

## ABSTRACT

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***Netnography Study of ENHYPEN Fans in the Process of Communication via Weverse App***

Keywords : *Netnography*, ENHYPEN, Weverse

(xii + 70 + Appendix)

*The spread of K-Pop culture is accelerating and expanding along with the development of technology. K-Pop fans have a community of ENHYPEN fans. ENHYPEN fans use the social media app weverse to interact and communicate. This study aims to find out the communication process of ENHYPEN fans through the weverse application. This research uses a qualitative method of netnography approach by conducting observations, interviews and documentation. The theory used in this study is using the theory of Computer Mediated Communication (CMC). The results of this study explain that the way ENHYPEN fans interact and communicate on the Weverse application is through the comment feature. ENHYPEN fans in communicating have the same discussion, namely discussing the activities of their idols and supporting each other with fellow fans.*

*Bibliography* (2011 – 2022)