



**COMMUNICATION BEHAVIOR OF KOREAN POP (K-POP) FAN
COMMUNITY THROUGH SOCIAL MEDIA *TWITTER*
(Case Study on BTS's Fans, Indonesian ARMY Towards *Fan-war* Case
Between Fandoms)**

A Thesis Submitted in Partial Fulfillment of Requirement for the Bachelor Degree
of Communication Science (S1)

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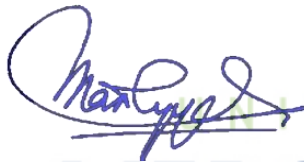
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PREFACE

Praise to Allah SWT, that has bestowed mercy and grace, so that the author can complete her thesis proposal with the title “**Communication Behavior of Korean Pop (K-Pop) Fans Community Through Social Media Twitter (Case Study on BTS’ Fans, Indonesian ARMY Towards Fan-War Case Between Fandoms.)**”. The aims and objectivities of this proposal is to fulfill one of the requirements to get a bachelor’s degree in the Broadcasting Major, Faculty of Communication Science, Universitas Mercu Buana.

The author realizes that this study is not infallible and has shortage due to lack of knowledge and experience. The preparations of this thesis proposal cannot be done without the support that is endlessly provided which has help the author to gain the spirit during preparation of this proposal. Therefore, on this occasion the author would like to offer the deepest gratitude to:

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Lastly, the author is fully realized that this thesis proposal is still far from the perfect, so that all of suggestions and constructive criticism from all parties are expected by the author. Hopefully this thesis proposal is useful and can increase knowledge especially for the author, and also the readers in general. With all sincerity and humility, the author apologizes if there are errors and weaknesses in the writing of this proposal.

Jakarta, February 2021



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**Communication Behavior of Korean Pop (K-Pop) Fan Community Through
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ABSTRACT

The current K-Pop phenomenon can be felt almost in all over the world and one of them is Indonesia, where BTS is one of the most popular K-Pop groups today with ARMY as its fans. Twitter is one of the social media used to keep up with the latest information from K-Pop and it was recorded that in 2019 there were 6.1 billion tweets related to K-Pop on Twitter. The topics of K-Pop on Twitter are very diverse, such as the activities of K-Pop idols, idol and fan interactions, voting, and fan-war. Fan-war is a nuisance communication that often occurs on social media that happens between two or more fandoms who have different interests, views, and beliefs.

This study aims to look at the communication behavior of the community of Korean Pop (K-Pop) fans through Twitter regarding fan-war cases between fandoms. The benefits of this study are to show the diversity of communication behaviors that humans can do as well as material for self-evaluation or introspection for K-Pop fans in communicating on social media.

By using both communication behavior theory and new media for the base structure of this study. With case study and qualitative approach as the research methods, and in-depth interviews with representatives of Indonesian ARMY (INDOMY) was held to collect the information needed. The results of the study are the communication behavior shown by Indonesian ARMY (INDOMY) as part of the K-Pop community regarding fan-war cases between fandoms on Twitter classified into two types, covert behavior and overt behavior.

Covert behavior means the response from the person to a stimulus is not clearly shown and cannot be overtly observed by the other. The response still limited to the attention, perceptions, knowledge, awareness, and the attitude. Meanwhile the overt behavior means the response from the person to a stimulus can be sensed or can be overtly observed by the other and in the form of action or practice.

Keywords: communication behavior, K-Pop, Twitter, fan-war, new media

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