

## **ABSTRACT**

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**UTILIZATION OF WEVERSE APPLICATION AS INTERACTIVE MEDIA  
IDOL TOMORROW X TOGETHER FOR MOA (MOMENT OF  
ALWAYNESS) INDONESIA**

(xii + 88 + Appendices)

*The purpose of this study is to find out the use of the Weverse application as an interactive media of idol Tomorrow X Together for MOA (fans) Indonesia. This study included concepts about New media, Computer Mediated Communication (CMC), and Studies on Parasocial Interaction. In this study the method used is a qualitative research method with a virtual ethnographic approach by determining informants using purposive sampling techniques that are informants who are users of Weverse's digital application and joining the Official Community Tomorrow X Together on Weverse. The result of this study is that the Weverse application was used as a media communication with their idols, with several interactive features that make it easier to find information and enjoy content about the Idols, it making possible for fans to interact with Idol Tomorrow X Together on the Weverse applications. This attempt to interact can be referred to as Parasocial Interaction. With the routine's interaction made by fans in the Weverse app can make fans feel close to their idols and the impact of this Parasocial interaction it can make them feel a mutual friendship or known as Pseudo = Friendship. This is because fans feel they know their idols as well as their directly related to their friends. If more intense interactions are made by fans to their idols on the Weverse app, it can be enable fanaticism among fans.*

**Keywords:** *New Media, Computer Mediated Communication (CMC), Parasocial Interaction*

*Bibliography (2002 – 2022)*