

# The role of fear of missing out in shaping consumption behavior and its implications for the resilience of gastronomic tourism in Sumedang Regency

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## ABSTRACT

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The development of social media has led to the emergence of the Fear of Missing Out (FoMO) phenomenon, which influences consumption behavior, including in culinary tourism. This study aims to analyze the role of FoMO in shaping consumption behavior and its implications for the resilience of gastronomic tourism in Sumedang Regency. This study uses a qualitative approach through in-depth interviews, observation, and documentation with community informants, business actors, and tourism policymakers, then analyzed thematically using NVivo. Research in Sumedang Regency indicates that FoMO (Focus on Motivation) acts as an initial trigger that encourages consumers to try viral culinary delights. However, FoMO-based consumption is temporary and does not directly build loyalty. The sustainability of gastronomic tourism is more determined by the quality of the experience, including taste, consistency, price, consumer recommendations, and cultural values, which influence satisfaction and repeat purchases. This study demonstrates that the influence of FoMO on the sustainability of gastronomic tourism is indirect but rather mediated by consumer experience and satisfaction. These findings emphasize the importance of culinary tourism development strategies that focus not only on trends but also on quality and sustainability.

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## 1. INTRODUCTION

The development of digital technology and social media has drastically changed people's consumption behavior patterns. Currently, consumption is not only related to physiological needs, but also to social and psychological demands related to one's presence on social media, driven by the Fear of Missing Out (FoMO) (Nafarin & Oktavio, 2021). In this case, FoMO is the anxiety or fear that someone will miss out on interesting experiences or activities that are happening and perceived as important by others (Przybylski et al., 2013; Littman-Ovadia & Russo-Netzer, 2024). The findings of a study by Widiyanti et al. (2022) provide an important contribution to understanding FoMO, by showing that this phenomenon

occurs in Gen Z Instagram users and triggers various symptoms such as fear of missing out, anxiety, worry, and dissatisfaction, ultimately driving consumptive behavior.

Consumer behavior is also closely related to anxiety and social media use, which may have an indirect impact on people's purchasing tendencies and behavior, as conveyed by a psychological study by Rahmania et al., (2023). Essentially, in meeting our daily needs, we are inseparable from economic problems. As a society, we must at least understand what to do to avoid the negative impacts of these problems (Utami, 2021). There are times when people sometimes behave consumptively based on buying pleasure alone and following trends without considering the need factor (Taufik, 2025). Anxiety arises when these people do not participate in social media, which makes them unable to know the news or activities carried out by people they know (Ismail et al., 2023). According to research by Setiawan et al. (2023), the emotional need to follow trends and advice from influencers has a significant impact on tourist destination selection. This is reinforced by research by Wachyuni et al. (2024), FoMO significantly and positively influences consumers' decisions to visit viral restaurants. This suggests that people are often motivated to visit and sample certain foods due to the fear of missing out on social media trends, and it demonstrates how FoMO can influence both over-purchasing and impulsive buying decisions.

Gastronomic tourism contributes through local economic empowerment and cultural preservation (Zou & Zhang, 2022). This is because local cuisine serves as a cultural identity that strengthens the destination's image in gastronomic tourism (Osman et al., 2023). Furthermore, gastronomic tourism plays a crucial role in supporting tourism sustainability through cultural preservation and local economic empowerment (Hendra et al., 2021). Local cuisine serves not only as a consumer product but also as a representation of a region's cultural identity (Indrianto et al., 2022). This is in line with research by Batyrbek & Chisbiyah (2025) which shows that traditional food plays a strategic role in enhancing destination attractiveness and supporting the development of culture-based tourism.

Sumedang Regency is a region with unique gastronomic strengths, such as Sumedang tofu and Cilembu sweet potato, which have become symbols of local identity and tourist attractions. The tourism industry, especially culinary tourism, has been directly impacted by the current digital trend. The largest source of local revenue (PAD) in the tourism industry in Sumedang Regency is the culinary industry. According to a study by Sumedang Ekspres (Yogaalkambah, 2024a), the food industry generated IDR 26 billion in 2024. Based on data from the Information and Documentation Management Officer (PPID) of Sumedang Regency and the Tourism, Culture, Youth, and Sports Office, the realization of Food and Beverage Tax as of December 31, 2025, was IDR 30,229,895,827, or 4.58% of the total PAD of Sumedang Regency. This graph shows that the economic resilience of the Sumedang region is directly influenced by the stability of the culinary industry.

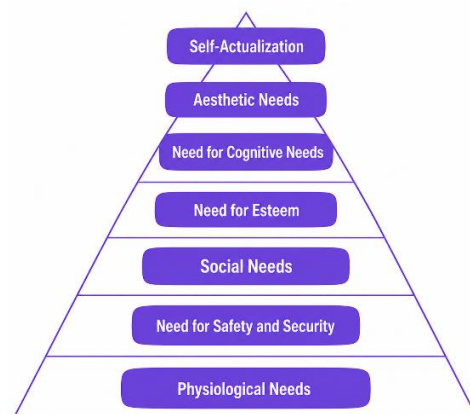
**Table 1. Data on Original Regional Income of Sumedang Regency in 2025**

No.	Regency/City	Restaurants/Food Establishments	Quarter	Year
1	Sumedang Regency	5,547,396,415.00	1	2025
2	Sumedang Regency	7,785,726,027.00	2	2025
3	Sumedang Regency	8,024,493,741.00	3	2025
4	Sumedang Regency	8,872,279,644.00	4	2025

Source: Sumedang Regency Tourism, Culture, Youth and Sports Office (2026)

The development of digital trends also presents challenges to the resilience of gastronomic tourism. Culinary virality phenomena driven by social media tend to be temporary. For example, in early 2024, the popular restaurant "Basmut Pizza Sumedang" on social media caused queues that stretched to the toll road. However, by early 2025, its appeal had faded, and the business closed (Yogaalkambah, 2024b). A similar incident occurred at a unique concept restaurant in Sumedang that was initially popular for its aesthetic appeal but eventually lost popularity due to its inability to maintain quality and customer support (Velayati, 2025). This pattern demonstrates the transient nature of trend-driven consumption, which is susceptible to changes in public perception.

Based on Tourism Law No. 18 of 2025 which is the latest legal basis and is an amendment to Law No. 10 of 2009 which contains to support the development of the Indonesian tourism sector as a whole including gastronomic tourism. The statement was conveyed by the Minister of Tourism, the Law adjusts its regulations to the dynamics of current tourism needs and strengthens the legal foundation for the development of the culinary industry (Shanti & Zulaikha, 2025). The sustainability of gastronomic tourism in Indonesia depends on three main components, namely economic, social, and environmental and gastronomy plays an important role in preserving local culinary heritage, improving the nation's image, encouraging the growth of the creative economy and also strengthening Indonesia's cultural identity in the eyes of the world (Sukma et al., 2023).

**Figure 1. Maslow's Hierarchy of Needs**

Source: Processed and Created by Researchers (2026)

Maslow's Hierarchy of Needs Theory explains that human behavior is driven by the fulfillment of hierarchically arranged needs, ranging from physiological needs to self-actualization (Jarvis, 2021). This study positions Maslow's Hierarchy of Needs theory as a basis for understanding people's consumption motivations. Social, esteem, and self-actualization needs drive the emergence of FoMO, which then influences gastronomic tourism consumption behavior. Consumption behavior driven by FoMO not only impacts purchasing decisions but also the level of purchase in gastronomic tourism. According to Tuna et al., (2025), people are motivated to travel to places popular on social media so as not to feel left out of other people's experiences, which has a positive impact on travel intentions. On the other hand, Tresna (2025) highlights that FoMO plays a significant role in trend-based consumption behavior, such as encouraging impulsive purchases and consumer interaction with viral goods or services. In the context of culinary tourism, which often develops due to social media trends and digital exposure, this phenomenon is highly relevant.

In Sumedang, there is a little journal which discuss FoMO And culinary consumption, but limited to students of the tourism industry study program and does not describe the experiences of local communities or culinary entrepreneurs more broadly (Mukti & Novarlia, 2025). Based on this gap, this study aims to explore the experience of FoMO in influencing community consumption behavior and analyze its implications for the resilience of gastronomic tourism in Sumedang Regency. Specifically, this study identifies factors that drive FoMO-based consumption, understands the dynamics of spontaneous and planned consumption, and examines the role of the quality of gastronomic experiences in supporting the sustainability of local culinary.

The FoMO phenomenon is relevant for further research when linked to the state of culinary tourism in Sumedang Regency. This research is expected to contribute theoretically to the development of discussions on consumer behavior and gastronomic tourism, particularly in understanding the role of FoMO in the context of gastronomic tourism sustainability. Furthermore, the practical results of this study can serve as a basis for business actors and policymakers in designing gastronomic tourism development strategies that are oriented not only towards short-term trends but also towards long-term sustainability.

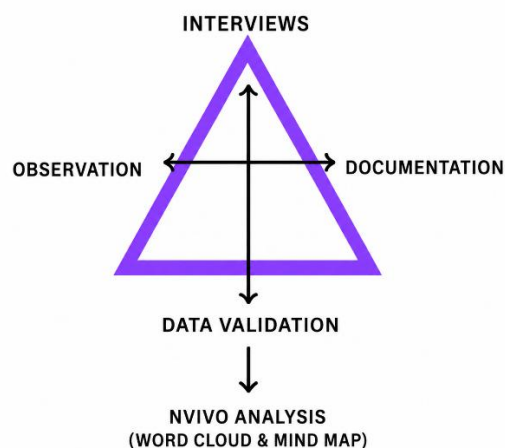
## **2. METHODOLOGY**

This research uses a qualitative approach with a case study method to comprehensively understand the FoMO phenomenon in consumer behavior and its impact on the sustainability of culinary tourism in Sumedang Regency. According to Creswell (2018), research is an approach to exploring and understanding the meaning that several individuals or groups ascribe to a social or humanitarian problem. Case studies emphasize the importance of understanding the social situation and public opinion regarding the phenomenon being studied

(Ilham et al., 2024). This allows researchers to obtain more in-depth and relevant data than using a quantitative research approach. This research was conducted in Sumedang Regency from January to March 2026. Instrument preparation, field data collection, transcription, and data analysis were all completed during this period. Sumedang's reputation as a region with a strong culinary identity, characterized by signature dishes, as well as prominent consumption dynamics based on digital trends, were considered in the location selection.

The informants consisted of 15 people: (1) ten members of the public who actively use social media and have tasted viral culinary products in Sumedang; (2) two culinary business owners who were directly affected by the viral phenomenon; and (3) three representatives of the local government from the Sumedang Regency Tourism, Culture, Youth, and Sports Office. Purposive sampling approach Purposive sampling was used to select informants based on their direct involvement in culinary tourism and the FoMO phenomenon. Therefore, purposive sampling is often used in social research to collect detailed information from people who have direct knowledge of the phenomenon being studied (Ienaini, 2021).

This data collection method was used to ensure data validity. This study employed source triangulation techniques by comparing information obtained from various informants. Furthermore, cross-checking was also conducted with several informants to ensure the researcher's interpretations matched the experiences they shared. This effort was made to increase the credibility and authenticity of the research results. Structured interviews were conducted to focus the research on digging deeper into information while maintaining consistency between informants' statements. Interview results were then transcribed verbatim (copying the recordings) to ensure data accuracy. In addition to primary data, this study also utilized secondary data such as Regional Original Income (PAD) reports, policy documents, and local media coverage related to the viral culinary phenomenon. The purpose of using multiple data sources was to strengthen triangulation and analyze context.



**Figure 2. Research Data Triangulation Model**  
Source: Research Results (2026)



### **The Role of FoMO in Consumption Behavior**

Based on community interview findings, the FoMO phenomenon functions as a social mechanism that influences group consumption patterns, in addition to its psychological impact on individuals. Social media is a space where reality is shaped, and exposure to viral content influences consumption choices. This aligns with other research showing that digital media significantly influences consumer behavior, particularly in the food industry. WN, 24 years old stated that:

*"If a lot of people are talking about it, you're afraid you'll miss out if you don't try it."*

This statement suggests that the social need to maintain social interaction through group needs is as important a driver of consumption as physiological needs. This FoMO emerges as a social desire to experience the same things as others, indirectly acting as anxiety. This aligns with research by Worachairungreung et al., 2021, which argues that social media fosters curiosity and encourages trend-based consumption. People are motivated to try things because they are curious about whether the sensations described by others match the reality of their own personal experiences. However, not all respondents exhibited high levels of FoMO. Informant WTA, 24, stated:

*"I don't always follow trends, it depends on my needs and tastes too."*

This claim suggests that FoMO is situational and does not completely eliminate personal reasons in the context of gastronomy. According to research by Mira et al., (2023), FoMO is situational and does not completely eliminate a person's ability to control themselves. Consequently, the type of FOMO identified in this study can be classified as FOMO influenced by social interactions and public discourse rather than solely internal psychological pressure.

### **The Influence of Social Media on Spontaneous Consumption**

The findings of this study indicate that social media plays a major role in shaping public perceptions and consumption decisions regarding gastronomic tourism, particularly in Sumedang Regency. Informant WN, 23, stated:

*"Social media influences me to try popular culinary delights."*

This statement demonstrates respondents' awareness of external influences on their consumption behavior. Social media is an external factor that triggers impulsive consumption due to FoMO (Yasir et al., 2021). FoMO may drive buyers at the initial opening or first experience, but taste experiences determine subsequent purchases. Social media serves as both a source of information and a tool for shaping public opinion. Content in the form of reviews, recommendations, and posts reinforces expectations for a culinary product. From the business perspective, IM, a Cilembu Sweet Potato Entrepreneur, explained:

*"After the introduction of social media promotion technology, the business grew and quickly went viral. People are often curious about what authentic Cilembu sweet potatoes taste like."*

This statement shows that social media not only influences consumers but also directly influences the increase in demand for culinary delights. However, several community informants also stated that viral trends tend to be temporary, as expressed by AMSW, 23.

*"Usually, when something goes viral, it's only popular at first, then it goes down again."*

This statement shows that although social media is able to trigger FoMO and increase initial consumption, its sustainability still requires other factors that better capture the branding of a food or culinary product .

### **Gastronomic Experience and Loyalty Formation**

Consumption driven by FoMO tends to be temporary and doesn't lead to the formation of consumer loyalty. Most informants stated that visits were driven by virality and curiosity, rather than sustained preference. After the downward trend, visit intensity also decreased . Informant WTA, 24, stated:

*"If it just goes viral but the taste is just so-so, I won't buy it again."*

This condition reflects an imbalance between tangible quality and sustainability in gastronomic tourism. From the outset, FoMO tends to arise from impulsive consumption, but it does not directly guarantee loyalty or appreciation if it is not followed by experiential satisfaction (Codina et al., 2024) . Although FoMO can increase exposure and the number of visits quickly, it does not automatically guarantee long-term demand stability. According to Thejaya & Antonio (2025), repeat purchase decisions are more influenced by consumer satisfaction derived from product and service quality than by momentary trends .



**Figure 4. Sumedang Tofu and Cilembu Sweet Potato Business Owners**

Source: Researcher Documentation (2026)

NH (Tofu Business Actor H.Ateng) also said in the interview session:

*"From stable quality and taste that is still maintained until now."*

This statement demonstrates that consistency maintained by business owners is a factor in influencing customer retention. This sentiment was further reinforced by IM (a Cilembu Sweet Potato Business Owner):

*"If quality isn't maintained, even if it goes viral, it won't last."*

From the government's perspective, according to the MBA, the goal of Sumedang Tofu Intangible Cultural Heritage (ICH) is to maintain local identity and product integrity. Bahri et al. (2024) suggests that culinary experiences are crucial in conveying a region's identity to visitors, demonstrating how traditional food relates to local cultural backgrounds. Sumedang and Cilembu sweet potato become symbol experience tour impressive supported by research which is conducted in the environment Malang City, which also proves that snack the famous it becomes objective tour culinary and interesting traveler (Sabrina et al., 2025).

### **The Influence of Virality on the Resilience of Gastronomic Tourism**

The quality of the gastronomic experience is a key factor bridging FoMO-based consumption towards sustainability. Aspects such as taste, service, and atmosphere have been shown to play a significant role in shaping consumer satisfaction. In the context of digital promotion, gastronomic strategies through social media have become an important tool for increasing regional culinary *brand awareness* in today's era (Akalili & Trus, 2025). Based on the findings, public consumption behavior can be categorized into two main forms: spontaneous consumption and planned consumption. However, field findings indicate that the majority of people act spontaneously, triggered by trends that are being discussed or go viral on social media. One informant, WN, 23, stated:

*"Sometimes I buy it just because it's popular, so I try it out."*

This statement demonstrates that purchasing decisions can occur without careful planning, but rather are driven by social media. Consumers who have a positive experience are more likely to return and recommend the product to others. There are planned consumption behaviors in society, as MH, 25, stated:

*"If I go to Sumedang, I really intend to buy Sumedang tofu as a souvenir."*

This demonstrates how certain culinary products have become part of consumers' habits and journeys. These findings emphasizes the importance of product and service quality in driving consumer loyalty Pamuji et al. (2025). Sumedang tofu and Cilembu sweet potatoes are now consumed as part of regional identity rather than as a result of trends. Consequently, community consumption patterns reflect a mix of situational impulses and culturally learned habits. Thus, the FoMO phenomenon may play a role in influencing increased consumption interest in gastronomic tourism in Sumedang Regency.

### **Determining Factors for the Resilience of Gastronomic Tourism**

This study shows that the relationship between FoMO and consumption behavior is indirect, but is influenced by mediating factors, particularly the quality of experience and consumer satisfaction. To strengthen destination identity and encourage sustainable development, gastronomic tourism has emerged as a key factor in destination competitiveness and cultural preservation (Dordai et al., 2026). FoMO serves as an initial stimulus, but the sustainability of gastronomic tourism is largely determined by the ability of entrepreneurs to provide consistent and quality experiences. This was stated by Tahu H. Ateng entrepreneur:

*"If quality is not maintained, customers will not come back."*

A similar thing was also conveyed by the Cilembu Sweet Potato seller, Mrs. Imas, who stated:

*"The important thing is to maintain the taste, so that people come back even though it's no longer viral."*

These two statements demonstrate that repeat consumption behavior can be crucial for sustaining gastronomic tourism. FoMO (focus on motivation) may drive initial purchase or first-time purchase, but taste experiences determine subsequent purchases. Thus, consumption behavior in Sumedang's gastronomic tourism community can be understood as an interaction between social incentives, often referred to as FoMO.

The study also found differences in consumption patterns between locals and tourists. Locals tend to consume based on needs and habits, while tourists are more influenced by trends, experiences, or even existing customers. ADA, 24, stated:

*"People here buy tofu not because it's gone viral, they're just used to it."*

Besides that, resilience perpetrator culinary business in facing the change social and economy depends on factors that influence sustainability destination culinary tourism, such as raw material local, involvement society, and strategy adaptation against turmoil market (Long et al., 2024). This difference indicates that FoMO is more strongly felt by consumers from outside the region who want to relive their experiences after visiting Sumedang. Meanwhile, locals have an emotional attachment and a story behind gastronomic products. Through these adaptive strategies, businesses are expected to capitalize on this phenomenon as an opportunity to increase the appeal and maintain the sustainability of gastronomic tourism in Sumedang Regency.

### **The Role of Government in Strengthening Gastronomic Tourism Resilience**

Of the many culinary delights available, two of the most prominent regional icons are Sumedang tofu and Cilembu sweet potato. These two dishes have a strong history with Sumedang Regency and have evolved over time into symbols and identities of both its culture and tourism.



**Figure 5. Group Photo from the Tourism and Culture Division of the Department of Tourism, Culture, Youth and Sports**

Source: Researcher Documentation (2026)

According to MBA, Disparbudpora is currently working on cultural protection for Sumedang Tofu through Intangible Cultural Heritage (WBTb), he stated :

*"We are trying to propose Sumedang Tofu as an Intangible Cultural Heritage from Sumedang Regency."*

This demonstrates that Sumedang tofu is not considered an economic commodity, but rather a cultural heritage that needs to be recognized, protected, and promoted nationally and internationally. Regarding Cilembu sweet potato, he stated that its protection is directed at the Intellectual Property Rights (IPR) aspect, given that Cilembu sweet potato is a unique agricultural product with a unique flavor.

The understanding of tourism strategy stated by RR, an employee of the Department of Tourism, Culture, Youth and Sports, in the tourism sector, confirms

*"We always position Sumedang Tofu and Cilembu Sweet Potato as part of the tourism experience, not just as souvenirs."*

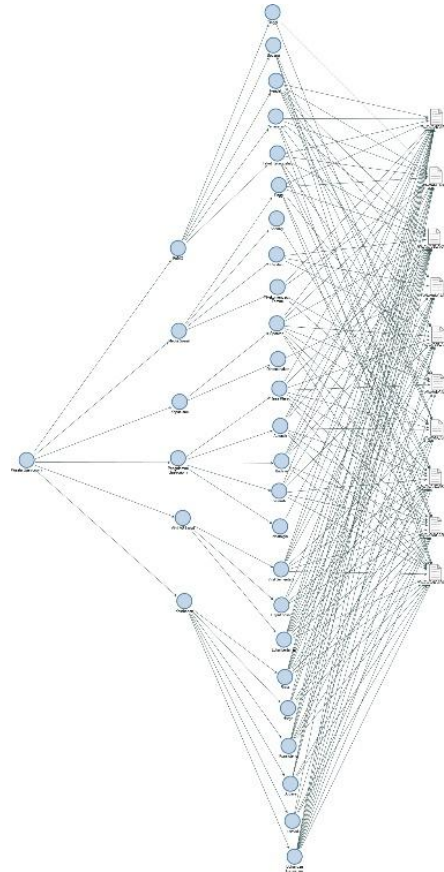
He also added

*"Both are entry points for regional promotion and have high brand awareness nationally."*

However, based on NVivo's analysis, the government's role is more dominant in strengthening culture and promotion rather than in shaping consumption trends. Sánchez et al. (2025) stated that digital promotion contributes to building the identity and competitiveness of gastronomic tourism. In the context of Sumedang Regency, these findings emphasize that local gastronomic potential, such as Sumedang tofu and Cilembu sweet potato, needs to be managed not only as trend-following commodities, but as part of a sustainable tourism development strategy. An approach that focuses too much on virality without balancing it with quality has the potential to create unstable consumption patterns. Overall, this study confirms that FoMO plays a dual role in gastronomic tourism: as a driver of initial visits and as a factor that can potentially cause instability. Therefore, a more integrative approach is needed,

combining trend-based marketing strategies with improving the quality of tourism experiences to achieve long-term sustainability.

**Gastronomic Resilience Mind Map Visualization**



**Figure 6. Mind Map of Gastronomic Tourism Resilience Using NVivo**

Source: Researcher Data Processing Results (2026)

**Table 2. NVivo Coding Results**

No	Main Category	Sub Category	Finding Indicators	Reference (person)
1.	FoMO	Tall	Consumers are encouraged to try culinary delights due to social media trends.	2
		Currently	Interested in trying after seeing the recommendations	5
		Low	Unaffected by trends	9
		Curious	Want to know the taste of typical culinary delights	8
		Afraid of Being Left Behind	Visiting a place that is being talked about a lot	9
2.	Social media	Tall	Influencers and culinary content influence decisions	8
		Currently	Using social media as a reference	1
		Low	Don't use social media as a reference	3
		Friend Recommendation	Word of mouth is more trusted	4
3.	Consumption Decisions	Spontaneous	Unplanned purchases	9
		Planned	Consumption as part of the tourism agenda	1

No	Main Category	Sub Category	Finding Indicators	Reference (person)
4.	Gastronomic Experience	Distinctive Taste	Becomes the main reason for repeat purchases	9
		Authentic Culture	The product is considered to have Representing local identity	8
		History	Known as a legendary culinary	7
		Nostalgia	Reminiscent of past experiences	1
5.	Viral vs Local	Temporary Viral	High interest only when the trend is ongoing	16
		Get Bored Quickly	Consumers are moving on to other trends	5
6.	Resilience	Local Survival	Traditional products are still consumed	19
		Flavor	Consistency of taste maintains loyalty	10
		Price	Affordability influences repeat purchases	6
		Consistency	Product quality standards	11
		Culture	Historical values strengthen sustainability	7
		Innovation	Product variations attract new consumers	5
	Consumer Support	Repeat purchases by tourists	14	

Source: Researcher Data Processing Results (2026)

Researchers found that the FoMO phenomenon significantly increases consumer interest in trying new dishes in the context of culinary tourism. Most respondents were motivated by digital advice and trends emerging on social media. Viral culinary experiences are often used as a reference for food selection on social media, which is a primary source of information influencing purchasing decisions. The main factors determining the quality of a culinary experience are distinctive, authentic taste experiences, and cultural and historical values. Furthermore, tourist consumption decisions vary between spontaneous and planned purchases. Consumer interest patterns are also reflected in the viral vs. local variable, which shows a tendency towards viral culinary experiences that are highly sought after but quickly forgotten, compared to more durable local goods. Consistency in taste, price, and innovation are other factors that encourage tourists to make repeat purchases. This is a driving factor for maintaining the sustainability of Sumedang's signature culinary products, such as Sumedang tofu and Cilembu sweet potatoes.

#### 4. CONCLUSION

This study shows that consumer behavior in the culinary tourism industry in Sumedang Regency is initially influenced by FoMO. Customers are driven by FoMO to come and sample foods that are popular on social media, but this influence is usually temporary and does not directly result in loyalty. The quality of the experience, including taste, consistency, price, consumer recommendations, and cultural values, is a key factor in determining the sustainability of culinary tourism because it encourages customers to return and increases consumer satisfaction. Therefore, FoMO plays a role through experience and satisfaction as intermediary variables, rather than directly influencing the sustainability of culinary tourism.

Interview findings indicate that FoMO is a real phenomenon in the Sumedang community, especially related to local culinary tourism consumption influenced by social media, friend recommendations, and interest in emerging culinary trends.

This research contributes to broadening the study of consumer behavior by placing FoMO within the context of gastronomic tourism and demonstrating that sustainability is determined not only by trends but also by the consistent quality of experiences. Practically, the results of this study can serve as a basis for business actors and the government in designing culinary tourism development strategies that focus not only on virality but also on improving quality and sustainability. This study has limitations in terms of its limited location and contextual qualitative approach. Therefore, future research is recommended to use a quantitative or mixed-methods approach and expand its scope.

### **Implications for Tourism Industry Development**

This research demonstrates how the appeal and reputation of local cuisine can be enhanced by leveraging FoMO as an effective marketing strategy. However, if FoMO isn't coupled with consistent product quality, it won't be enough. Therefore, business owners must leverage social media effectively by highlighting the uniqueness and authenticity of their dishes, while maintaining high standards of taste, service, and dining experience. Furthermore, to develop a culinary identity and enhance the value of the tourism experience, promotional strategies must incorporate elements of local culture and narrative. Therefore, FoMO not only encourages short visits but also strengthens consumer loyalty and increases market penetration both nationally and internationally.

### **Implications for Tourism Actors and Stakeholders**

The government and other tourism stakeholders may find the conclusions of this study useful in strengthening the resilience of culinary tourism. To maintain and develop regional culinary identities without compromising their authenticity, entrepreneurs and the government must work together. Utilizing social media through collaboration with influencers and content creators is crucial for expanding promotional reach. To protect and preserve regional specialties like Sumedang tofu and Cilembu sweet potato as integral parts of regional identity, policies related to Intangible Cultural Heritage (ICH) and Intellectual Property Rights (IPR) must be strengthened.

### **Recommendations for Gastronomy Tourism Business Actors**

Gastronomy tourism businesses in Sumedang Regency are advised to balance leveraging viral trends with efforts to maintain consistent product quality. FoMO has been shown to drive initial purchase decisions, but without a satisfying consumption experience, it

will not lead to repeat purchases. Therefore, businesses need to maintain authentic flavors, maintain the quality of raw materials, and create a consistent consumption experience. With this strategy, businesses not only capitalize on short-term trends but also build consumer loyalty and long-term business resilience.

### **Recommendations for Tourism Managers and Stakeholders**

Tourism managers and stakeholders are advised to optimize social media not only as a promotional tool but also as an educational tool regarding the cultural value of local gastronomy. Marketing strategies should emphasize narratives about the origins, production processes, and cultural values of local cuisine to increase tourists' appreciation of regional culinary heritage. Furthermore, collaboration between local governments and businesses is needed to maintain price stability and product quality, so that increased visits due to FoMO do not negatively impact the sustainability of local culinary businesses.

### **Research Limitations**

This study is limited by its qualitative approach and limited number of informants, making the results contextual and not broadly generalizable. Furthermore, the data obtained through interviews allows for subjectivity in the presentation of experiences, particularly regarding consumption motivations influenced by social and emotional factors such as FoMO.

This study also focused on the main culinary delights of Sumedang Regency, namely Sumedang tofu and Cilembu sweet potato, so it does not encompass the full range of regional culinary delights. Therefore, future research is recommended to use a broader data triangulation approach and involve a wider variety of culinary objects.

### **Recommendations for Further Research**

Future research is recommended to expand the study of gastronomic tourism consumption by considering other variables such as consumer satisfaction, loyalty, and word of mouth. Furthermore, a quantitative or mixed-methods approach could be used to examine the relationships between variables more broadly. Expanding research locations and comparing viral and traditional culinary experiences could also provide a more comprehensive understanding of consumption dynamics in gastronomic tourism.

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