

**Popular Culture Phenomenon Of Fear Missing to Karen's Diner
Restaurant Brainstorming
Based on Harjani Hefni's Perspective in Islamic Communication**

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Abstract: The aim of this research was to find out western popular culture that could cause Fear of Missing Out to social media users regarding the brainstorming carried out by Karen's Diner Restaurant in branding food and drinks. This research used Hefni Harjani's Islamic communication theory with a qualitative descriptive research and uses data collection techniques as participant observers, through Instagram media on the Reels Instagram section. The results found in this research were the brainstorming process carried out by Karen's Diner Restaurant which deliberately used the concept of cultural differences, which were contradictory or binary opposition which viewed that differences were fundamental to all languages and thoughts so that the term "fear of missing out" or known as fomo. These cultural differences, of course, make a bad culture that was not in accordance with the concept of communication science which was applied through the Al-Quran from the perspective of Hefni Harjani. Also in this research, it was found that the brainstorming conducted by Karen's Diner was very influential in changing the behavior of people who visited, thereby creating a new trend with the term fomo towards the community because of the help from influencers.

Keywords: Popular culture, Fear Of Missing Out, Brainstorming, Islamic Communication

A. INTRODUCTION

The rise of ideas or commonly referred to as brainstorming in the business world certainly makes entrepreneurs try to brand food and beverage products with unique characteristics, and have the goal of being recognized by many people or viral in social media circles.¹ Brainstorming is a method used to explore group creativity by encouraging each member to express ideas without any critical judgment at first. During the brainstorming process, all proposed ideas are recorded and combined with other ideas proposed by other members. The goal is to generate many different ideas and then select the best solution from the combined pool of ideas. In this process, it is important to suspend critical appraisal of the ideas proposed so that each member feels comfortable and is actively involved in the process. Once done, the group will come to an agreement on the final outcome.²

The brandstorming ultimately had an impact on social media users or other visitors to the trend which is currently known as the fear of missing out or fomo. The term concept is known as part of popular culture which can occur in any field, including the restaurant

¹ J. G. Rawlinson. 1976. *Berfikir Kreatif dan Brainstorming*. (Jakarta: Erlangga): 11

² Muhammad Afandi . 2013. *Model dan Metode Pembelajaran di Sekolah*, (Semarang: UnissulaPress): 45

concept carried out by Karen's Dinner in the economic field of food and beverage business development.³ Carrying out the concept of serving food and drinks with unfriendly forms of service and using the concept of insulting and swearing language made this popular culture a viral success on social media. Many people visit to experience the sensation of Karen's Diners service so they don't miss the trend. Even this restaurant is very crowded with visitors. The followers of this restaurant have also risen sharply as evidenced by 159k followers.⁴

Indonesian society has a general concept of service standards, now it has turned into a concept of violating social norms. Several social media influencers have also shown great interest in the services offered by Karen's Diner. This shows that there is a desire to feel a different experience and beyond the expectations that have been known.⁵ So the researcher tries to reconstruct the concept of brainstorming that has been implemented by Karen's Diner for when viewed from the perspective of Islamic communication by Hefni Harjani.

This is because, of course, Islam has adopted a lot of good culture that was taught by the Prophet Muhammad in the core of Islamic teachings, one of which is through a popular cultural approach, a system of good language or sayings. Because, words are prayers that are considered efficacious and if a Muslim says dirty words, then it can show bad character or habits for a Muslim himself.⁶

B. RESEARCH METHOD

The research used by researchers is a type of descriptive qualitative research. The author will describe and analyze popular culture phenomena by collecting Instagram posts by Karens Diners @karendinersbali in serving food menus. explained that qualitative research would produce descriptive data in the form of written, spoken words.⁷ Whereas in this study a phenomenological descriptive approach was used in terms of the language used in posting Instagram reels by looking at the phenomena carried out by the Karen's Diner object. The result will be obtained diction data, phrases, language, which are not in accordance with Islamic communication. This study uses a phenomenological descriptive approach with techniques.

C. RESULTS AND DISCUSSION

1. Popular Culture

Era changes have complicated the definition of popular culture, which today is closely related to political economy and cultural production by capitalists. According to some theories, the production of popular culture is profit-driven and dominated by material goods rather than true art. The culture industry has produced cultural artefacts as commodities for consumption. Popular culture and mass culture are related, in that mass culture is the result of industrial techniques of mass

³ Tonya Dalton. 2019. *The Joy of Missing Out: Live More by Doing Less*. (Amerika Serikat: HarperCollins Leadership): 72

⁴ Karen diners. 2023. About of Instagram karens dinners accessed on 26 march 2023

⁵ Hefni Harjani. 2017. *Komunikasi Islam*. (Bandung: Prenada Media Group): 27

⁶ Nasihatku. 2018. *Diamlah atau berkata baik*. (Jakarta: Gramedia): 18

⁷ Meolong. 2004. *Metodologi Penelitian Kualitatif*. (Bandung: Remaja. Rosdakarya.): 5

production and is marketed for the benefit of mass consumer audiences, made possible by technologies such as printing, photography and sound recording.⁸

2. Fear of Missing Out

Fear of Missing Out atau fomo merupakan istilah yang menggambarkan perasaan cemas atau kekhawatiran seseorang bahwa ia akan kehilangan pengalaman atau kesempatan yang menarik dan penting yang dialami oleh orang lain.⁹ Fomo can occur due to social comparisons with other people, especially through social media, where a person may feel that they have to constantly be involved in fun activities and activities like other people do so they don't feel left behind or left behind. fomo can affect a person's mental and emotional well-being, and can lead to excessive anxiety, stress, or worry. Therefore, it is important to develop the ability to overcome fomo and focus on more positive and meaningful experiences and activities.¹⁰

3. Brain Storming

Brainstorming is a technique for generating ideas or problem solutions creatively by involving work groups or teams. This technique is usually carried out in a discussion session with predetermined rules such as not being able to criticize ideas, respecting every idea proposed, and motivating all team members to actively participate. Brainstorming aims to generate new creative and out of the box ideas, explore different perspectives, and maximize the creative potential of each team member. This technique can be used for various purposes, such as creating new products, solving problems, or improving business processes.¹¹

4. Islamic Communication

Islamic communication is a form of communication that is built on the basis and principles of Islam which has symbols that mean peace, humanity, friendliness, safety without any coercion. In the Al-Qur'an and As-Sunah, Islamic communication is an attempt to build relationships with oneself, the creator and with fellow human beings which are indeed based on the path of peace, friendliness, safety, towards oneself and others by obeying and submitting to command of Allah and His Messenger. Thus, any form of action in communication that makes a person's heart broken, hurt and hurt does not apply the principles of Islamic communication and is very contradictory in nature.

Hefni Harjani concluded that there are nine principles of Islamic communication found in the Koran, namely: Qaulan Saddian, Qaulan Balighan, Qaulan Maysuran,

⁸ Chaniago, R. Hafiz & Fauziah Kartini H.B. 2011. Budaya Populer dan Komunikasi: Impak Kumpulan Slank Terhadap Slankers di Indonesia. *Malaysian Journal of Communication* Vol 27(1) : 91-100

⁹ Patrick King. 2015. *FOMO: How to Overcome Fear of Missing Out and Enjoy Your Life*. (Jakarta Gramedia Pustaka Utama): 11

¹⁰ Christina Crook .2013 .*The Joy of Missing Out: Finding Balance in a Wired World*. (Jakarta: Pustaka Media): 17

¹¹ J. G. Rawlinson.1976. *Berfikir Kreatif dan brainstorming*. (Jakarta: Erlangga): 33

Qaulan Layyinan, Qaulan Kariman, Qaulan Ma'rufan, Qaulan Tsaqilan, Ahsanu Qaulan and Qaulan Adziman. The following describes each principle.

a. Qaulan Sadidan

The principle of Islamic communication with the concept of words that are correct, firm, honest, straight, to the point, not convoluted and not long-winded. A speech, utterance, or utterance that is correct, both in terms of material substance, content, message and grammatical editorial. This principle has been explained in the Qur'an in the chapter an-Nisa verse 9, and the chapter al-Ahzab verse 70.

b. Qaulan Balighan

The principle of Islamic communication with the concept of words that are effective, right on target, communicative, easy to understand, the style of speech and the message conveyed is adjusted to the intellectual level of the communicant and uses language that the communicant understands. This principle has been explained in the Qur'an in the chapter an-Nisa verse 63.

c. Qaulan Maysuran

The principle of Islamic communication with the concept of easy, which means easily digested, understood and understood by the communicant. These words also contain empathy for the interlocutor, are fun, give hope, and the communicant has the opportunity to get good. This principle has been explained in the Qur'an in the letter al-Isra verse 28.

d. Qaulan Layyinan

The principle of Islamic communication is by using the concept of gentleness, with a voice that is pleasing to the ear, soft, non-judgmental, full of friendliness, calls with likes and can touch the heart. This principle has been explained in the Qur'an in Chapter Thaha verse 44.

e. Qaulan Kariman

Noble and precious speech, coupled with respect and exaltation, pleasing to the ear, gentle and courteous. This principle has been explained in the Al-Quran in chapter al-Isra verse 23.

f. Qaulan Ma'rufan

Principles of Islamic Communication by using the concept of language. This means that good is easily accepted by the norms and values that apply in society, taking into account one's background and status, using satire that is not harsh, not painful or offensive, as well as useful and good talk. This principle has been explained in the Qur'an in chapter al-Baqarah verse 235, chapter an-Nisa verse 5 and 8, chapter al-Ahzab verse 32.

g. Qaulan Tsaqilan

The principle of Islamic communication by using meaningful and meaningful concepts has a value that requires reflection to understand, both intellectually and spiritually. This principle has been explained in the Qur'an in the letter al-Muzammil verse 5.

h. Ahsanu Qaulan

Principles of Islamic Communication by using the concept of conveying the words of the best choice of words. This principle has been explained in the Qur'an in the chapter Fushshilat verse 33.

i. Qaulan Adziman

Islamic Communication Principles that use the concept of guarding. This means that any utterances of hate speech or utterances that contain hostility, fraud in the digital age and a very open flow of information, by looking at very easy access to information. This principle has been explained in the Qur'an in sura al-Isra verse 40. As Hefni Harjani said, Islamic communication, should be a form of communication that is built of course has Islamic values on the basis and Islamic principles which have symbols that mean peace, humanity, friendliness, safety without any element of coercion. In the Al-Qur'an and As-Sunah, Islamic communication is an attempt to build relationships with oneself, the creator and with fellow human beings which are indeed based on the path of peace, friendliness, safety, towards oneself and others by obeying and submitting to command of Allah and His Messenger.

According to Hefni Harjani, the application of Islamic communication needs to be implemented in all aspects of the field including in the realm of social media, even though there is a culture of virtual communication. The popular culture that is currently developing has led to brainstorming of entrepreneurs, including food and beverage products, such as Karen Diner's. The emergence of attitudes and thoughts that are binary opposition which refers to the fear of missing out which is very contrary to Indonesian culture which promotes a friendly attitude. The form of service that is applied uses insults and insults so that it is inversely proportional to the meaning of the concept of good words in Islamic communication. Karen's Diner deliberately carries a bitchy and rude service concept to its customers. Karen's Diner itself is considered a fast food restaurant that originated in Australia and was opened in 2021 by owner and owner Aden Levin and James Farrell. The concept of Karen's Diner in Indonesia itself is inspired by a popular cartoon in the United States named Karen, which is depicted by a woman who has a hobby of complaining and being rude. The Karen concept was applied as a brainstorm for Karen's Diner waiters to their customers in serving food or drinks.

Popular culture is formed because of new or foreign cultures that enter the environment. There are several stages of popular culture that can enter a new environment, including through the stages of socialization, the stages of internalization and the stages of elculturation. At the socialization stage Karen's Diner tries to conceptualize a form of service that is disseminated to social media users through assistance from celebrities and influencers, at this stage the process is intended to make the place viral so

that many people come to this restaurant, while the platform used in socializing is through the media instagram, tiktok, even youtube, facebook, twitter, at this stage the process of exchanging information and receiving information will be carried out so that it triggers fomo in the community because they don't want to be left behind or don't even want to be left behind from existing trends. The next stage is internalization, where the process tries to incorporate the foreign or new culture into life. It is in this process that the new culture is followed and realized based on the participation of others so that it only follows the habits of the people. Social media users easily understand and eventually conceptualize themselves into daily trends. Furthermore, in the last stage of the process is enculturation, where the foreign culture becomes a part that is needed in the process of daily life. As such, these stages are a way for social media users to open their minds and broaden their experiences with different cultures.

Karen's Diner, itself is a restaurant from abroad and not from Indonesia. Anthropologically, western society tends to be experimental. They experimented with many things, such as the tattoo culture in the West, then entered the world of culinary business. Meanwhile, Eastern people, including Indonesia, are more likely to adopt or follow Western culture rather than create or experiment to create something unique. Usually, restaurants use the concept that the customer is king. However, Western society started experimenting with introducing the concept that customers are helpers.

This phenomenon can be seen from the Levi-Strauss Structuralism theory, which states that there are always two groups that contradict each other, or are referred to as binary oppositions which assume that differences are important for all language and thought. If something is right, then something is wrong. If there is a king, then there are subordinates. So this is what triggers the concept that the customer is no longer considered a king, and this concept is disseminated in the realm of social media, giving rise to a new trend among food and beverage lovers for a different sensation.

Indonesia itself is a country that tends to adopt culture. Especially the Indonesian people who tend to like to improvise but don't like to experiment. The high level of laziness to start makes Indonesia very easy to accept new culture from the west. It is the large number of unfiltered cultural adoptions that ultimately have an impact on life in the community. Especially because Karen's Diner in Indonesia has been adopted excessively, such as there are practices, bullying, insults, or in the phenomenon of body shaming, it is assumed that it is the waiter who can oppress. Even though the service concept is like that, it is somewhat unique and able to bring benefits. However, there should be limits or rules contained in the service rules regarding what is permissible and may not be done to customers, this is to avoid hostility.

Moreover, Indonesian people like to improvise excessively with this concept. So that the way he faced carried over to the depths of nature. Many people accept this concept, but some reject it, so there are problems with this phenomenon. There are also those who don't have a problem with the reason that food is served and not to be thrown away. This concept is called binary opposition. Whereas Hefni Harjani in an Islamic communication book states that a Muslim must maintain his speech and manners, the use of vile words, of course not in accordance with the Al-Quran will cause many problems such as termination of friendly relations between people, decreased level of social awareness towards others, even greatly angered by God. Hefni said that good words will certainly reflect the good behavior of a Muslim.

D. CONCLUSION

Brainstorming is considered as an idea that Karen's Diner restaurant has chosen for its own dissemination by using a social media platform so that it creates a bad popular culture for the younger generation because they are used to harsh words and are not in accordance with the concept of Islamic communication. Access to popular culture arises because there are many content creators or influencers who conceptualize these services as ordinary and increasingly unique forms, which will lead to a pattern of spreading the fear of missing out through shows broadcast by content creators. Islamic communication taught by Hefni Harjani revealed that there are lots of environments or associations that are not in a positive direction, and even cause associations to become toxic due to a brainstorming implemented by the owner of Karen's Diner. It is this popular culture that creates a circle that is not in accordance with the core teachings of Islam, because the cultural forms that they practice are considered to have kept up with the times and are up to date or newest.

The more viral videos or even reels that appear on social media platforms, the more famous Karen's Diner Restaurant will be. If this continues to happen, socialization will certainly get worse and far from Islamic values such as those in the Koran. From the viral videos that social media users do, it will have the effect of obsessing over self-esteem and assuming that everything can be made into a normal culture and assuming that a wrong culture will certainly generate income.

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