

## ABSTRACT

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### ***PERCEPTION OF K-POP TREASURE FANS ON THE DATING SHOW “SHINING SOLO” BY THE BOYGROUP TREASURE***

*Keywords : Perception, K-Pop Fans, TREASURE MAKERS, Dating Show, "Shining Solo" Program, TREASURE*

*(xii + 78 + Attachments)*

*Technological advances that continue to increase significantly every year can change the way fans interact with their interests, expanding their perceptions and experiences in depth. With the existence of digital platforms, fans have direct and interactive access, one of which is to content or programs from their favorite artists. This study aims to determine and analyze how TREASURE MAKERS perceive the dating show program “Shining Solo” from boygroup TREASURE. The type of research used is descriptive qualitative. Theory used is Individual Differences theory with the basic assumption, namely the various messages conveyed by the mass media will be captured according to the needs of each individual. Individuals are considered to have aspects of interest, attention, desire or other backgrounds. The data collection techniques used were observation, interviews and documentation. The subject of this research used purposive sampling technique by determining 6 informants, namely Indonesian TREASURE MAKERS who have watched the dating show program “Shining Solo” on the Official Youtube Channel YG Entertainment. The results showed that TREASURE MAKERS have various reasons for watching, including the desire to see the interaction of TREASURE members with female talents and explore the other side of TREASURE members. The emotions experienced during viewing, such as excitement, happiness, worry, and sadness, affect fans' perceptions of the program “Shining Solo”. The diverse reactions of TREASURE MAKERS reflect individual differences, such as feelings of pride, joy, and jealousy evoked by the interaction of TREASURE members with female talents. The “Shining Solo” program also had a positive impact on fan loyalty and TREASURE's popularity, as seen by TREASURE MAKERS' support despite criticism and the increased number of views of “Shining Solo” among non-fans.*

*Bibliography (2011 – 2024)*