## THESIS-MBKM BADAN RISET INOVASI NASIONAL

## THE MEDIATING ROLE OF FEAR OF MISSING OUT (FOMO) IN THE RELATIONSHIP BETWEEN SOCIAL MEDIA USE AND ENVY TO PURCHASE INTENTION TICKET K-POP CONCERT

(Study in K-Pop Fans)



By:

AMARA DHIVA FATIHAH NIM C1H019019

MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY JENDERAL SOEDIRMAN UNIVERSITY FACULTY OF ECONOMICS AND BUSINESS INTERNATIONAL MANAGEMENT

2022