

## ABSTRACT

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***Construction of the Meaning of Self-Love for NCTZen (NCT Fans Group)  
Towards NCT's 2021 Song "Beautiful"***

*Keywords : Self-Love, NCT, Meaning Construction , NCTZEN*

*(xi + 71 + 21)*

*The purpose of this study is to find out how the construction of the meaning of self-love for NCTZen in the lyrics of the beautiful NCT 2021 song and to know the meaning of each beautiful NCT 2021 song lyrics. The method used in this study is that researchers use qualitative methods with a phenomenological approach. The data collection technique is by conducting in-depth interviews with informants, namely NCTzen (NCT fans) which is supported by observations and documentation. This research uses the theory of social construction of Peter L. Berger. The results of the researcher's research concluded that NCTZen knew the meaning of self-love contained in beautiful songs. Self-love contained according to NCTZen in the beautiful song NCT 2021 is, has a fairly deep meaning, especially in looking at humans. If it is a human being or everyone, they must have their own color or uniqueness, so we don't need to be jealous of the color and uniqueness of others. Because without us being jealous, we can also stand out with the colors we have.*

*Bibliography (1990-2023)*