

SKRIPSI

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

Written as a partial to fulfillment of the academic requirements
to obtain the degree of *Sarjana Ilmu Komunikasi*

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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS PELITA HARAPAN
JAKARTA
2022**