

## **Social Media and the Constraint of Reality: Critiquing the FOMO Phenomenon during Coldplay Jakarta 2023 Concert**

**Bhaskara Chandra<sup>1)</sup>, Crysceline Zianet Tewel<sup>2)</sup>, Maha Putri Indah Chandra Kirana<sup>3)</sup>**

<sup>1,2,3)</sup> Master of Arts in Corporate Communication, Faculty of Communication Science,  
The London School of Public Relations, Jakarta, Indonesia

\*Corresponding Author

Email: [bhaschanbhaschan@gmail.com](mailto:bhaschanbhaschan@gmail.com)

---

### **Abstract**

*This article examines the influence of social media on the Fear of Missing Out (FOMO) phenomenon and the constraint of reality in society, with a specific focus on the Coldplay Jakarta 2023 Concert. The research aims to critically analyze the FOMO phenomenon on social media that emerged during the Coldplay Jakarta 2023 Concert, providing insights into the reality disparities in society. This study adopts a qualitative research method through online-distributed open-ended questionnaires to the audience of the Coldplay Jakarta 2023 Concert. Variables investigated in this research encompass responses to the phenomenon and the social realities that emerged during the Coldplay Jakarta 2023 Concert through various dimensions and indicators. The research findings indicate that social media has a significant influence in creating the FOMO phenomenon at the Coldplay Jakarta 2023 Concert across various societal segments. Although the FOMO phenomenon induced by social media at the Coldplay Jakarta 2023 Concert can impact diverse segments of society, social media does not contribute to the formation of disparities in society.*

**Keywords: Social Media, FOMO Phenomenon, Reality Constraint, Coldplay Jakarta 2023 Concert**

---

## **INTRODUCTION**

With the end of the global Covid-19 pandemic, the patterns of life for the global community are returning to their original state. Several activities that were restricted or even canceled are slowly resuming as they should, including the hosting of concerts. Despite undergoing virtual adaptations to minimize the spread of the Covid-19 virus, it is undeniable that the enthusiasm for live concerts and open-air events remains irreplaceable. The loss of togetherness, shared moments, and the absence of real time eye-to-eye interaction with performers make virtual concerts less popular in society. As a result, the year 2023 seems to mark the rebirth of several top national and international musicians after a hiatus of several years.

In Indonesia, the Coldplay concert, part of the “Music of the Spheres World Tour”, became one of the most phenomenal moments of 2023 (Riandi & Kistyarini, in Kompas.com., 2023). Since Coldplay announced on May 9th on their X account about the concert in Jakarta, tens of thousands of comments from Indonesian netizens flooded the post. The concert is scheduled to take place on November 15th at the Gelora Bung Karno Main Stadium in Jakarta, Indonesia. Despite the event being approximately six months away, the enthusiasm among the Indonesian netizens is exceptionally high, especially after knowing that concert tickets would be available for presale on May 17-18 and regular sale on May 19 (Puspadini, in CNBC Indonesia, 2023).

It is undeniable that the ticket prices for the Coldplay concert are relatively high, ranging from IDR 800,000 to IDR 11 million for the ultimate experience, excluding a 15% tax and a 5% service fee (CNN Indonesia, 2023). Instead of opting out, the short time span between the concert announcement, ticket sales, and the high prices seemingly did not deter the Indonesian people's

intention. The news about ticket sales quickly went viral on all social media platforms. Netizens enthusiastically welcomed the first ever concert from that world-renowned band in Indonesia.

As the presale ticket sales approached on May 17, 2023, panic began to surface on various social media platforms, particularly on X. The high demand for ticket purchases posed a challenge for potential concertgoers, especially the CoolHeads (Coldplay fans) who had long awaited Coldplay's concert in Indonesia. The heightened public interest was exploited by some individuals (scalpers) who purchased a large number of tickets to resell them at exorbitant prices (Puspadini, as cited in CNBC Indonesia, 2023). This situation presented a significant challenge for potential attendees, especially those without an excess budget. Consequently, many opted to seek the services of ticket brokers on social media X to increase their chances of securing the tickets.

On the presale ticket day, May 17, 2023, a unique phenomenon unfolded in Indonesian society. Prospective Coldplay concert attendees seemed to collectively pause their activities in the minutes leading up to 10:00 AM (the starting time for ticket purchase). Many of them sought assistance from their closest associates to join the struggle to secure tickets for the concert. Within a few hours, all presale tickets were sold out, much earlier than the estimated two-day sales period. Thousands of disappointed prospective attendees expressed their frustration on social media (Lembaga Pendidikan Antara, 2023). Although there was still an opportunity to purchase regular tickets on May 19, reflecting on the difficulty of obtaining presale tickets led many to withdraw from the competition. However, some still wished to try their luck, even if it meant facing disappointment for the second time.

Instantly, this competition phenomenon became a hot topic in society, especially after several stories behind the struggle to obtain Coldplay tickets went viral (Lembaga Pendidikan Antara, 2023). This serves as concrete evidence that the Coldplay Jakarta 2023 Concert phenomenon is not only experienced by a specific community but resonates across all segments of society following developments through social media. Persuasive access to information has successfully influenced people to be interested and directly engage with various trending topics. Many from the middle to lower-income brackets also became involved in the whirlwind of the Coldplay concert, especially after companies like Grab, LinkAja, and Danamart seized the opportunity by providing giveaways in the form of Coldplay tickets.

These tickets are not given away for free; there are terms and conditions that also benefit the respective companies or businesses. For example, Grab implemented conditions for its users to complete several missions to participate in the ticket giveaway draw. Users had to make a minimum transaction of IDR 25,000 within a specific period to exchange for one lottery ticket (Grab, 2023). The giveaway schemes from various companies or businesses provide an opportunity for economically constrained individuals who wish to experience the Coldplay concert. This constraint in reality seems not to deter the public's desire to experience the moment and follow the trends developing in their surroundings. This has led to further discussions about the Fear of Missing Out (FOMO) phenomenon, where individuals worry about missing out on memorable experiences perceived by others. Based on this background, the researcher eventually recognized the urgency of studying the influence of social media on the FOMO phenomenon during the Coldplay Jakarta 2023 Concert in a society constrained by reality.

## RESEARCH METHODS

This research employs qualitative data collection techniques through an online open-ended questionnaire distributed to the audience of the Coldplay Jakarta 2023 Concert. An open-ended questionnaire, as defined by Arikunto (2010), refers to a series of questions designed in research that provides the informants with the opportunity to respond freely using their own

sentences. Open-ended questionnaires have several advantages, including: (1) allowing researchers to obtain more in-depth information or responses from each informant; (2) having no limitations in answer choices, making it more accurate and comprehensive; and (3) reaching a wider audience. The researcher chose to distribute the open-ended questionnaire online, considering factors such as: (1) covering informants with a very broad reach; (2) difficulty in determining agreement on timing; and (3) cost efficiency in transportation. The selected social media platforms for distributing this open-ended questionnaire are Instagram, TikTok, Twitter, and WhatsApp, with the hope of gathering information more comprehensively. As for informants, they were selected based on two categories: fans and non-fans, with several criteria they needed to meet (see Table 1).

**Table 1: The Criteria of Informants**

Informant Criteria	<ol style="list-style-type: none"> <li>1. Attendees of the Coldplay Jakarta 2023 Concert at Gelora Bung Karno (GBK);</li> <li>2. Fans and/or non-fans of Coldplay;</li> <li>3. Active users of social media;</li> <li>4. Individuals with unique and interesting stories behind the ticket-purchasing process;</li> <li>5. Understanding the fundamental aspects of the FOMO phenomenon in society.</li> </ol>
-----------------------	--

After collecting information as previously detailed, the researcher followed the data analysis process outlined by Miles & Huberman (1992), consisting of three key steps: (1) data reduction; (2) data display; and (3) conclusion and verification. Data reduction, defined by Sugiyono (2017), involves presenting information more concisely through grouping, summarizing, identifying essential elements, and discovering fundamental patterns. The purpose is to simplify information while retaining its essence. In this study, the audience of the Coldplay Jakarta 2023 Concert was categorized into fans and non-fans, with responses grouped into sets based on similarities, preserving unique informant responses to enhance findings.

The next step, data display, is the presentation of information in the dataset using tables, diagrams, graphs, matrices, etc. (Miles & Huberman, 1992). This aims to enhance audience or reader understanding of response patterns, analytical frameworks, and potential research conclusions. Tables were chosen as the primary medium for presenting the data, given the open-ended questionnaire data collection method. The final stage involves drawing conclusions and verification. A thorough analysis of the outlined data is crucial to ensure the reliability and validity of research findings, as emphasized by Miles & Huberman (1992). This stage is essential for securing the trustworthiness and validity of the research results.

**RESULT AND DISCUSSION**

The researcher distributed open-ended questionnaires across various social media platforms, including Instagram, TikTok, Twitter, and WhatsApp. At least 18 informants willingly shared their stories related to the Coldplay Jakarta 2023 Concert. Out of these 18 informants, 10 were identified as CoolHeads or Coldplay fans, while the remaining 8 were categorized as Non-CoolHeads or non-fans of Coldplay (refer to Table 2). To generate a comprehensive analysis, the researcher summarized responses from the informants into several categories, considering the virality, complexity, and significant impact of the concert.

**Table 2: The List of Informants**

Category	Informants	Age	Jobs
Cool Heads (Fans)	Melisa	29 years old	Freelancer
	Nada	28 years old	Start-Up Employee
	Ria	39 years old	State-Owned Employee
	Mutia	29 years old	Model
	Rosma	37 years old	Civil Servant
	Rosi	41 years old	Banker
	Fitria	23 years old	Start-Up Employee
	Brandon	23 years old	Content Creator
	Ifan	21 years old	College Student
	Haikal	19 years old	College Student
Non- CoolHeads (Non- Fans)	Equamila	30 years old	Flight Attendant
	Eky	29 years old	Entrepreneur
	Almira	26 years old	Civil Servant
	Galuh	25 years old	State-Owned Employee
	Tiara	27 years old	Event Organizer
	Samuel	30 years old	En
	David	35 years old	Banker
	Dio	28 years old	Freelancer

**Informants' Responses to the Coldplay Jakarta 2023 Concert Phenomenon**

The Coldplay Jakarta 2023 Concert generated a wide range of responses in Indonesian society, with social media playing a crucial role in information dissemination and enthusiasm building. Based on the open-ended questionnaires distributed online by the researcher, 7 out of the total 18 informants, approximately 38.89%, mentioned Instagram as the most influential platform in spreading information about the Coldplay Jakarta 2023 Concert. Meanwhile, TikTok and Twitter held the second position, each with 5 informants. Interestingly, Facebook, a social

media platform gradually losing its prominence in Indonesia, still played a role in spreading information about the concert, as indicated by 1 informant.

According to the testimony provided by Fitria (23), social media intensified the FOMO phenomenon in society. "Contents related to Coldplay successfully created pressure and concerns that I would miss valuable moments and experiences if I didn't participate in the concert," she expressed. This sentiment was supported by Tiara (27), who mentioned, "Every time I open social media, especially Instagram, Coldplay-related content always appears at the top. It triggers the urge to explore more about Coldplay, listen to their songs, and pushes me to attend the concert in Jakarta, even though I'm not a fan of theirs." Both perspectives align with one of the elements in the Self-Determination Theory (SDT) regarding relatedness or social connections, stating that humans tend to have a drive to connect with their surrounding environment to create a meaningful life (Baumeister & Leary, 1995). Out of the total 18 informants who were CoolHeads, 10 of them felt the impact of FOMO created by social media (refer to Table 3 for more details).

In contrast to the two previous opinions, Dio (28) considered his social circle as the pioneering subjects creating FOMO within him. Dio mentioned, "I am not actually a Coldplay fan, and there was no desire to watch their concert, but the people around me have truly poisoned my mind." Another viewpoint was expressed by Rosma (37), who felt no FOMO at all regarding the Coldplay Concert phenomenon. "I am a die-hard Coldplay fan; I have been saving money to attend their concert, so my motivation is purely from within myself without any external influence," said Rosma (37). As per the Self-Determination Theory, each individual has autonomy over themselves; they are free to control and regulate their own behavior (deCharms, 1968).

**Table 3: Informants' Responses to the Coldplay Jakarta 2023 Concert**

Form of Responses Given	Informants			
	CoolHeads	%	Non-CoolHeads	%
The presence of a strong internal drive or motivation	Ria, Rosma, Haikal	30%	Equamila, David	25%
Becoming FOMO due to the high enthusiasm of the community on social media	Melisa, Nada, Mutia, Rosi, Fitria, Brandon	60%	Almira, Galuh, Tiara, Samuel	50%
Experiencing FOMO due to the influence of the surrounding social environment	Ifan	10%	Eky, Dio	25%
<b>TOTAL</b>		<b>100%</b>		<b>100%</b>

Based on the table above, it is evident that both CoolHeads and Non-CoolHeads, the majority of opinions agree that they experience FOMO regarding the Coldplay Jakarta 2023 Concert due to the high enthusiasm on social media. This phenomenon illustrates how the influence of social media can create psychological pressure uniformly among fans and non-fans, reinforcing the perception that participation in the event is a necessity to avoid feeling left out from the trending collective experience. This highlights how the dynamics of social media can

disturb individual feelings and play a key role in shaping their perceptions and decisions regarding popular events.

### Informant Reactions when Failing to Obtain Tickets for Coldplay Jakarta 2023 Concert

In exploring the impact of the Coldplay Jakarta 2023 Concert, it is important to detail the reactions of informants when facing the failure to secure tickets for the event. It is crucial to emphasize that this section is speculative, based on assumptions, and predicts the possible reactions that might arise from the informants, considering that all 18 informants successfully obtained tickets. From the total of 18 informants, the researcher identified three main response categories: (1) being indifferent, unaffected, and accepting; (2) feeling sad, disappointed, angry, and frustrated; and (3) opting to attend the concert in another country (see Table 4).

**Table 4: Informant Reactions when Failing to Obtain the Tickets**

Possible Reactions Given	Informants			
	CoolHeads	%	Non-CoolHeads	%
Let it flow (unaffected and accepting)	Ria, Ifan, Haikal	30%	Eky, Almira, Dio	37.5%
Sad, disappointed, angry, and frustated	Melisa, Mutia,	20%	Galuh, David	25%
Attend concert in another country	Nada, Rosma, Rosi, Fitria, Brandon	50%	Equamila, Tiara, Samuel	37.5%
<b>TOTAL</b>		<b>100%</b>		<b>100%</b>

As expressed by Galuh (25), she would feel extremely angry and furious if she failed to secure tickets for the concert. *"I'm not a CoolHead, but I've really been impacted by social media content that discusses Coldplay every day. I've allocated money, willingly took leave for the ticket war, if I fail to get the tickets, it would be really disappointing,"* Galuh (25) stated. On the contrary, Eky's (29) response is different, stating, *"I'm not a fan either, joined the ticket war because of FOMO, if I get it, great, if not, it's not a big deal."* Similar sentiments were echoed by Ifan (21), who said, *"If I fail to get tickets, it's a bit sad, but otherwise, I'm resigned to it; it means the money has to be saved or allocated for something else."*

On the other hand, sharing similar sentiments, Fitria (23), Tiara (27), and Samuel (30) revealed, *"I joined the Coldplay circle because of the impact of social media. The FOMO feeling is already intense, if it's canceled in Indonesia, it would be a waste. In the last few days, my mind has been completely focused on Coldplay, suddenly failing to get tickets? So, if there's a concert in another country, why not? As long as there's still enough budget."*

Informants' reactions to the failure to get tickets for the Coldplay Jakarta 2023 Concert reflect the interconnectedness of the concepts of social media interaction, self-determination theory, and subjective well-being discussed earlier.

#### 1. Social Media Interaction

In this context, it can be observed that the impact of social media, especially in creating FOMO, significantly influences informants' reactions. Informants like Galuh, Eky, and Ifan revealed that their decision to try to get tickets was largely triggered by intensive exposure to Coldplay content on social media. The FOMO phenomenon plays a crucial role in

motivating their participation in the ticket war and is a primary factor influencing their reactions to the failure to get tickets.

## 2. Self-Determination Theory (SDT)

The concept of SDT highlights the importance of intrinsic motivation and the fulfillment of individual psychological needs. In this case, informants like Galuh and Fitria demonstrate a high level of attachment to the Coldplay concert as a result of their internal motivation, regardless of their fan status. Although FOMO may be an initial driver, the level of attachment and dedication to the concert seems to be driven by their internal drive to follow personal desires and interests.

## 3. Subjective Well-Being

The varied reactions of informants when faced with the failure to get tickets also reflect variations in their levels of subjective well-being. Galuh, who is likely to experience deep disappointment and anger, indicates that this experience can have a negative impact on her subjective well-being. On the other hand, informants like Eky and Ifan, who are more indifferent and take a more flexible stance toward the ticket war outcome, show higher levels of self-satisfaction and an ability to reconcile with the situation.

### Informants' Perspectives on the Giveaway Scheme for the Coldplay Jakarta 2023 Concert

The giveaway scheme conducted by several companies during the Coldplay Jakarta 2023 Concert has elicited various responses from the public. Some appreciate this initiative, viewing it as a rare opportunity to obtain concert tickets in a more affordable manner. Mutia (29) expressed, *"The giveaway scheme is very positive because it can be an alternative for those who want to attend the concert but face financial constraints."* In line with this sentiment, Almira (26) stated, *"It's fine for companies to implement a giveaway scheme as long as the targeting is right and it's applied fairly."*

On the other hand, some perceive the scheme as a marketing tactic that exploits the concert's popularity to boost sales or usage of specific services. David (35) remarked, *"Giveaway schemes, not just for Coldplay but always, will benefit the companies. They usually set conditions like mandatory minimum purchases or to use of specific services before winning the giveaway."* However, beyond that, Haikal (19) sees the giveaway scheme as a negative phenomenon. *"Regardless of whether the companies have good intentions, believe me, these giveaways will amplify the FOMO phenomenon and worsen the situation. Imagine if someone is required to make a minimum transaction with GrabFood within a month, even though their actual monthly consumption is only 40% of that target. The one harmed is the consumer. Their FOMO multiplies, not just FOMO about the Coldplay concert but also FOMO about the giveaway, fearing losing, and many other worries. It's truly ironic,"* expressed Haikal (19).

**Table 5: Informants' Perspectives on the Giveaway Scheme**

Informants' Perspectives	Informants			
	CoolHeads	%	Non-CoolHeads	%
Amplifying the FOMO Phenomenon Accommodating individuals who desire to attend the concert but face financial constraints	Rosi, Brandon, Haikal	30%	Eky, Samuel, Dio	37.5%
	Melisa, Nada, Ria, Mutia, Rosma	50%	Equamila, Almira	25%

A marketing technique that solely benefits the company / organizer	Fitria, Ifan	20%	Tiara, David	25%
Others	-	0%	Galuh	12.5%
<b>TOTAL</b>		<b>100%</b>		<b>100%</b>

At least, the majority of CoolHeads agree that the giveaway scheme can accommodate individuals who wish to attend the Coldplay concert (regardless their status as a fan or not) but face financial constraints. On the other hand, Non-CoolHeads mostly perceive the giveaway scheme as having the potential to amplify the FOMO phenomenon in society (refer to table 5 for more details). The existence of this dichotomy in perspectives indicates that views on the giveaway scheme are influenced not only by economic aspects but also by differing interpretations of the psychological and social impacts that may arise from such strategies. This adds complexity to understanding the dynamics of societal responses to marketing and promotional efforts in the context of large-scale entertainment events.

In the context of the giveaway scheme during the Coldplay Jakarta 2023 Concert, it can be linked to the concept of subjective well-being. Positive views from some informants, as expressed by Mutia (29) and Almira (26), highlight that this scheme can provide an affordable alternative for individuals with economic constraints. From this perspective, participation in the concert can enhance their happiness and life satisfaction, creating positive experiences that contribute to subjective well-being.

However, others, such as David (35) and Haikal (19), view the giveaway scheme as a marketing strategy that benefits the organizers (companies) more than the public. Haikal even states that this scheme can worsen the situation by triggering a larger FOMO phenomenon, creating worries and anxieties that could potentially harm individuals psychologically. In this context, the giveaway scheme can have a negative impact on subjective well-being, considering the uncertainty, concerns, and pressures that may arise from competition or high expectations. Thus, the public's response to the giveaway scheme during the Coldplay Jakarta 2023 Concert provides a complex picture of how the experience of participating or not participating in an entertainment event can influence subjective well-being, both positively and negatively, depending on individual perspectives and interpretations.

### **Informants' Responses to the Social Reality of the Coldplay Jakarta 2023 Concert**

In this section, the researcher explores how the informants perceive the role of social reality in shaping their perceptions of the Coldplay concert. This also aims to gain a deeper understanding of social interactions in creating collective experiences that impact self-concept and subjective happiness. On one side, Nada (28) sees that social media has widened the gap in society, especially in the context of the Coldplay Jakarta 2023 Concert. *"I feel that social media, which continuously highlights and reports on this concert, has truly widened the gap between the people in Indonesia. Those who are economically less privileged will feel even further from the dream of attending the concert, but on the other hand, those who are well-off easily buy tickets from scalpers even at multiple times the original price,"* expressed Nada (28).

On the other hand, Brandon (23) perceives that individuals themselves create this gap. He said, *"Everyone has a smartphone, everyone has the internet, everyone can access information about the Coldplay Jakarta 2023 Concert. Regardless of whether you are rich or poor, all of us are currently affiliated with the digital space, the same, equal. The gap arises and is created by ourselves, because of ego and internal demands. Why force ourselves to buy things if we don't need them? Why force ourselves to attend a concert if we don't really like it?"*

Nevertheless, the majority of the 18 informants actually believe that the Coldplay Jakarta 2023 Concert does not create any social disparity (see Table 6). As expressed by Equamila (30), "I believe that the concept of social disparity only applies to vital things, such as education, health, or public facilities. Meanwhile, branded smartphones, holiday destinations, or concerts are just tertiary needs and are segmented in nature. If we cannot afford to attend this concert, it simply means that we are not their target market, and we must be aware of that."

Therefore, when analyzed through the concept of subjective well-being, the informants' perception of the social reality related to the Coldplay Jakarta 2023 Concert can impact their levels of happiness and life satisfaction. The view that economic disparities arising from participation in this concert can create feelings of dissatisfaction and unhappiness. Conversely, the understanding that this concert is more of a segmented tertiary need can support the interpretation that happiness is not always linked to participation in specific entertainment experiences. In the context of subjective well-being, an individual's views on social reality, including assessments of economic disparities and personal roles in shaping the situation, can form an integral part of their subjective evaluations of life as a whole (Campbell, 1976). In other words, how someone perceives and navigates social reality can influence their levels of happiness and subjective well-being (Campbell, 1976).

**Table 6: Informants' Responses to the Social Reality of the Coldplay Jakarta 2023 Concert**

Responses Provided	Informants			
	CoolHeads	%	Non-CoolHeads	%
Social media has created disparities in society	Nada, Mutia, Fitria	30%	Samuel, Galuh	25%
Individual demands triggering disparities in society	Brandon, Ifan, Haikal	30%	Tiara, David, Dio	37,5%
There is no social disparity	Melisa, Ria, Rosma, Rosi	40%	Equamila, Eky, Almira	37,5%
<b>TOTAL</b>		<b>100%</b>		<b>100%</b>

**Struggles of the Informants in Obtaining Tickets for the Coldplay Jakarta 2023 Concert**

In this section, the researcher explores the struggles of the informants in their efforts to secure tickets for the Coldplay Jakarta 2023 Concert. This section encompasses personal experiences, challenges, and emotions that color the journey of the 18 informants as they face fierce competition, high expectations, and a deep desire to be part of the Coldplay Jakarta 2023 Concert (for more details, refer to Table 7).

**Table 7: Summary of Struggles of the Informants**

Informants	Three Words Describing Coldplay Jakarta 2023 Concert	Details of Struggles
<i>CoolHeads (Fans)</i>		
Melisa	Vibrant, Spectacular, Awesome	"Depend on my salary, but must get the ticket, because I'm a CoolHead! If I fail to watch the concert, I'll be very sad."
Nada	Finally Got It!!	"Not a fan of risky stuff, but as long as there's money, why not. But honestly,

		<i>I've felt FOMO for Coldplay since 2017, so yeah, saving up for Coldplay."</i>
Ria	<i>Epic, Specatacular, Crazy</i>	<i>"Back then, a friend couldn't make it due to work and sold the ticket to me. I just bought it without thinking twice."</i>
Mutia	<i>Thanks Big Bro!!</i>	<i>"At first, I failed during the ticket war, but then my brother came and gave me a free ticket that he bought from a scalper at twice the price."</i>
Rosma	<i>Anxious, Nervous, Draining Energy</i>	<i>"Alhamdulillah there's already a savings set aside for watching the Coldplay concert. Just a bit anxious during the ticket war, afraid of failure and disappointment."</i>
Rosi	<i>Take It or Leave It</i>	<i>"Contacting several friends to help with the ticket war, but failed. Eventually, sought assistance from a scalper and succeeded. I have been saving money for the Coldplay concert, so it's not solely relying on my salary, borrowing from others, or selling items."</i>
Fitria	<i>Exhausting, Frustrating, Grueling</i>	<i>"Money is there, but getting the ticket is really, really tough! Trying ticket war services didn't work, struggling on my own is even harder! Luckily, got the ticket from a friend who canceled just before the D-day."</i>
Brandon	<i>Effortless, Chill, Good Luck</i>	<i>"I did nothing, leave everything to the ticket war service."</i>
Ifan	<i>Difficult, Challenging, but Happy</i>	<i>"Quite challenging because I'm still a student intern, with a salary half of the Jakarta minimum wage. So, my savings were really depleted, haha, and I even sold my watch. But it's okay, it's all for Coldplay, my idol!"</i>
Haikal	<i>Nothing Special, Just So So</i>	<i>"Even though I'm a big Coldplay fan, but I realize I'm still a first-year student and don't have my own income, so everything depends on my parents. Alhamdulillah, at that time, My Dad suddenly came home from the office with the ticket payment receipt. It was like a gift... and honestly, I didn't feel any significant struggle."</i>
<i>Non-CoolHeads (Non-Fans)</i>		
Equamila	<i>A-Must Watch Concert</i>	<i>"Honestly, I'm a concert enthusiast! Whoever the artist is, if they are extremely popular, then it's a must-watch! During Coldplay's concert, even though I'm not a</i>

		<i>fan, but you know, Coldplay is super famous, especially considering their rare concerts in Indonesia, so I willingly spent my savings for Coldplay!"</i>
Eky	FOMO but Let it Flow	<i>"I experienced FOMO because of friends, not so much due to social media influence. Especially since I've always enjoyed listening to Coldplay's songs, so I made an effort to try and get tickets. But if it didn't work out, I would just carry on without dwelling too much on it."</i>
Almira	A Lifetime Experience	<i>"I simply rely on my salary."</i>
Galuh	All Because of Social Media!!!	<i>"Failed the ticket war, failed the giveaway, finally bought it from a scalper (SO EXPENSIVE!!!)"</i>
Tiara	I Love You, Chris Martin!	<i>"Hahaha... looking back, at that time I contacted all my friends and family to be on standby on the ticket sale day, but in the end, none of them succeeded. Surprisingly, two weeks before the event, there was a broadcast on Instagram from a stranger selling WTS (want to sell) Coldplay Jakarta 2023 concert tickets, so I bought them to ensure I could attend."</i>
Samuel	FOMO, Curious, and So Exciting	<i>"I admit I had a serious case of FOMO. At that time, since I had some extra money, I decided to go for it and attend. The struggle was mainly in securing the tickets."</i>
David	Enjoy, Happy, Satisfied	<i>"Birthday gift for my wife, so it must be pursued."</i>
Dio	DEBT, DEBT, DEBT	<i>"Honestly, I even borrowed money from a friend because my finances were tight. Being a freelancer means the income is uncertain, but since I got caught up in the 'devil's circle,' where all my friends invited me to watch the Coldplay concert, so I went, but I said, 'If you insist on me joining, then lend me the money first, I don't have any money, boss!' But the concert was really fun, I swear."</i>

## CONCLUSION

Based on the research findings outlined above, it is evident that social media plays a significant role in the occurrence of the FOMO phenomenon at the Coldplay Jakarta 2023 Concert. In line with the discussion on the presence of the digital era, where face-to-face social interactions become limited, the high prevalence of social media has a significant impact on society. Individuals tend to be exposed to social media trends (Putri et al., 2016; Draker et al., 2018). Although there are several other factors influencing the emergence of FOMO at the Coldplay Jakarta 2023 Concert, the strong motivation to participate in the concert is driven by the high enthusiasm generated by social media coverage. Social media can have a psychological impact uniformly not only among fans but also involving non-fans to participate so as not to miss out on the concert experience felt by people around them. In an effort to adapt and enhance self-image as applied by social media platforms, individuals often adopt lifestyles, preferences, or views that are predominant in social media trends.

The FOMO phenomenon plays a crucial role in driving individual participation in the competition to obtain tickets and influences their responses to ticket acquisition. Based on the insights gathered from the informants, the high level of engagement with the Coldplay concert primarily stems from their internal motivations, regardless of whether they fall into the category of CoolHeads or not. While FOMO may serve as an initial motivator, the level of attachment and commitment to the concert seems to be driven by internal impulses to pursue personal desires and interests. The varied responses in obtaining tickets reflect the diversity in their levels of subjective well-being. The emergence of giveaway schemes as a rare opportunity to secure concert tickets in a more affordable manner also elicited diverse reactions.

In accordance with the concept of subjective well-being, some individuals hold a positive view that this system can provide more economically feasible options for individuals with financial constraints. From this perspective, participating in the concert can enhance their levels of happiness and life satisfaction, creating a positive experience that contributes to subjective well-being. However, others perceive giveaway schemes merely as marketing strategies that may exacerbate the situation by triggering a greater sense of FOMO in individuals who already face economic constraints but are exposed to the FOMO phenomenon surrounding the Coldplay concert. This scheme can have a negative impact on subjective well-being, considering the uncertainty, worries, and pressure that may arise from competition or high expectations.

The FOMO phenomenon triggered by social media in the Coldplay Jakarta 2023 Concert subsequently contributes to addressing the social reality within it. Although the FOMO impact caused by social media on the Coldplay Jakarta 2023 Concert can influence various segments of society, the findings from informants indicate that social media does not actively participate in shaping social disparities. The understanding that this concert is more of a segmented tertiary need can support the idea that happiness is not always linked to involvement in specific entertainment experiences. In the context of subjective well-being, individuals' perspectives on social reality, including assessments of economic disparities and personal roles in shaping the situation, can be crucial aspects of their subjective evaluations of life as a whole.

## REFERENCES

- Abdel-Khalek, A. M. (2011). Religiosity, Subjective Well-Being, Self-Esteem, and Anxiety among Kuwaiti Muslim Adolescents. *Mental Health, Religion & Culture*, 14(2): 129-140.
- Allemand, M., Hill, P. L., Ghaemmaghani, P., & Martin, M. (2012). Forgiveness and Subjective Well-Being in Adulthood: The Moderating Role of Future Time Perspective. *Journal of Research in Personality*, 46(1): 32-39.
- Amanda, N. R. (2020). Social Interaction Among Adolescents Who Use Social Media. *5th ASEAN Conference on Psychology, Counselling, and Humanities (ACPCH 2019)*, (395): 112-117.
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Baumeister, R. & Leary, M. R. (1995). The Need to Belong: Desire for Intepersonal Attachments as a Fundamental Human Motivation. *Psychological Bulletin*, (117): 497-529.
- Brajša-Žganec, A., Kaliterna-Lipovčan, L., & Hanzec, I. (2017). The Relationship between Sosial Support and Subjective Well-Being across the Lifespan. *Društvena Istraživanja*, 27(1): 47-45.
- Campbell, A. (1976). Subjective Measures of Well-Being. *American Psychologist*, (31): 117-124.
- Chan, D. W. (2013). Subjective Well-Being of Hong Kong Chinese Teachers: The Contribution of Gratitude, Forgiveness, and the Orientations to Happiness. *Teaching and Teacher Education*, (32): 22–30.
- CNN Indonesia. (2023). *Alasan Tiket Konser Coldplay Kena Pajak 15 Persen*. Available in <https://www.cnnindonesia.com/ekonomi/20230512152401-532-948821/alasan-tiket-konser-coldplay-kena-pajak-15-persen> , [Accessed on December 10th 2023].
- Datu, J.A (2013). Forgiveness, Gratitude, and Subjective Well-Being among Filipino Adolescents. *International Journal for the Advancement of Counselling*, 36(3): 262–273.
- deCharms, R. (1968). *Personal Causation*. New York: Academic Press.
- Deci, E. L. (1975). *Intrinsic Motivation*. New York: Plenum.
- Derks, D., Bos, A. E. R. & Grumbkow, J. Von. (2007). Emoticons and Social Interaction on the Internet: The Importance of Social Context. *Computers in Human Behavior*, 23 (1): 842-849.
- Dewi, L. & Nasywa, N. (2019). Faktor-Faktor yang Mempengaruhi Subjective Well-Being. *Jurnal Psikologi Terapan dan Pendidikan*, 1(1): 54-62.
- Diener, Ed. (1984). Subjective Well-Being. *Psychological Bulletin*, 95(3): 542-575.
- Draker, W. J., Pratiknjo, M. H., & Mulianti, T. (2018). Perilaku Mahasiswa dalam Menggunakan Media Sosial di Universitas Sam Ratulangi Manado. *HOLISTIK XI*, (21A): 1-20.
- Grab Indonesia. (2023). *Menangin Tiket Coldplay Gratis dengan Ikutan Challenge!*, Available in <https://www.grab.com/id/blog/grab-coldplay/> , [Accessed on December 12th 2023].
- Gülaçtı, F. (2010). The Effect of Perceived Social Support on Subjective Well-Being. *Procedia -Social and Behavioral Sciences*, 2(2): 3844–3849.
- Hall, J. A. (2018). When is Social Media Use Social Interaction? Defining Mediated Social Interaction. *New Media & Society*, 20(1): 162-179.
- Harter, S. (1978). Effectance Motivation Reconsidered: Toward a Developmental Model. *Human Development*, (1): 661-669.
- Jovanovic, V. (2011). Personality and Subjective Well-Being: One Neglected Model of Personality and Two Forgotten Aspects of Subjective Well-Being. *Personality and Individual Differences*, 50(5): 631-635.
- Kammann, R. (1983). Objective Circumstances, Life Satisfactions, and Sense of Well-Being: Consistencies Across Time and Place. *New Zealand Journal of Psychology*, 12(1): 14-22.

- Keles, B., McCrae, N., & Grealish, A. (2020). A Systematic Review: The Influence of Social Media on Depression, Anxiety, and Psychological Distress in Adolescents. *International Journal of Adolescence and Youth*, 25(1): 79-93.
- Kong, F., Zhao, J., & You, X. (2012). Self-Esteem as Mediator and Moderator of the Relationship between Social Support and Subjective Well-Being among Chinese University Students. *Social Indicators Research*, 112(1): 151-161.
- Legault, L. (2017). Self Determination Theory. In: V. Zeigler-Hill and T. Shackelford, (ed.). *Encyclopedia of Personality and Individual Differences*. New York: Springer International Publishing.
- Lembaga Pendidikan Antara. (2023). *Kehebohan War Ticket Coldplay di Indonesia*. Available in <https://lpa.antaranews.com/view/30/kehebohan-war-tiket-coldplay-di-indonesia> , [Accessed on December 11th 2023].
- Li, Y., Lan, J., & Ju, C. (2015). Self-Esteem, Gender, and the Relationship between Extraversion and Subjective Well-Being. *Social Behavior and Personality: An International Journal*, 43(8): 1243-1254.
- Liu, H. (2014). Personality, Leisure Satisfaction, and Subjective Well-Being of Serious Leisure Participants. *Social Behavior and Personality: An International Journal*, 42(7): 1117-1125.
- Malkoç, A. (2011). Big Five Personality Traits and Coping Styles Predict Subjective Well-Being: A Study with a Turkish Sample. *Procedia - Social and Behavioral Sciences*, (12): 577–581.
- Miles, M. B. & Huberman, A. M. (1992). *Qualitative Data Analysis: A Sourcebook of New Method*. Thousand Oaks: SAGE Publications, Inc.
- Puspadini, M. (2023). Warga RI Bikin Kaget Chris Martin, War Tiket Konser Coldplay. *CNBC Indonesia*. Available in <https://www.cnbcindonesia.com/lifestyle/20230520074450-33-438924/warga-ri-bikin-kaget-chris-martin-war-tiket-konser-coldplay> , [Accessed on December 11th 2023].
- Putri W. S. R., Nurwati, N., & Santoso, M. B. (2016). Pengaruh Media Sosial Terhadap Perilaku Remaja. *Prosiding Penelitian dan Pengabdian kepada Masyarakat*, 3(1): 47-51.
- Reis, H. T. (1994). Domains of Experience: Investigating Relationship Processes from Three Perspectives. In: R. Erber & R. Gilmour (eds.). *Theoretical Frameworks for Personal Relationships*. Hills-Dale: Erlbaum.
- Riandi, A. P. & Kistyarini. (2023). Resmi, Ini Harga Tiket Konser Coldplay di Indonesia. *Kompas.com*. Available in <https://www.kompas.com/hype/read/2023/05/11/114633566/resmi-ini-harga-tiket-konser-coldplay-di-indonesia> , [Accessed on Desember 10th 2023].
- Roxas, M. M., David, A. P., & Aruta, J. J. B. R. (2019). Compassion, Forgiveness, and Subjective Well-Being among Filipino Counseling Professionals. *International Journal for the Advancement of Counselling*, 41(3): 15-24.
- Sapmaz, F., Yıldırım, M., Topçuoğlu, P., Nalbant, D., & Sızır, U. (2016). Gratitude, Forgiveness, and Humility as Predictors of Subjective Well-Being among University Students. *International Online Journal of Educational Sciences*, 8(1): 38-47.
- Soekanto, S. (2009). *Sosiologi Suatu Pengantar*. Jakarta: Rajawali Press.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- White, R. W. (1963). *Ego and Reality in Psychoanalytic Theory*. New York: International Universities Press.
- Yalçın, İ., & Malkoç, A. (2014). The Relationship between Meaning in Life and Subjective Well-Being: Forgiveness and Hope as Mediators. *Journal of Happiness Studies*, 16(4), 915–929