).

3. Results and Discussion

According to an expert from the *Center for Disease Control and Prevention* (CDC), in the United States (US), a *medical checkup should be conducted once* a year, for example at the end or beginning of the year. Besides, that's a medical *check-up* should be conducted when you have already turned 18 years old. Anyone over the age of 40 or suffering from a disease should have a medical check-up more than once a year. That thing's volatile character depends on what's going on (Aprilia 2019). A person who feels healthy and well-groomed will enjoy life more fully. For every individual who senses vision, one senses body importance that can be called a window to see the world. A functional sense of sight with correct vision could catch objects and distinguish them from their surroundings. be one big impact for people to experience and enjoy life. Every individual is collectively connected to every other individual. the individual in the world. The process of sensation and perception is the essence of all amazing experiences in life. The picture is when somebody climbs a mountain and considers it an experience that can't be depicted with words. Experience and feel struggle, adventure, and beauty. Peak the mountain is a precious moment and will always be remembered. The same is true when we are currently watching movies, listening to a movie conversation, or even leaning over to a friend next door because feeling sad while watching movies is a method of perceiving stimulation. Because of the existence of senses, all moments occur. Every individual's ability to perceive the world in various ways that allow them to reach the world in various ways applied in daily life

The process of sensation and perception cannot be separated in life every day. When a guitarist picks strings, the brain recognizes sensation and starts directing his fingers to pick another string and so on, creating beautiful music. This is the process of sensation and perception. Actions that we do result from the brain's automatic interpretation of information received and then respond to sensations according to Laura A. King's theory, which discussed how the process of sensing and perceiving the inner world works? on-base sensation and perception are as follows:

a) Detect, process, and interpret experience.

Sensation (*sensation*) is the process of receiving energy stimulation from the environment outside. Stimulation is detected by cell receptors specifically on the sense organs that are the eyes, ears, skin, nose, and tongue. The brain gives meaning to sensation through perception. Perception (*perception*) is the process of organizing and interpreting information sensory to give meaning. cells receptors in the eye remember objects colored white in the body, but cells "see" a bone. Cell receptors in the ear shiver with a certain motive, but cells this not "hear" a symphony. Catch patterns mean from information sensory this is called perception. The process of feeling and perceiving gives a corner look at three dimensions of what is accepted by receptors, such as about

description sun sunset, naming perfume products, bath soap, and so on. The perceiving process divided becomes two, namely processing bottom-to-top (*bottom-up-processing*) and processing from top-to-bottom (*top-down processing*). Processing from bottom-to-top triggered by entry stimulation. This process occurs when the receptor's senses catch information regarding the atmosphere of the outside world and pass it on to the brain for then conducted analysis and interpretation. Whereas processing from top-to-bottom occurs at a higher level in likeability think cognitive. In the study, the stimulus given is the @coffeineseeker account as source information about the coffee shop. Subject to be analyzed his perception that is *followers* @coffeineseeker account on Instagram social media. reviewed based on processing from bottom-to-top that is when currently see the object and prejudice the first time that appears on each individual the is results from technique processing this. According to opinion *followers* @coffeineseeker account that is, when the first time seeing @coffeineseeker account, what comes to mind is a neat, clean, and *aesthetic* place. Different from processing from top-to-bottom that is, happens not only limited results from at a glance lyrics but results from the continued and processed by the brain. Like results interview with followers of the @coffeineseeker account who say, look photo upload interesting and informative @coffeineseeker account make it Keep going follow every upload latest @coffeineseeker account. With appearance profile @coffeineseeker account in Figure 1.



Figure 1. Uploads account @coffeineseeker

Based on the responses and Figure 1, it is possible to conclude that stimulation received by followers of the @coffeineseeker account has been studied and processed in the brain. After reviewing *captions*, and hashtags, and even taking interesting and informative photos, make *_followers* confess that the thing that becomes the reason for following the account.

b) Sensory receptors and the brain

Sensory receptors accept information from the environment around them and create current energy. energy level_the more bright or dim something light will influence the intensity of stimulation. Sensory receptors trigger potential actions that take place on sensory neurons and transmit them to the system nerve center. Special receptors that could absorb various types of energy. It describes when one sense, such as vision, experiences other senses such as hearing. For example, some people "see" *the soundtrack of* a movie or "feel" an image. Sensory organs and receptors are classified into several types. The energy emitted includes:

- Light reception (photoreception): the detection of light, which is perceived as sensed vision.
- Pressure, vibration, and movement are detected by the reception mechanic (mechanoreception).considered the senses of touch, hearing, and balance.

- Chemoreceptors (*chemoreception*): detect stimulation chemicals, which are denoted as the senses of taste and smell.

Based on the object of research, this so-called sensory involves the reception of light (*photoreception*). Where is the perception formed based on the light seen? Then the follower @coffeineseeker account has prejudice based solely on viewing the profile account. After seeing and studying the upload @coffeineseeker account, his followers mention that the photo upload account has a unique building. Because the @coffeineseeker account is always associated with a coffee shop that has a distinctive architectural structure. This occurs because of the influence of pictures of the post whose message is successfully delivered to the audience as the account admin wants (Aglutiningrum and Katili 2021).

c) Threshold limit

The absolute threshold limit always detects different energies, which can be shaped by light, sound, chemical, or mechanical stimulation. To could distinguish between two identical things_ must there be a threshold, the limit already determined by fair. the threshold limit is reached, there is the minimum amount of stimulation that can be detected. If the stimulus received is below the minimum, then the possibility of the analyzing process becoming disturbed or fails. Something may feel or be declared on a claim that certain needs the limit that can be confirmed the status will be something along those lines. confirm the status, we need a number of the criteria already determined to be fulfilled. According to the @coffeineseeker account, the source of information about the Coffee Shop is determined by photo profile, username, bio, photo upload, caption, hashtag, location, display feed, period time upload, and so on. A number of the elements that followers pay most attention to on the @coffeineseeker account are the explanation *caption*, hashtag, and photo on each upload. The explanation is interesting and detailed, like mentioning the corner, the view felt by the admin of the coffee shop alone until with information about price from the coffee shop menu. Using a hashtag about a variety of coffee shop sundries_ could make it easier for internet users to find and follow @coffeineseeker on Instagram. *angle* photo has a very strong effect on followers' perception. Taking the @coffeineseeker account. the right picture could make the place look more unique, so that could attract the attention of *digital natives*. However, in shape, there is also perception noise (*noise*). Noise (*noise*) is a term used to mention contradictory and non-contradictory stimuli as appropriate. The relationship with the @coffeineseeker account as a source of information about Coffee Shop stems from a lack of detailed pricing information on the cafe menu. there is also subliminal perception. Subliminal perception is the detection of the information below the level of awareness that can cause controversy. Researchers in psychology find the fact that man could be affected by the information captured below the threshold limit of awareness. like answer source person moment given test recognition of sight after seeing @coffeineseeker account online, short and brief, rather increase interest in photography The prejudices that arise in the followers' accounts the say become more happy and interested in the world of photography at the moment given test vision with seeing @coffeineseeker account online clear and at a glance. The account @coffeineseeker also admits that all objects in everyday life_ can look nice in a photo taken at the right angle.

This is referred to as threshold limit difference (difference threshold) when uploaded account_about other coffee shops. Something new can be distinguished among the same other things if they have the same criteria. For example, the account that uploaded pictures of other coffee shops, namely @coffeeshopindonesia, and the second account, namely @coffeineseeker and @coffeeshopindonesia, have the same equality. That is an Instagram social media account that uploads about local coffee

shops in Indonesia. The results show that the @coffeeshopindonesia account uploaded by upload repeat (re-post) from only Instagram users who wanted to send the photo they took while at the coffee shop and that the @coffeeshopindonesia account credits the sender of the photo. Meanwhile, the @coffeineseeker account uploaded all the content with a method that came directly to the coffee shop with the account admin observing straight away.

d) Theoretical approach indication

When you're perceived, sometimes uncertainty occurs. The theory of detection of signals (*signal detection theory*) focuses on making decisions at the moment stimulus is received—there is uncertainty. In this theory, the detection process stimulation is not only influenced by the visual appearance of the object alone but also influenced by what is going on inside the experienced individual, like the existence of hope, fatigue, and urgency. The moderate difference experienced by one and another individual will determine the results of the detection signal. In this case, the difference between hope, interest, and interest could become the reason for the difference resulting from the retrieval process decision. They will have different assumptions based on the individual context in each follower between one follower and the @coffeineseeker account with more followers. There are two main parts to deciding on a theory of detection signal, that is part acquisition information and part criteria. Acquisition Information (*information acquisition*) is information or acquired knowledge derived from the results of stimuli scanned by the brain. Whereas part criteria (criterion) in theory serves as the foundation for making decisions based on information or knowledge obtained. The existence of information or knowledge obtained based on the criteria already established by each follower @coffeineseeker account with the method determined to be stimulus received by his criteria or no. of the interview shows that after studying the @coffeineseeker account on every upload in approximately three minutes every day, all the source people simultaneously agree that @coffeineseeker account is one Instagram account that provides complete and up-to-date information about the coffee shop.

e) Perceiving stimulation, sensory

It could be said that perceiving sensory stimulation is not only based on the stimulation of characteristics around us; attention and perceptual sets are also important in perceiving sensory stimulation. Someone's attention or interest in a thing or object becomes the focus of attention. In life, there are many incidents or realities that can be perceived. At that moment, two friends who are eating together in a bustling cafe and a room filled with the sound of a band or other people's chat still chat and understand each other. This demonstrates that an individual may be confronted with multiple situations at the same time, but with the right method to choose and focus on one moderate state, an individual can work through it correctly and efficiently. also known as attention selective (*selective attention*). Attention selective is focussing on aspects of an incident or reality and ignoring others. Not only selective but attention can also be diverted (*shiftable*). For example, two friends the in the middle chat, then more friends come and one of the two friends starts chatting with the new friend come and while ignoring the chat friend since the beginning with him Things that are new, different, and unique from any stimulus ever known previously could make somebody pay attention. If in a housing area, someone stands up and builds a spacious, stately house with a beautiful design. Passers-by tend to pay more attention and observe the house than the usual one beside it. Several elements make the @coffeineseeker account more interesting than accounts of others who have also uploaded content about coffee shops. According to the results of an interview with followers of the @coffeineseeker account, the main reason they are interested in following the account is the photo caption element and capturing the photo. On each upload make the @coffeineseeker account more creative and

informative than the @coffeeshopindonesia account. Taking photo angles and editing photos with the same atmosphere in all uploads makes followers of the account @coffeineseeker feel more at ease because it's more appealing to look at than other types of accounts. While the perception set is a trend or awareness of how to perceive something, it requires experience and knowledge for each individual. Coffee lovers will recognize the @coffeineseeker account more quickly than user regulars on Instagram because they only read the username account as an uploading account about coffee and coffee shops.

f) Adaptation sensory

Adaptation sensory (*sensory adaptation*) is the ability to sense, adapt, and respond quickly to stimuli in the environment around us. If I could adapt to something, time would be the main influence. Like a growing child who grew up at his parents' house, when he is already big and has a family alone, he will remember the layout of the house like the location of the bathroom, room guests, and other rooms. Frequency uploads on the @coffeineseeker account affect the ability to sensory follow. Since March 2021, the @coffeineseeker account has been uploading content about Coffee Shop every day and will continue to do so until the end of time. Instagram is opened at least three hours per day by the @coffeineseeker account. Dose followers' use of Instagram's @coffeineseeker account will shape the adaptation sensory of every follower. I upload to the @coffeineseeker account every day, which generates power. Sensory followers used to the fact that the @coffeineseeker account is an Instagram account that uploads content about the coffee shop in the area around Bandung.

The middle one occurs at the moment of openness. Every day we hear and see bad news that could have been avoided and suspected, such as the current crisis in progress, namely the COVID-19 virus. The use of the internet in all aspects of life causes existence to crash. public and private space and self-space, but not everyone feels comfortable at the same time. In the middle of a pandemic moment, this technology becomes a community media for sound, like humanizing the state with humor or *memes*, making video TikTok together, voicing comments on policy government, sharing stories of loneliness, and loneliness, and various other activities. Viral content on the internet is always changeable and not there is it's over in line with the public using social media for comforting and calming themselves. State adaptation is critical to evolution. We change animals and plants. Stock requires life, stone, and trees. equipment and buildings and ideas become techniques. Equipment, buildings, and techniques all derive from human adaptation. Man is already accustomed to equipment and structures that represent the existence and evolution of body and mind to make and wear more good. One medium occurs at this time, which is technocultural. The term "technocultural context" refers to the various fields and spaces where technology intersects with culture. like selfies, protests through social media, and Instagram fame are examples of context technology that can be studied with the use of netnography. This public is affected by existence technoculture both individually and collectively. Changes that don't cause unbearable difficulty. There is also a limit to how much one can adapt. Every time it happens, evolution creates a new need to adapt. This view from the overflow of the technocultural world will introduce you to the world of netnography. Personalization and adaptation in response to time and context. Netnography could be described as slippery and flexible, but the essence of netnography is always certain. Netnography always focuses on social and technological media. Researchers usually rely on data from social media, which is then described. Netnography always involves the direct participation of a researcher, with behavior and sensitivity determined by the researcher. Human impressions are used by researchers to describe netnography. The importance of concept center netnography, or researcher netnography as an

instrument, cannot be overstated. From the moment of cultural understanding about language, power, identity, and desire in a world where technology and social society are passing by, Netnography could be used in terms of technology to explain the conceptualization of things that make and describe humans. Researchers in netnography attempted to find bold descriptions. Descriptions thick not only describe, but also translate social action from researchers' perspectives (Kozinets 2021).

Generation digital natives visit coffee shops not only to drink coffee but also to observe how the barista prepares the coffee drink. Every barista has a unique method for serving coffee. The manufacturing formula keeps drinking coffee developed in line with the development of the times. It is right and wrong in any ratio of coffee, milk, or other ingredients. A coffee drink made to suit each individual's taste or standardization special in a coffee shop. With barista skills in making the coffee, you will influence the price of the coffee drink. Like the ability to make *latte art*, the more proficient and creative a barista makes *latte art*, the more expensive the price of *latte art* will be. The average price of *latte art* is more expensive than drinks like *espresso*, *Americano*, *V60*, and others. Knowledge about great coffee products is important because it can influence the level of willingness to buy and, ultimately, consume coffee becomes something special and has its meaning (Amani and Ihsaniyati 2020).

Researcher netnography has notes based on what you feel from opting into the researcher. One that researchers have discovered is the fear of missing out (FOMO). One factor that contributes to the presence of FOMO is the significant increase in consumer evolutionary behavior, particularly in the context of social media marketing. FOMO refers to the anxiety that social media users feel when they see or perceive that their friends, colleagues, do, experience, or have something that provides temporary satisfaction or benefits (Frederic Gil, Andres Chamarro 2015). Feeling "left behind" when the frequency and rate of involvement with social media cause individuals to want to get information permanently and connect with other people's experiences increase. As a result, he attempted to find a method for arranging health psychologically, and he is one of them using social media. FOMO drives people to browse social media in search of a solution to their problems. A FOMO typically has a high level of life satisfaction, low demands from friends and family, increased feelings of loneliness, an improvement appraisal that is not fair to others, paranoia, social anxiety, and declining concentration. FOMO can be generated by a threat to self-personal and or self-public. Self-publication is information about oneself, or a view of oneself conveyed to others through action, description of oneself, appearance, and social interactions. The impressions of a self-public individual may vary depending on the target or audience. Self-public is frequently contrasted with self-personal, which may be similar or dissimilar to self-revealed somebody to others. FOMO occurs for social media users when they do not have access to social media and are unable to see what other people are saying about events, other people, or themselves alone (Lestari et al. 2021). A FOMO person is unable to manage herself when she is unaware of current events or trends (Zhang, Jiménez, and Cicala 2020). According to the answers given in an interview by followers of the @coffeineseeker account, other reasons to follow the @coffeineseeker account include keeping up with the development trend of coffee shops and becoming a reference for which coffee shop reference will be visited next. Based on the answer, it is known that followers of the @coffeineseeker account are experiencing FOMO, where followers of @coffeineseeker feel they must follow the development of the newest and most popular coffee shop. His followers feel already connected with trending topics in the world around them coffee shop by following @coffeineseeker. Followers following the account @coffeineseeker also make you feel more like a "child" or "today's youth." the account @coffeineseeker also admits that they feel more confident in

themselves because they know more about the coffee shop when their friend is currently talking about the current coffee shop trend and uniqueness.

As has been mentioned, FOMO leads to the internet and getting addicted to *smartphones*. FOMO has consequences for serious health, which shows the importance of prevention of FOMO and addiction-related behaviors. It could be said that internet and *smartphone* addiction, much like alcohol or dependence on medicine, is a real and serious threat to young people. The negative physical, psychological, and social consequences of FOMO syndrome and behavior-related addiction highlight the importance of proper prevention. More research is needed to estimate the FOMO scale, particularly among teenagers and adults. Internet addiction or those involved in risky use of digital media must be given appropriate therapy to be controlled and appropriate. Aside from the academy for parents and practitioners, the doctor has the opportunity to shape health behavior in teenagers and adults. Since the early treatment of behavioral addiction, psychologists and psychiatrists each play an important role in prevention and detection. In FOMO problems, the dimensions involved can be physical, psychological, social, cultural, or existential. Doctors and parents must cooperate to inform and educate about the need for time limit screens, including time screen computers, up to two hours every day, as well as give guidelines about the proper use of the internet on smartphones for teenagers and adults. At the same time, parents must not overlook the availability of online access. Social media makes education more comprehensive and accessible to general and environmental professionals. The use of social media by a rational person allows for expanded career opportunities. This could again expand network contact and build mutual friendship, inspiring actions and ideas as well as sharing knowledge. The main thing is that teaching young children methods use hypermedia (Citko and Owsieniuk 2020).

4. Conclusion

In what era has development technology become more sophisticated and efficient? There are both positive and negative sides to it. The impact of technology also creates various new things. The previous one cannot be conducted without the internet. With the appearance of various things new on the internet, there are also various new ways to look at him. The development of the internet is so fast that it results in the enhancement of human needs. Diverse needs: this is the context in which someone uses the internet. Crowds of people use the internet to create reality – new good in the virtual world as well as the real world. like presence culture *coffee* that is loved by *digital natives*. One of the most popular platforms with the highest intensity of use is The fourth in Indonesia is the social media platform Instagram. The researcher focuses on the Instagram account @coffeineseeker. Based on research that has been done, can followers say @_coffeineseeker account formed his perception through various process stages such as detecting, processing, and interpreting experience; receptor sensory and brain; threshold limit; theory approach signal; perceiving stimulation sensory; and adaptation sensory. Perception followers of the @coffeineseeker account are affected by some factors such as captured stimuli, each individual, memory already saved, and previous experience, which later continues to the brain and produces prejudice towards the @coffeineseeker account. considered as sources of information about Coffee Shop triggered by photo uploads, *captions*, and Instagram Stories that spread certain Coffee Shop promotions and information about the new coffee shop that will be present or operate. With development, technology also creates various social dilemmas. One of them is *fear of missing out* (FOMO).

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