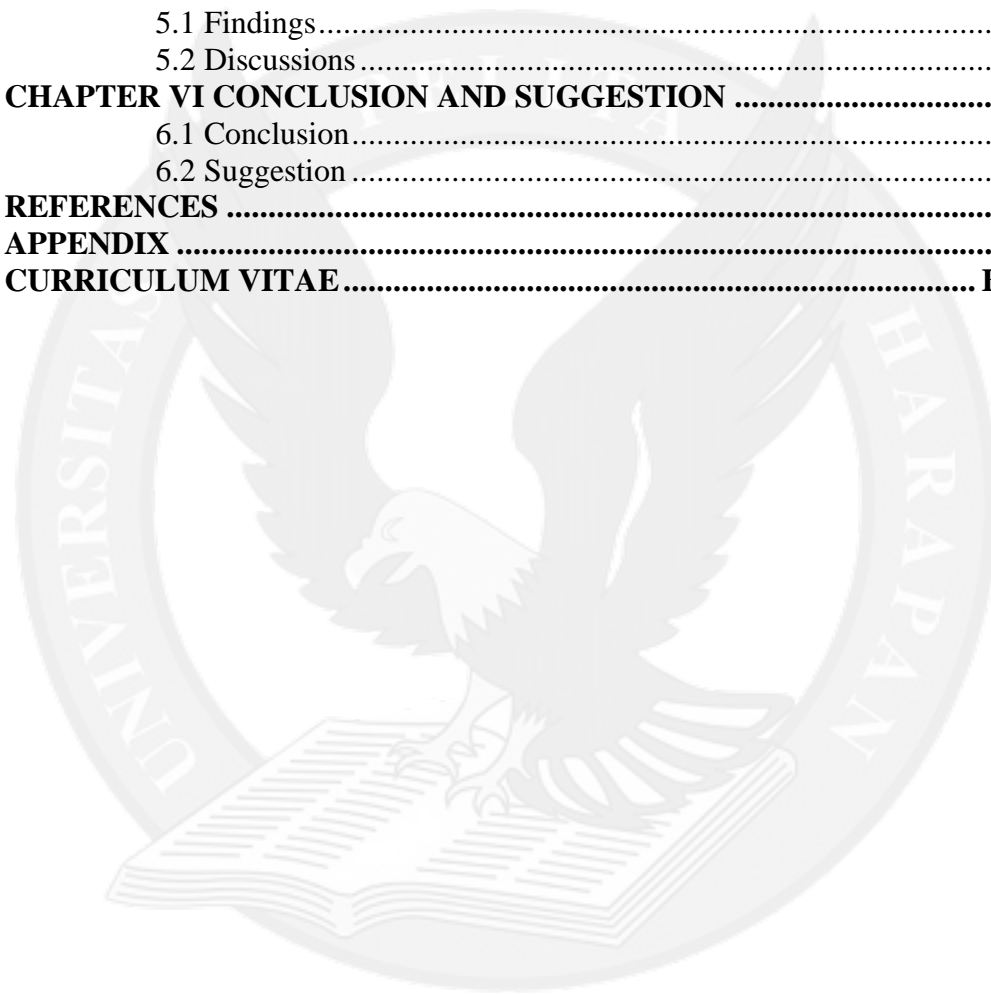


TABLE OF CONTENTS

	Page
TITLE PAGE	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
ADVISOR’S APPROVAL SHEET	iii
FINAL PROJECT EXAMINER’S APPROVAL	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	x
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDIXES	xiv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Identification.....	4
1.3 Statement of the Problem	6
1.4 Purpose of the Study	6
1.5 Significance of the Study	6
1.6 Organization of the Study	7
CHAPTER II OBJECT AND SUBJECT OF STUDY	8
2.1 Object of Study	8
2.1.1 An Overview of KPOP 4 Planet.....	8
2.1.2 KPOP 4 Planet’s Twitter Account (@kpop4planet)	10
2.2 Subject of Study.....	21
2.2.1 KPOP 4 Planet’s Organizers	22
CHAPTER III LITERATURE REVIEW	24
3.1 Mass Communication	24
3.2 Mass Media	27
3.3 New Media	29
3.3.1 Social Media	34
3.4 Online Activism.....	37
3.4.1 Twitter and Activism	38
3.4.2 Fan Activism	40
3.5 Participatory Culture	42
3.6 State of the Art.....	46
3.6.1 Previous Studies on Online Activism.....	46
3.6.2 Previous Studies on Fan Activism.....	48
3.6.3 Previous Studies on Participatory Culture	51
3.7 Theoretical Framework	53
CHAPTER IV METHODOLOGY	54
4.1 Research Approach	54
4.2 Research Design	56

4.3 Data Collection Technique.....	58
4.4 Unit of Analysis.....	60
4.5 Key Informants.....	61
4.5.1 Key Informants' Criteria.....	61
4.5.2 Key Informants' Profile.....	61
4.6 Data Reliability Test.....	63
4.7 Data Analysis Method.....	65
4.8 Research Constraint.....	68
CHAPTER V RESEARCH FINDINGS AND DISCUSSION.....	70
5.1 Findings.....	70
5.2 Discussions.....	94
CHAPTER VI CONCLUSION AND SUGGESTION.....	105
6.1 Conclusion.....	105
6.2 Suggestion.....	107
REFERENCES.....	108
APPENDIX.....	A-1
CURRICULUM VITAE.....	B-201

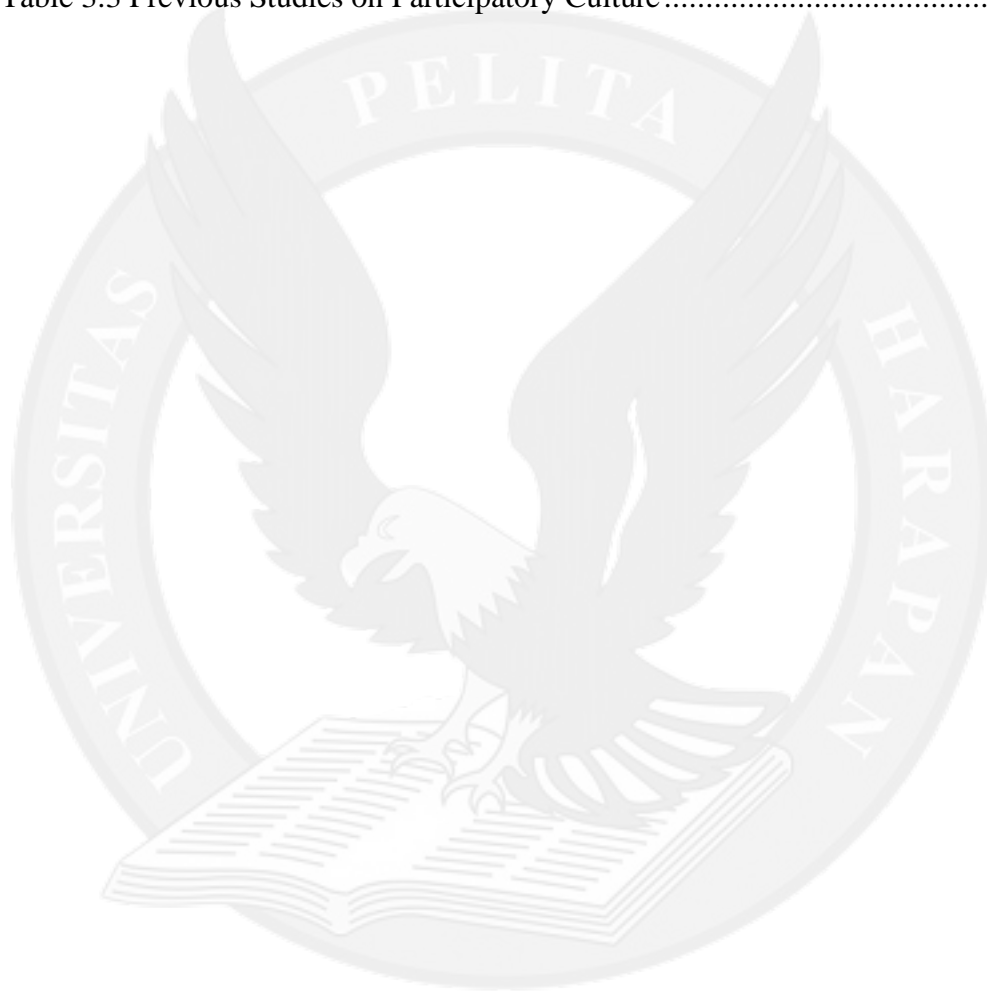


LIST OF FIGURES

	page
Figure 2.1 KPOP 4 Planet Article Published by The Korea Times.....	10
Figure 2.2 KPOP 4 Planet’s Twitter Profile.....	11
Figure 2.3 @kpop4planet Post on Bulk-Buying Album.....	12
Figure 2.4 EXO-L Indonesia’s Fundraising Initiatives.....	13
Figure 2.5 Fandom of the Week – CARAT	14
Figure 2.6 KPOP 4 Planet x Elf Indonesia Fundraising Webinar	15
Figure 2.7 KPOP 4 Planet’s Post on BLACKPINK as UN’s Climate Change Advocates	16
Figure 2.8 KPOP 4 Planet’s Post on Weeekly	16
Figure 2.9 KPOP 4 Planet’s Twitter Post for #Tokopedia4Bumi Campaign.....	18
Figure 2.10 @kpop4planet and @Blink_OFCINDO Giveaway Project.....	19
Figure 2.11 #NoKPOPonADeadPlanet Campaign on Twitter.....	20
Figure 2.12 #ButterBeach Campaign on Twitter.....	21
Figure 3.1 McLuhan’s Mass Media Evolution.....	29
Figure 3.2 Theoretical Framework	53
Figure 5.1 KPOP 4 Planet collaboration with @TheProdigyLeD.....	80
Figure 5.2 @army_cavite Post on #SaveButterBeach Campaign	81
Figure 5.3 @iKON_INTL Post on #NoKPOPonADeadPlanet Campaign	83

LIST OF TABLES

	page
Table 3.1 Previous Studies on Online Activism.....	46
Table 3.2 Previous Studies on Fan Activism	48
Table 3.3 Previous Studies on Participatory Culture	51



LIST OF APPENDIXES

	page
APPENDIX A	1
Research Interview Permit (Key Informant NS)	1
Thesis Monitoring Form	3
APPENDIX B	1
Interview Guidelines.....	1
Interview Transcript (Key Informant NS).....	3
Interview Transcript (Key Informant XG).....	41
Coding.....	78
Reflection (Key Informant NS).....	81
Reflection (Key Informant XG).....	115
Open Coding (Key Informant NS).....	144
Open Coding (Informant XG).....	162
Axial Coding.....	173
List of Figures.....	185
List of Tables.....	194
Turnitin Result.....	200

