

## **ABSTRACT**

*In today's fast-paced digital era, social media influencers possess the power to shape consumer behavior on a massive scale with just a single piece of content. A key example is the increased demand for perfume products following recommendations by TikTok influencer, Niky Cu. This study aims to investigate how an influencer's persuasive communication, particularly messages that convey urgency and social proof, can trigger emotional responses such as the fear of missing out (FOMO) and shape their followers' purchase intention. This research employs a quantitative approach using Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, with data obtained through online questionnaires from 400 valid respondents who have been exposed to the influencer's content. The research findings indicate that both message quality and influencer attractiveness play a significant role in influencing FOMO and purchase intention. This finding confirms that emotional urgency and social influence are critical factors in digital marketing strategies, which can drive spontaneous purchase decisions without a deep consideration process.*

**Keywords:** *Persuasive Communication, Social Media Influencer (SMI), Fear of Missing Out (FOMO), Purchase Intention, Elaboration Likelihood Model (ELM)*