



The Influence of Fear of Missing Out (FoMO) on Visiting Decisions to Tanah Barak Beach, Kutuh Village, Badung Regency, Bali.

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ABSTRACT :

Tanah Barak Beach is one of the tourist attractions that has experienced a surge in popularity due to the large number of social media posts showcasing its natural beauty. As viral content on social media increases, the likelihood of individuals experiencing the Fear of Missing Out (FoMO) also rises. Individuals who experience FoMO tend to feel anxious about being left out and are driven to stay connected with ongoing trends on social media. FoMO is a psychological factor that influences tourists' decision-making processes when choosing travel destinations. This study aims to determine the extent to which FoMO influences visitors' decisions to visit Tanah Barak Beach. The sample was selected using purposive sampling by distributing questionnaires to 96 respondents who had previously visited Tanah Barak Beach and had learned about it through social media or word-of-mouth recommendations. The questionnaire used a Likert scale model, and the collected data were tested for feasibility using validity and reliability tests. Furthermore, normality and heteroscedasticity tests were conducted to assess whether the data were normally distributed. To examine the relationship between the two variables, a bivariate Pearson correlation test was employed, followed by a simple linear regression analysis to measure the influence of FoMO on the decision to visit. The research method combines descriptive qualitative and statistical quantitative approaches, where the qualitative method is used to explain the management's response to the viral exposure of Tanah Barak Beach, and the quantitative method is used to analyze the effect of FoMO on visit decisions. Based on the findings, it was concluded that the management has not yet maximized its response or implemented effective crisis management strategies at Tanah Barak Beach. Additionally, there is a positive and significant influence of FoMO on tourists' decisions to visit the destination.

Keywords: Fear of Missing Out (FoMO), Visiting Decision, Virality, Social Media, Crisis Management, Beach

1. Introduction

The rapid advancement of information and communication technology has positioned the internet as a dominant communication medium. In Indonesia, internet penetration reached 79.5% in 2024, with 221.5 million users out of a total population of 278.6 million (APJII in detik.com, 2024; Kompas.com, 2024). Mobile phones are the primary access device, used by 98.7% of Indonesian internet users (Digital 2025 Global Overview Report in Kompas.com, 2025). This widespread internet use has led to 68.9% of the online population engaging with social media (The Global Statistics, 2025). Social media profoundly influences culture, ethics, norms, and human behavior, facilitating self-expression, interaction, collaboration, and online information sharing (Auliya et al., 2023). However, it also introduces anxieties, such as the Fear of Missing Out (FoMO), defined as the pervasive apprehension that one might miss out on rewarding experiences that others are having (Przybylski, 2013).

FoMO is strongly linked to excessive social media and mobile phone use (Elhai et al., 2016; Przybylski, 2013; White, 2013). Features like real-time updates and location-based services on social media exacerbate FoMO (Vaughn, 2012), compelling individuals to engage in online discussions and maintain connections (Sayrs, 2013). This aligns with findings by Triani and Ramadhani (2017) that a higher need for social connection correlates with increased FoMO among social media users. Festinger (in Eddleston, 2009) noted that people tend to compare themselves to others, a tendency amplified by social media, driving users to constantly connect and compare (Cabral, 2011; JWT Intelligence, 2012). In tourism, FoMO can motivate tourists to visit specific destinations to avoid missing out on desirable experiences (Baker & Crompton, 2000; Przybylski et al., 2013). This is supported by Antolis (2024), who found that FoMO significantly impacts visitation decisions for Obelix Sea View, Yogyakarta, indicating that high levels of FoMO in the community are a crucial factor influencing travel decisions.

Pantai Tanah Barak, located near Pantai Pandawa in South Kuta, has gained significant popularity due to social media. Primary visiting data reveals a substantial surge in visits to Pantai Pandawa in December 2022, reaching 129,991, compared to 71,086 in December 2021 and 65,757 in November

2022. This spike likely correlates with Pantai Tanah Barak officially opening in December 2022 and its rapid viral spread on social media. A viral content score, characterized by high views, likes, shares, and few downvotes (Deza & Parikh, 2015), was exemplified by @figarlukman's TikTok post of "The heaven gate at Tanah Barak Beach," which garnered 8.2 million views, 469.6 thousand likes, 3,367 comments, 15.4 thousand shares, and 44.2 thousand saves, cementing its status as viral content for Pantai Tanah Barak.

As Przybylski et al. (2013) suggest, FoMO encourages individuals to participate in activities to avoid feeling left out. Therefore, it is highly probable that the widespread popularity of Pantai Tanah Barak on social media, fueled by viral content, significantly contributed to the increase in visitor numbers. In other words, the FoMO experienced by individuals exposed to these viral posts about Pantai Tanah Barak likely acted as an internal motivator, prompting them to visit the beach. While viral content can boost exposure and tourist decision-making (Aditya et al., 2025), a sudden surge in visitors due to virality can also lead to negative impacts, as seen with "Negeri di Atas Awan" in Banten, which experienced severe congestion and even closure (Ningrum & Salim, 2021). Sunarta and Arida (2017) warn that unmanaged negative consequences like traffic jams, crime, and moral decay can lead to community rejection of tourism. This highlights that not all destinations are equipped to handle the effects of virality. Consequently, understanding how destination managers respond to increased exposure at Pantai Tanah Barak is crucial.

This research aims to investigate the implications of viral social media posts concerning Pantai Tanah Barak. Specifically, it seeks to understand the responses of the destination managers to this virality and to analyze how FoMO, induced by viral content, influences visitors' decisions to visit. The study's findings are expected to contribute to a deeper understanding of the psychological aspects of travel motivation and enhance the effectiveness of marketing strategies for Pantai Tanah Barak and similar tourist attractions. The research questions are: 1) How do managers respond to the virality of Pantai Tanah Barak, Kutuh Village, Badung Regency, Bali? 2) How does Fear of Missing Out (FoMO) influence the decision to visit Pantai Tanah Barak, Kutuh Village, Badung Regency, Bali?

2. Methodology

This research utilizes a mixed-methods approach to explore the implications of viral social media content on Pantai Tanah Barak, a relatively new and popular tourist attraction in Kutuh Village, Badung, Bali. The study's location, Pantai Tanah Barak, was chosen due to its significant social media presence, evidenced by over 15.2 thousand Instagram posts and 4 thousand TikTok uploads using its location tag. This viral popularity, coupled with the assumption that it drives visits due to the Fear of Missing Out (FoMO), makes it an ideal case study. The beach, known for its unique limestone cliffs and clear waters, is strategically located near Ngurah Rai International Airport (approximately 52 minutes away) and other popular Kuta Selatan beaches, making it easily accessible for tourists.

The study defines two main variables: the response of management to virality (qualitative) and the influence of FoMO on visitation decisions (quantitative). For managerial response, four aspects are examined: Reduction (crisis prevention), Readiness (preparedness strategies), Response (operational and communication actions during a crisis), and Recovery (post-crisis business continuity). These aspects address potential negative impacts such as landslides, traffic jams, and visitor surges. For the quantitative analysis, FoMO (X) is the independent variable, with dimensions including comparison with friends, being left out, missed experience, and compulsion (Reagle, 2015). Visitation decision (Y) is the dependent variable, drawing from Kotler's (2007) purchase decision theory, with dimensions of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. These variables are measured using a Likert scale questionnaire, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data collection employs both qualitative and quantitative techniques. Qualitative data, primarily for understanding managerial responses and general beach overview, is gathered through interviews with key informants (e.g., Ni Luh Hepi Wiradani from BUMDA Desa Adat Kutuh and visitors), observation at the site, and literature reviews. Quantitative data, focusing on the correlation between FoMO and visitation decisions, is collected via surveys using Google Forms distributed to visitors who learned about the beach through social media or word-of-mouth. The population for the quantitative study includes anyone who has visited Pantai Tanah Barak and received information about it from social media or word-of-mouth. A sample size of 96 respondents is determined using the Cochran formula, based on a 95% confidence level and a 10% margin of error, using purposive sampling. Data analysis will involve descriptive qualitative analysis for managerial responses and statistical quantitative analysis for FoMO's influence on visitation decisions, including data feasibility tests (validity and reliability), classic assumption tests (normality and heteroscedasticity), correlation analysis (Bivariate Pearson), simple linear regression, and hypothesis testing (t-test), and the coefficient of determination to measure the strength of the relationship.

3. Results

Overview of Tanah Barak Beach Tourist Attraction

Pantai Tanah Barak is administratively located in Kutuh Village, South Kuta District, Badung Regency, Bali, specifically on Jalan Tanah Barak. It takes approximately 40-46 minutes by vehicle from Ngurah Rai International Airport to reach the area. Pantai Tanah Barak falls within the larger Pantai

Pandawa area and shares the same management, under the direct supervision of BUMDA Desa Adat Kutuh. Like Pantai Pandawa, it features white sandy beaches surrounded by towering rock cliffs and limestone. It is also close to other attractions like Pantai Gunung Payung and Pantai Timbis. A distinguishing feature of Pantai Tanah Barak is its unique red rock formations, from which its name "Tanah Barak" (meaning "red earth" in Balinese) originates. Beyond relaxing and taking photos, visitors often enjoy swimming in the clear waters. The beach boasts a beautiful coastline of approximately 1 kilometer, often feeling like a "private beach" because most visitors tend to focus on the iconic cliffs.

The development of Pantai Tanah Barak is intrinsically linked to the broader infrastructure and development plan for the Pantai Pandawa area, initiated around 2021. The vision was to integrate Pantai Pandawa, Pantai Gunung Payung, Pantai Timbis, and Pantai Tanah Barak under the unified management of BUMDA Desa Adat Kutuh, primarily focusing on accessibility and infrastructure improvement. A significant challenge was the necessary splitting of limestone hills to create integrated access. This project, outlined in the BUMDA Desa Adat Kutuh Master Plan, took from 2021 to 2022 and culminated in the official opening of the integrated area. This development has positively impacted the Pandawa area, enhancing facilities, supporting tourism, and boosting overall quality and marketability.

Pantai Tanah Barak itself is a relatively new attraction, officially operating since around 2022 and gaining significant viral traction from 2023 to the present. Historically, it was only known to locals and used for fishing, due to limited accessibility. The initial project of cutting through the limestone cliffs faced public criticism from netizens concerned about environmental damage and safety. However, Desa Adat Kutuh remained committed, eventually receiving support from the Badung local government, which assisted with paving and lighting the access road. The BUMDA Kutuh Director, Ni Luh Hepi Wiradani (April 25, 2025), noted the initial skepticism but emphasized the determination of the local customary village.

The Pandawa area's management is a collaborative effort between BUMDA Kutuh and BP2PANDAWA (Badan Perencanaan dan Pengembangan DTW Pantai Pandawa). BP2PANDAWA's masterplan outlined four zones: Pantai Gunung Payung as an exclusive zone, Pantai Timbis for a beach club, Sentral Pandawa as a commercial zone, and Pantai Tanah Barak, initially envisioned only for a road to facilitate access to Pantai Pandawa, with future plans for restaurants and glamping. The BUMDA Desa Adat Kutuh did not anticipate that the newly created access road itself would become a popular tourist attraction. The emergence of Pantai Tanah Barak as a destination was spontaneous, and the management swiftly capitalized on this momentum, leading to increased visitor numbers. Ni Luh Hepi Wiradani (April 25, 2025) confirmed that their initial focus was on creating a shortcut to Pantai Pandawa, not developing the beach itself as a primary attraction.

Despite its rapid success, Pantai Tanah Barak faced a setback: a landslide on Monday, January 6, 2025, around 08:40 WITA. Heavy rain caused erosion and instability in the limestone cliffs, leading to debris falling and blocking access. The beach was temporarily closed for two days for material clearing and repairs. The swift and responsive action by the management ensured a quick reopening, prioritizing visitor safety and comfort. The positive public response has rapidly increased Pantai Tanah Barak's popularity, enhancing the overall tourist experience in the Pantai Pandawa area. The single entrance ticket for Pantai Pandawa provides access to Pantai Tanah Barak, solidifying the Pandawa area's status as a "one-stop destination" in South Bali. This indicates Pantai Tanah Barak is a new attraction formed by a combination of strategic location and natural beauty, with ongoing development including restaurants and glamping facilities.

Pantai Tanah Barak offers unique and iconic attractions. Its blend of cliffs and coastline is a significant selling point, often described as a "hidden gem" or "private beach", appealing to those seeking a comfortable, serene, and uncrowded environment. The white sand, red rock formations, and clear water have boosted its social media fame, with netizens comparing it to "Southern Italy and France." The iconic split cliff, as seen in the research's images, has become the primary attraction, drawing visitors who queue to take photos and videos in this visually unique setting. This popularity has even attracted freelance photographers offering services on-site and the location was used for a music video by the legendary Indonesian rock band, God Bless, for their 50th anniversary. Additionally, the beach offers stunning sunset views, providing a warm and romantic atmosphere cherished by visitors for photography and relaxation.

Accessibility to Pantai Tanah Barak is well-managed. Visitors access it via the main entrance of Pantai Pandawa from the east. A shuttle service operates along Jalan Karang Pandawa, the connecting road, costing Rp. 30,000 per person, including bottled water. This single-point access through Pantai Pandawa is part of the integrated management strategy to streamline visitor flow and ensure sustainability. While the shuttle drops visitors near the cliff area, the walk down to the beach itself involves a steep path and stairs, which may be challenging for young children, the elderly, or those with mobility issues. Despite these challenges to beach access, the overall accessibility to the iconic cliff area is good.

Beyond physical access, communication accessibility is also robust. BUMDA Desa Adat Kutuh effectively manages information dissemination through various digital platforms: an official website (www.pndawabalibeach.com) providing comprehensive details on operations, prices, activities, and events; official Instagram accounts (@bumda.desakutuh and @pantaipandawabali) for updates and engagement; an official TikTok (@bumdakutuh) for short videos and activity clips; and an official Facebook (@bumdakutuh) for news and community building. These platforms facilitate easy information access and direct interaction with visitors. In terms of amenities, while still developing, Pantai Tanah Barak benefits from facilities shared with Pantai Pandawa, such as parking, UMKM stalls (Pandawa Market), and cafes/beach clubs. New additions in 2025 include gazebos, strategically placed trash

bins, and clean public toilets and washbasins. These essential amenities demonstrate the management's commitment to enhancing visitor comfort. Furthermore, additional services include local community involvement in operations (cleanliness, security, ticket sales, shuttle drivers) and a partnership with Jasa Raharja insurance, providing coverage with every shuttle ticket. Freelance photographers are also available on-site, adding to the visitor experience.

Managerial Response to Virality at Pantai Tanah Barak

Pantai Tanah Barak's viral popularity stemmed spontaneously from numerous social media posts highlighting its pristine beaches and beautiful cliffs, earning it descriptions like "private beach," "hidden gem," and "southern Italy." Viral content, such as a TikTok post by @patrickgozalie showcasing the beach's tranquility and beauty, garnered 1.5 million views and significant positive engagement, including comments expressing a desire to visit. This widespread exposure significantly boosted the beach's popularity and influenced travel intentions, demonstrating social media's power in driving tourism.

However, this virality brought both positive and negative consequences. On the negative side, the rapid spread of information through social media also highlighted adverse events, such as a landslide on January 6, 2025, which impacted the aesthetics of the location and blocked access. This incident, attributed to heavy rainfall, generated public concern on social media, with netizens expressing fear of recurrence and even suggesting the permanent closure of the cliff area. This public sentiment underscored the critical need for the management to reassess safety measures and restore visitor confidence in Pantai Tanah Barak's safety.

Another negative impact of virality was the increased congestion, both from vehicles and visitors, as depicted in the research's images. This overcrowding led to complaints from visitors and tour agents about haphazard parking and disrupted photo opportunities, reducing the overall visitor experience and aesthetic appeal. In response to this, the management implemented a new policy, effective after extensive socialization with travel agents, prohibiting private vehicles from accessing the beach area. Instead, visitors now use a shuttle service for Rp. 30,000, which includes personal accident insurance. This policy, a joint decision by BUMDA Desa Adat Kutuh and Desa Adat Kutuh, aimed to enhance visitor comfort and experience by alleviating congestion.

Despite these challenges, the virality positively impacted visitor numbers, with a significant increase since December 2022 when Pantai Tanah Barak officially opened. What was initially conceived as merely an access road to Pantai Pandawa unexpectedly transformed into a sought-after tourist destination, generating additional revenue for BUMDA Kutuh, as stated by Director Ni Luh Hepi Wiradani. The viral content not only attracted individual visitors but also spurred tour agents to bring large groups, including domestic tourists from Java and international visitors, particularly from China, further boosting overall visitation.

The management's response to this virality was guided by the Asean Tourism Crisis Communication Manual (2015), encompassing four phases: reduction, readiness, response, and recovery. While the "Reduction" phase showed a lack of prior planning for potential risks, including natural disasters and management failures, the "Readiness" phase demonstrated strong preparation in human resources. Comprehensive training programs, seminars by professionals, and regular exercises for all staff (including lifeguards, security, and digital marketing teams) were implemented. Collaboration with Udayana University for cliff safety assessments and partnerships with local security agencies (LIMAS, Babinsa, Babinkamtibmas, Kapospol) were also established. During the "Response" phase, the management swiftly addressed congestion by introducing the shuttle service and improving on-site facilities like gazebos, toilets, and waste bins. Following the landslide, temporary closure, prompt clean-up and repair, and enhanced safety measures like barrier ropes and warning signs were implemented, along with insurance partnerships and stricter oversight. In the "Recovery" phase, the shuttle policy effectively resolved the congestion issue, restoring visitor comfort and safety. However, a notable gap remains in the recovery from the landslide; while internal assessments were conducted, the findings and concrete steps taken to reassure the public about cliff safety were not communicated, potentially undermining long-term visitor trust.

The Influence of Fear of Missing Out (FoMO) on Visitation Decisions at Pantai Tanah Barak

This study investigated the influence of Fear of Missing Out (FoMO) on visitation decisions to Pantai Tanah Barak, utilizing a Likert scale questionnaire administered to 96 respondents. The respondents were selected based on their prior visit to Pantai Tanah Barak and having received information about it from social media or word-of-mouth. The demographic analysis revealed that the majority of respondents were female (68%) and primarily belonged to Generation Z (83%, aged 13-28), followed by Generation Y (15%, aged 29-44). This aligns with existing research indicating that younger individuals, particularly those under 30, are more susceptible to FoMO, and these generations are highly active on social media for seeking travel recommendations.

Regarding nationality, Indonesian citizens dominated the responses (91%), with smaller percentages from China and India, suggesting that Pantai Tanah Barak is predominantly visited by domestic tourists. The primary source of information for respondents was social media (79%), followed by

friends or family (21%), reinforcing the significant role of social media in disseminating information and potentially triggering FoMO. Among social media platforms, Instagram (52%) and TikTok (45%) were the most frequently used, reflecting the preferences of the younger demographic that constitutes the majority of visitors.

Further demographic insights showed that most respondents were single (79%), which correlates with the beach's accessibility challenges (steep paths and stairs) that might deter elderly visitors or families with young children. In terms of income, respondents were broadly distributed, with significant proportions in the "no income" and "Rp 2-5 million" categories (27% each), indicating the beach's affordability and appeal across various economic backgrounds, including students. These respondent characteristics are deemed representative of the target population, demonstrating no significant bias.

The descriptive analysis of the FoMO (X) variable indicated that the overall average response was "Agree," with a mean score of 3.57. The highest-scoring statement for FoMO was related to sharing visitation experiences on social media for viral attractions (mean score 3.94), suggesting that visitors to Pantai Tanah Barak feel compelled to share their experiences to gain validation and stay "in vogue." This highlights a strong inclination among visitors to participate in online trends.

Statements under the "Being Left Out" indicator also scored highly (3.93 and 3.91). The second-highest statement indicated that respondents feel "updated" or "in the loop" by visiting viral tourist attractions. The third-highest statement revealed discomfort when excluded from conversations by friends. These findings collectively suggest that visitors experience FoMO and feel a strong need to visit viral destinations like Pantai Tanah Barak to maintain a contemporary image and avoid feeling socially excluded. Conversely, the statement about repeatedly checking social media to track friends' activities scored the lowest (2.55), categorized as "Disagree," implying that while FoMO is present, most respondents do not exhibit compulsive social media checking behavior. This could be attributed to varying degrees of FoMO and self-control among individuals.

For the Visitation Decision (Y) variable, the overall average score was 3.36, falling into the "Neutral" category. While 7 out of 10 statements were "Agree," the average leaning towards "Neutral" suggests a nuanced decision-making process. The highest-scoring statement within this variable was "I am satisfied and will revisit Pantai Tanah Barak" (mean score 3.86), indicating high visitor satisfaction and a strong likelihood of repeat visits. This positive post-purchase behavior is crucial for the beach's sustained popularity and competitiveness.

The second-highest score for visitation decisions was "I learned about Pantai Tanah Barak after seeing content uploaded on social media" (mean score 3.85). This strongly underscores the pivotal role of social media as an information source in influencing travel decisions. It signifies that effective social media marketing campaigns can significantly raise awareness and drive visitation, as modern tourists heavily rely on "real-time" reviews from other visitors. Statements concerning "need recognition," "alternative evaluation," and "purchase decision" (specifically regarding prestige) were rated "Neutral" or "Disagree." Notably, the statement about visiting to enhance "prestige and status" scored the lowest (2.41), indicating that this is not a primary motivator for most visitors. Instead, comments from respondents suggest they visit for relaxation, enjoying the natural beauty, taking photos, and sharing their experiences online, rather than for social status.

The quantitative analysis confirmed a significant and strong correlation between FoMO and visitation decisions. The Bivariate Pearson correlation coefficient was 0.618, which is greater than the r table of 0.261 (at a 1% significance level), and the p -value was 0.000 (< 0.05). This robust statistical evidence supports the hypothesis (H 1) that FoMO significantly influences the decision to visit Pantai Tanah Barak. The simple linear regression analysis yielded the equation $Y = 8.386 + 1.010X$, indicating a positive relationship: as FoMO increases, so does the likelihood of visiting Pantai Tanah Barak.

The coefficient of determination (R^2) was 0.382, meaning that 38.2% of the variation in visitation decisions can be explained by FoMO. While this falls into the "Low" category according to the classification, it is considered a substantial and significant influence given the multifaceted nature of visitation decisions, which involve numerous economic, social, and psychological variables not included in this study. This finding aligns with previous research where factors like content virality (Aditya et al., 2025: 48.3%), electronic word-of-mouth (Hasan & Setyaningtiyas, 2025: 39%), and a combination of price, facilities, location, promotion, and service quality (Triono et al., 2025: 76.1%; Angraini et al., 2025: 69%) have explained varying proportions of visitation decisions. Therefore, it is plausible that the remaining 61.8% of unexplained variance in this study is attributable to such factors.

In conclusion, this research confirms that FoMO significantly influences individuals' decisions to visit tourist attractions like Pantai Tanah Barak. The widespread use of social media today makes individuals easily influenced and prone to impulsive actions to follow trends. The desire to always be involved and the fear of being left out are commonly observed among social media users. The findings suggest that the majority of Pantai Tanah Barak's visitors experienced FoMO, leading them to visit the viral attraction and subsequently share their experiences on social media, thereby further propagating the beach's popularity.

4. Conclusion

The study reveals that the management of Pantai Tanah Barak responded to its viral popularity by adapting regulations to fully establish it as a tourist attraction, specifically a safe and comfortable photo spot. This involved restricting private vehicle access, providing shuttle services, and reassessing the cliffs after a landslide. While the management excelled in the readiness and response phases of crisis management, their efforts in reduction (proactive risk mitigation) and recovery (long-term trust building post-landslide) were less comprehensive. Overall, the Pantai Tanah Barak management successfully capitalized on the opportunity presented by its virality, though their approach was largely reactive to emerging situations.

Furthermore, the research conclusively demonstrates that Fear of Missing Out (FoMO) positively influences individuals' decisions to visit Pantai Tanah Barak. This means that as an individual's sense of FoMO intensifies, their likelihood of visiting the beach increases. Specifically, the study identified feeling left out within social circles and the apprehension of missing unique experiences as the two primary drivers of FoMO among potential visitors to Pantai Tanah Barak.

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