

## ABSTRAK

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### **BUDAYA PARTISIPATIF FANDOM NCTZEN DALAM MENYUARAKAN BOIKOT STARBUCKS SEBAGAI BENTUK GERAKAN BDS MELALUI AKUN @NCTZENHUMANITY**

(xiii + 126 halaman: 52 gambar; 3 lampiran)

Kata Kunci: *Participatory Culture*, *Fan Activism*, *Fandom*, Gerakan BDS, Netnografi

Budaya populer berkembang pesat di era globalisasi, didukung media massa dan media sosial yang memfasilitasi munculnya fandom sebagai komunitas penggemar aktif. Fandom K-Pop, termasuk NCTzen, tak hanya mengonsumsi budaya populer tetapi juga berpartisipasi dalam *fan activism*, seperti gerakan boikot *Starbucks* sebagai bentuk Gerakan Boikot, Divestasi, dan Sanksi yang ditujukan kepada merek yang berafiliasi dengan pihak yang melakukan genosida di Palestina, yaitu Israel. Melalui media sosial X, khususnya akun @nctzenhumanity, NCTzen menyuarkan protes, menggalang dana, dan mengedukasi publik untuk memboikot. Penelitian ini bertujuan untuk melihat bentuk-bentuk *participatory culture* dalam fandom NCTzen yang menyuarkan gerakan boikot *Starbucks* dengan menggunakan konsep *participatory culture*.

Pendekatan kualitatif dengan metode netnografi digunakan dalam penelitian ini, yang pengumpulan datanya dilakukan melalui analisis postingan dan komentar pada akun @nctzenhumanity.

Hasil penelitian menunjukkan bahwa budaya partisipatif NCTzen yang menyuarkan gerakan BDS melalui akun @nctzenhumanity mencakup empat aspek, yaitu: *affiliations* (penggunaan komentar dan *hashtag* sebagai tanda keanggotaan), *expressions* (konten kreatif edukatif untuk mengajak partisipasi), *collaborative problem solving* (kerja sama dalam penggalangan dana dan visibilitas *hashtag*), dan *circulation* (penyebaran informasi melalui QRT serta platform berita dan donasi).

Referensi: 90 (1975-2024)

## ABSTRACT

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### **PARTICIPATORY CULTURE OF NCTZEN FANDOM IN ADVOCATING STARBUCKS BOYCOTT AS A BDS MOVEMENT THROUGH @NCTZENHUMANITY**

(xiii + 126 pages: 52 pictures; 3 appendices)

Keywords: Participatory Culture, Fan Activism, Fandom, BDS Movement, netnography

Popular culture has rapidly developed in the era of globalization, supported by mass media and social media that facilitate the emergence of fandoms as active fan communities. The K-pop fandom, including NCTzen, not only consumes popular culture but also participates in fan activism, such as the Starbucks boycott movement, which is part of the Boycott, Divestment, and Sanctions (BDS) movement aimed at brands affiliated with parties involved in the genocide in Palestine, namely Israel. Through social media X, particularly the @nctzenhumanity account, NCTzen voices protests, raises funds, and educates the public to join the boycott. This study aims to explore the forms of participatory culture within the NCTzen fandom, which advocates for the Starbucks boycott using the concept of participatory culture.

The research uses a qualitative approach with a netnographic method, collecting data through the analysis of posts and comments on the @nctzenhumanity account.

The results of the study show that the participatory culture of NCTzen, advocating for the BDS movement through the @nctzenhumanity account, includes four aspects: affiliations (the use of comments and hashtags as markers of membership), expressions (creative, educational content to encourage participation), collaborative problem-solving (collaboration in fundraising and hashtag visibility), and circulation (the spread of information through QRTs, as well as news and donation platforms).

References: 90 (1975-2024)