

# Praktik Penggemar K-Pop antar Generasi dalam Aktivitas Fangirling/Fanboying di Media Sosial = Intergenerational K-Pop Fan Practices in Fangirling/Fanboying Activities on Social Media

Fannisa Shafira Ridfinanda, author

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## Abstrak

Skripsi ini membahas tentang praktik-praktik yang dilakukan oleh Kpopers antar generasi dalam menjalani aktivitas fangirling/fanboying dunia K-Pop di media sosial. Metode yang digunakan untuk penelitian ini adalah wawancara mendalam bersama dengan enam subjek dan observasi media sosial. Kpopers yang masih aktif menjalani aktivitas fangirling/fanboying di media sosial terbagi menjadi Kpopers generasi 2, generasi 3, dan generasi 4. Pembagian generasi antara Kpopers kerap menimbulkan perbedaan pemahaman dan gesekan ketika menjalani aktivitas fangirling/fanboying yang akhirnya menimbulkan stigma tersendiri untuk Kpopers di setiap generasinya. Hasil penelitian menunjukkan memang terdapat stigma karena perbedaan media teknologi dan budaya yang diterima oleh masing-masing Kpopers saat aktif mengemari dunia K-Pop, tetapi mereka tetap memiliki motivasinya masing-masing yang tertanam dalam diri yang terkadang tidak mencerminkan stigma dari setiap generasinya.

.....This paper discusses the practices carried out by intergenerational Kpopers in carrying out fangirling/fanboying activities in the K-Pop world on social media. The method used for this research is in-depth interviews with six subjects and social media observations. Kpopers who are still actively carrying out fangirling/fanboying activities on social media are divided into 2nd generation, 3rd generation, and 4th generation. The generational division between Kpopers often creates differences in understanding and friction when undergoing fangirling/fanboying activities, which ultimately creates a stigma for Kpopers based on their generation. The results of the study show that there is indeed a stigma due to the differences in technology and cultural media received by each Kpopers when they are actively involved in the K-Pop world, but they still have their motivations that are embedded in themselves which sometimes do not reflect the stigma of each generation.