

ABSTRACT

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JKT48 Fan Group Communication in Forming Cohesiveness (Case Study on MarshaOshi Fanpage)

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(xi + 62 + Appendices)*

This research is motivated by the author's interest in the group life carried out by the MarshaOshi fanbase as a supporter of Marsha Lenathea who is a member of Idol Group JKT48. Although the members of the MarshaOshi fanbase supporting Marsha JKT48 have different character, social or cultural backgrounds. They can maintain the cohesiveness. Therefore, this study aims to determine how the group communication of Marsha JKT48 fans in forming Cohesiveness in the MarshaOshi fanbase. This research is based on the theory of groupthink by Irvin L. Janis. The method used is qualitative research with data collection techniques with interviews, observation, and documentation. The results of the study show that MarshaOshi fanbase always applies good and intensive communication to improve group cohesiveness. Group cohesiveness can be seen from the cohesiveness and solidarity that has been established among group members. Researchers also revealed that communication has a big role in increasing the group cohesiveness that occurs in the MarshaOshi fanbase.

(Reference 1997-2022)