

Utilization of Hashtags and Hashtag Hijacking as a Means of Endorsing by K-pop Stans: Analysis on #APOLOGIZETOJISOOTcCandler Hasht = Penggunaan hashtag dan hashtag hijacking sebagai sarana mendukung oleh K-pop stans: Analisis pada #APOLOGIZETOJISOOTcCandler hashtag

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Abstrak

One popular domain on social media is fandom activity, where people gather to enthuse their favourite idol. One of the most famous fandoms belongs to Kpop stans, where they include members from many diverse countries and continents. Kpop fandom Twitter gained popularity after attempting drowning racist hashtags by posting Kpop contents during #BlackLivesMatter movement. Kpop fans seem to utilise hashtags and mention other Twitter users in their Tweets that contain worldwide trends. An example is #APOLOGIZETOJISOOTcCandler hashtag that was made popular to support Blackpink's oldest member, Kim Jisoo. This research explores how Kpop stan Twitter utilises hashtag and hashtag hijacking on Twitter to endorse their idols. Using theory from Rauschnabel, Sheldon, & Herzfeldt regarding the ten motivations for users to use a hashtag. In addition to that, theory from Xanthopoulos, Panagopoulos, Bakamitsos & Freudmann regarding three motivations for users di hijack a hashtag will be implemented as well. Through primary research method using netnography, an online research method to understand social interaction in digital communications contexts, it is found that Blackpink's fandom hashtag was driven by five motivations. Also, it is found that the hashtag hijacking was utilised to endorse different idol.