ABSTRACT

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THE VIRTUAL IDENTITY CONSTRUCTION ON FANDOM K-POP IN SOCIAL MEDIA

Keywords: *Social identity, K-pop, Virtual identity, Netnography*

(xii + 123 + *Appedinces*)

The study examined the construction of virtual identities on K-pop fandoms on Twitter. The theories used are Social Identity Theory, Cultural Studies Theory and CMC Theory. This research uses a qualitative approach with netnography methods in the constructivist paradigm. Data collection techniques are interviews, documentation and library studies. The results explained that the construction of virtual identity on K-pop fandom is done through Twitter features such as tweets, retweets, profile photos as well as headers, account names and mentions. Interaction between K-pop fans and idols takes place on Twitter which is connected to the internet network. Adaptation of South Korean culture as popular culture occurs in the form of assimilation and acculturation. Manifestations of the virtual identity of K-pop fans are reviewed from the cognitive component in the form of awareness of gaining recognition of participating in fandom activities and initiating activities on social media; evaluative components in the form of negative assessments on multifandom members, users of real identity and non Kpopers, while the use of virtual identity is considered positive because it can save them from damage to relationships in the real world during fanwar; The emotional component of feeling sad and disappointed for multifandom fans whose expectations were not achieved while feelings of pleasure, comfort and safety brought K-pop fans to dare to continue the relationship in real life.

Bibliography (1998-2020)