

## **ABSTRACT**

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### **FAN LOYALTY MAINTENANCE OF NCT BOYBAND FANDOM THROUGH K-POP FAN CULTURE OF MERCHANDISE COLLECTION PRACTICES**

(xiv + 111 pages: 9 pictures; 17 tables; 12 attachments)

Keywords: Fan Culture, Fan-Produced Merchandises, Merchandise Collection, NCT Boyband, NCTzen, Participatory Culture, Photocard Trading

Korean Pop has been a leading cultural product of South Korea and has gained attention from worldwide audience due to the widespread of mass communication. Fans seem to have enthusiasm and attachment to idols through collectible items. Fans of NCT boyband or known as NCTzen develop a fan culture of merchandise collection through practices of photocard trading and fan-produced merchandises which are manifestations of participatory culture. Therefore, this research attempts to describe how merchandise collection practices are conducted as a manifestation of K-pop fan culture of NCTzen in Indonesia.

This research employs qualitative method using descriptive approach. Data collection is performed through in-depth interviews, non-participant observations, and journal reviews. Informants are two Indonesian female fans of NCT boyband between 19-21 years old who has become NCTzen for at least one year.

From this research, the process of merchandise collection practices includes photocard trading and fan-produced merchandises as manifestations of fan participatory culture which depict the presence of fan loyalty. Photocard trading activities are driven by feelings of affection, sense of ownership, support, and contributions of NCTzen. Fan-produced merchandises involve artistic expression, access to resources, voluntary character, and the use of value metrics by fans of NCT boyband.

Reference: 114 (1949-2022)

## ABSTRAK

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### **PEMELIHARAAN LOYALITAS PENGGEMAR *FANDOM BOYBAND NCT* MELALUI BUDAYA PENGGEMAR K-POP DARI PRAKTIK KOLEKSI *MERCHANDISE***

(xiv + 111 halaman: 9 gambar; 17 tabel; 12 lampiran)

Kata kunci: *Boyband NCT*, Budaya Partisipatif, Budaya Penggemar, *Fan-Produced Merchandises*, Koleksi *Merchandise*, *NCTzen*, *Photocard Trading*

*Korean Pop* telah menjadi produk budaya terkemuka Korea Selatan dan telah mendapat perhatian dari khalayak di seluruh dunia karena meluasnya komunikasi massa. Penggemar tampaknya memiliki antusiasme dan keterikatan pada idola melalui barang-barang koleksi. Penggemar *boyband NCT* atau yang dikenal dengan *NCTzen* mengembangkan budaya penggemar koleksi *merchandise* melalui praktik *photocard trading* dan *fan-produced merchandises* yang merupakan manifestasi dari budaya partisipatif. Oleh karena itu, penelitian ini bertujuan untuk mendeskripsikan bagaimana praktik pengumpulan *merchandise* dilakukan sebagai manifestasi budaya penggemar K-pop pada *NCTzen* di Indonesia.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui wawancara mendalam, observasi non-partisipan, dan tinjauan jurnal. Informan penelitian ini adalah penggemar *boyband NCT* di Indonesia berjenis kelamin perempuan dengan usia 19-21 tahun yang telah menjadi *NCTzen* minimal selama satu tahun.

Dari penelitian ini, proses praktik pengumpulan *merchandise* meliputi *photocard trading* dan *fan-produced merchandises* sebagai bentuk budaya partisipasi penggemar yang menggambarkan bentuk loyalitas penggemar. Kegiatan *photocard trading* didorong oleh perasaan kasih sayang, rasa memiliki, dukungan, dan kontribusi oleh *NCTzen*. *Fan-produced merchandises* meliputi ekspresi artistik, akses ke sumber daya, kesukarelaan, dan penggunaan metrik nilai oleh penggemar *boyband NCT*.

Referensi: 114 (1949-2022)