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)

Arranged by:
ASSYFA BITA RIFI
44117010005

BROADCASTING PROGRAM
FACULTY OF COMMUNICATION SCIENCE
UNIVERSITAS MERCU BUANA
JAKARTA
2021

https://lib.mercubuana.ac.id/
Faculty of Communication Science
Universitas Mercu Buana

STUDENT STATEMENT SHEET

Name : ASSYFA BITA RIFI
NIM : 44117010005
Faculty : Communication Science Study
Program : Broadcasting

Hereby states that the result of Final Project that I have made entitled; “COMMUNICATION BEHAVIOR OF K-POP FANS COMMUNITY THROUGH SOCIAL MEDIA TWITTER (CASE STUDY ON BTS’s FANS, INDONESIAN ARMY TOWARDS FAN-WAR CASE BETWEEN FANDOMS)” is my own work and its authenticity is true with the result of literature study accompanied by a Supervisor whose decision has been determined by the Universitas Mercu Buana. This Final Project is not an imitation or duplication of an existing work, whether published or not, unless there are some part of citation whose source of information I have listed properly. Thus, the statement I made in a conscious state.

Jakarta, 15th February 2021

Student

Assyfa Bita Rifi

Supervisor

(Mardhiyyah, M.I.Kom)

Head of Broadcasting Study Program

(Dr. Afdal Makkuraga Putra, M.Si.)

https://lib.mercubuana.ac.id/
THESIS ASSEMBLY APPROVAL SHEET

Title : COMMUNICATION BEHAVIOR OF KOREAN POP (K-POP) FAN COMMUNITY THROUGH SOCIAL MEDIA TWITTER (CASE STUDY ON BTS’ FANS, INDONESIAN ARMY TOWARDS FAN-WAR CASE BETWEEN FANDOMS.)

Name : ASSYFA BITA RIFI

NIM : 44117010005

Faculty : Communication Science

Study Program : Broadcasting

Jakarta, 15th February 2021

READER

Dr. Afdal Makkuraga Putra, M.Si

Examiner

Feni Fasta, M.Si

Supervisor

Mardhiyyah, M.I.Kom

https://lib.mercubuana.ac.id/
THESIS ASSEMBLY APPROVAL SHEET

Title: COMMUNICATION BEHAVIOR OF KOREAN POP (K-POP) FAN COMMUNITY THROUGH SOCIAL MEDIA TWITTER (CASE STUDY ON BTS’ FANS, INDONESIAN ARMY TOWARDS FAN-WAR CASE BETWEEN FANDOMS.)

Name: ASSYFA BITA RIFI
NIM: 44117010005
Faculty: Communication Science
Study Program: Broadcasting

Jakarta, 15th February 2021
Approved and Accepted by,

Supervisor
(Mardhiyyah, M.I.Kom)

Head of Broadcasting Study Program
(Dr. Afdal Makkuraga Putra, M.Si)

Dean of Faculty of Communication Science
(Ponco Budi Sulistyo, M.Comn, Ph.D)

Head of Study Program of Communication Science
(Dr. Farid Hamid, M.Si)

https://lib.mercubuana.ac.id/
THESIS APPROVAL SHEET

Title: COMMUNICATION BEHAVIOR OF KOREAN POP (K-POP) FAN COMMUNITY THROUGH SOCIAL MEDIA TWITTER (CASE STUDY ON BTS’ FANS, INDONESIAN ARMY TOWARDS FAN-WAR CASE BETWEEN FANDOMS.)

Name: ASSYFA BITA RIFI
NIM: 44117010005
Faculty: Communication Science
Study Program: Broadcasting

This thesis has been read, checked, and approved by

Jakarta, 15th February 2021

Supervisor

(Mardhiyyah, M.I.Kom)
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 objectives 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:

1. To Mrs. Mardhiyyah S.I.Kom, M.I.Kom as Thesis Supervisor who has provided advices, time, guidance, enthusiasm, knowledge, and support to the author until now.

2. To Beloved parents, Mr. Ali Munir and Mrs. Yurnalis and Sister, Rina Alviani who have given me encouragement, strength, and the unfailing emotional support and a lot of inspiration to the author in completing this thesis.

3. Prof. Dr. Ngadino Surip D, as Rector of Universitas Mercu Buana.

https://lib.mercubuana.ac.id/
4. Mr. Ponco Budi Sulityo, M.comn, Ph.D as Dean of Faculty of Communication Science Universitas Mercu Buana.

5. Dr. Abdul Rahman, HI, M.Si as Vice Dean of Faculty of Communication Science Universitas Mercu Buana.

6. Dr. Farid Hamid, M.Si as Head of Communication Studies Program Universitas Mercu Buana.

7. Dr. Afdal Makkuraga Putra, MM., M.Si as Head of Broadcasting Studies, Faculty of Communication Science Universitas Mercu Buana.

8. All lecturers and staff of the Broadcasting Program of the Faculty of Communication Science Universitas Mercu Buana who have provided all their knowledge.

9. To Fitria Ayuningsih and Bilah Ramadhanti, Karina A. friends who have provided support, encouragement, and the time to exchange ideas during the process of this thesis.

10. To Arin Indira, Tania Jerrly, Elviera Fairuz, Dhaifina Fathihah, Fauziah Rahmawati, Nisrina Mutia Fariz, Pani Nurdianti my beloved friends who have accompanied me for several semesters. Providing the support and also as a comfort place for each other during the college days until this moment.

11. To my friends in Broadcasting Program Class of 2017 that I cannot mention one by one for the support and enthusiasm to the author.
12. To all of Mercu Buana English Club (MBEC) members. Thank you so much for the support and the enthusiasm during the preparation of this thesis.

13. The other whom I cannot mention one by one but still put my respect and gratitude to them.

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

ASSYFA BITA RIFI
Communication Behavior of Korean Pop (K-Pop) Fan Community Through Twitter (Case Study on BTS’s Fans, Indonesian ARMY Towards Fan-war Case Between Fandoms)

Pages: xiv + 189 Pages

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
# TABLE OF CONTENTS

COVER .................................................................................................................................................. .................................
STUDENT STATEMENT SHEET ......................................................................................................................... i
THESIS ASSEMBLY APPROVAL SHEET ........................................................................................................... ii
THESIS ASSEMBLY APPROVAL SHEET ........................................................................................................... iii
THESIS APPROVAL SHEET ........................................................................................................................... iv
PREFACE ......................................................................................................................................................... v
ABSTRACT ...................................................................................................................................................... viii
TABLE OF CONTENTS ............................................................................................................................................ ix
TABLE OF TABLES ............................................................................................................................................... xii
TABLE OF FIGURES ........................................................................................................................................... xiii
TABLE OF CHARTS ............................................................................................................................................. xiv

## CHAPTER I ............................................................................................................................................... 1

INTRODUCTION .................................................................................................................................................... 1

1.1 Background ...................................................................................................................................................... 1

1.2 The Focus of Research .................................................................................................................................... 7

1.3 The Purpose of Research ................................................................................................................................ 7

1.4 The Benefits of Research ................................................................................................................................ 7

1.4.1 Academic Benefits .................................................................................................................................. 7

1.4.2 Practical Benefits .................................................................................................................................... 8

## CHAPTER II ............................................................................................................................................... 9

LITERATURE REVIEW .......................................................................................................................................... 9

2.1 Previous Studies .............................................................................................................................................. 9

2.2 Group Communication ................................................................................................................................... 17

2.2.1 Small Group Communication .................................................................................................................. 17

2.2.2 Large Group Communication ................................................................................................................... 18
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.3</td>
<td>Communication Behavior</td>
<td>18</td>
</tr>
<tr>
<td>2.3.1</td>
<td>Definition</td>
<td>18</td>
</tr>
<tr>
<td>2.3.2</td>
<td>Types of Communication Behavior</td>
<td>21</td>
</tr>
<tr>
<td>2.3.3</td>
<td>AffectingFactors in Communication Behavior</td>
<td>22</td>
</tr>
<tr>
<td>2.4</td>
<td>New Media</td>
<td>23</td>
</tr>
<tr>
<td>2.4.1</td>
<td>Characteristics of New Media</td>
<td>26</td>
</tr>
<tr>
<td>2.5</td>
<td>Social Media</td>
<td>30</td>
</tr>
<tr>
<td>2.6</td>
<td>Twitter</td>
<td>32</td>
</tr>
<tr>
<td>2.7</td>
<td>Fandom</td>
<td>34</td>
</tr>
<tr>
<td><strong>CHAPTER III</strong></td>
<td><strong>RESEARCH METHOD</strong></td>
<td>38</td>
</tr>
<tr>
<td>3.1</td>
<td>Research Paradigms</td>
<td>38</td>
</tr>
<tr>
<td>3.2</td>
<td>Research Method</td>
<td>39</td>
</tr>
<tr>
<td>3.3</td>
<td>Research Subjects</td>
<td>41</td>
</tr>
<tr>
<td>3.4</td>
<td>Data Collection Techniques</td>
<td>42</td>
</tr>
<tr>
<td>a.</td>
<td>Primary Data</td>
<td>43</td>
</tr>
<tr>
<td>b.</td>
<td>Secondary Data</td>
<td>44</td>
</tr>
<tr>
<td>3.5</td>
<td>Data Analysis Technique</td>
<td>44</td>
</tr>
<tr>
<td>3.6</td>
<td>Data Validity Check Techniques</td>
<td>45</td>
</tr>
<tr>
<td><strong>CHAPTER IV</strong></td>
<td><strong>RESEARCH FINDINGS AND DISCUSSION</strong></td>
<td>47</td>
</tr>
<tr>
<td>4.1</td>
<td>Research Objects Overview</td>
<td>47</td>
</tr>
<tr>
<td>4.1.1</td>
<td>Twitter</td>
<td>47</td>
</tr>
<tr>
<td>4.1.2</td>
<td>Indonesian ARMY</td>
<td>50</td>
</tr>
<tr>
<td>4.1.3</td>
<td>Description of Research Informants</td>
<td>55</td>
</tr>
<tr>
<td>Section</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td>4.2 Research Findings</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>4.2.1 Informant’s Background on Becoming Part of ARMY</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>4.2.2 The Motives Behind the Use of Twitter for Fan-Activities for BTS</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>4.2.3 Informants’ Understanding of Fan-War Case on Twitter</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>4.2.4 Informant’s perceptions of the Cause of Fan-war on Twitter</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>4.2.5 Communication Behavior Shown by the Informant in Dealing with</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>Fan-War</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.3 Discussion</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>CHAPTER V</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>CONCLUSIONS &amp; SUGGESTIONS</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>5.1 Conclusions</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>5.2 Suggestions</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>BIBLIOGRAPHY</td>
<td>105</td>
<td></td>
</tr>
<tr>
<td>ATTACHMENT</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>Interview Transcripts</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>Interview Transcript 1</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>Interview Transcripts 2</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Interview Transcript 3</td>
<td>131</td>
<td></td>
</tr>
<tr>
<td>Interview Transcript 4</td>
<td>141</td>
<td></td>
</tr>
<tr>
<td>Interview Transcript 5</td>
<td>151</td>
<td></td>
</tr>
<tr>
<td>Interview Transcript 6</td>
<td>172</td>
<td></td>
</tr>
<tr>
<td>Supporting Documentation</td>
<td>111</td>
<td></td>
</tr>
<tr>
<td>Curriculum Vitae of The Writer</td>
<td>188</td>
<td></td>
</tr>
</tbody>
</table>
TABLE OF TABLES

Table 2.1 Table of Previous Studies.........................................................10
Table 4.1 Research Informant Data...........................................................57
Table 4.2 Terms in the ARMY Fandom......................................................86
# TABLE OF FIGURES

Figure 1.1 The Country with The Most Tweets about K-Pop on Twitter………3

Figure 1.2 Examples of Fan-War case by ARMY and Blink on Twitter……………………………………………………………….6

Figure 2.1 Distribution of Social Media Users Around the World………………30

Figure 2.2 Twitter Audience Overview…………………………………………33

Figure 4.1 Twitter’s Logo………………………………………………………47

Figure 4.2 BTS Fans, ARMY’s Logo………………………………………………50

Figure 4.3 Account of @indomyfess and @BTSARMYID as representative of INDOMY…………………………………………………………52

Figure 4.4 The Feature of Mute Word on Twitter………………………………94

Figure 4.5 INDOMY ask Another ARMY to Ignore the Fan-War…………….95

Figure 4.6 INDOMY do Reports and Blocks over the Tweets and the Account that Lead the Fan War…………………………………………………..96

Figure 4.7 Big Hit Entertainment Take Legal Action Against Malicious Activities……………………………………………………………………97

Figure 4.8 Clarification Data of BTS’s Award……………………………………98

Figure 4.9 Figure 4.9 a big account of ARMY that expose the malicious activity……………………………………………………………………101
TABLE OF CHARTS

Chart 4.1 The Results of The Interviews. Source: Data Processed by Researcher

..........................................................82

https://lib.mercubuana.ac.id/