



## FORMS OF SUPPORT AND NEW HABITS AS K-POP FANS: IMPLICATIONS OF K-POP CULTURE ON THE LIFESTYLES OF FANS

Pricillia Haneyta Arisandi<sup>1</sup>, Tangguh Okta Wibowo<sup>2</sup>, Janese Odelia Candra<sup>3</sup>, Patricia Zarzycka<sup>4</sup>, Dimas M Joseph<sup>5</sup>

<sup>1,2,3,4,5</sup>Faculty of Communication Science, Universitas Multimedia Nusantara  
Corresponding E-mail: [tangguh.okta@umn.ac.id](mailto:tangguh.okta@umn.ac.id)

### Abstract

One of the most popular cultures today is the Korean culture. The phenomenon of the increasing popularity of Korean culture in the global sphere is referred to as the Korean Wave or Hallyu. The Korean Wave has brought international popularity to Korean dramas, food, fashion, makeup, and music. It has significantly increased the number of Korean fans around the world. In this context, research has been conducted to determine the impact of K-Pop media consumption on K-Pop fans. Specifically, the research focuses on the consumption patterns of products used by K-Pop idols. This research is expected to provide insight into the lifestyles of K-pop fans and how certain fans can influence the consumption of products used by their idols. The research is conducted using a descriptive phenomenological method, which uses a qualitative approach. This research highlights the changes in habits and new actions taken by K-pop fans as a form of support for their idols. Many K-pop fans are willing to spend a considerable amount of money to purchase K-pop goods and merchandise as a form of support. This research makes an important contribution to understanding how K-pop culture affects and shapes the lives of its fans.

**Keywords:** *Korean Culture; K-pop fans, idol support, Lifestyle, changing habits*

### 1. INTRODUCTION

The K-Pop phenomenon started a few years ago and continues to grow, showing no signs of slowing down. Predictions show that the popularity and fanaticism surrounding K-Pop is on the rise. What started with a small number of fans has now grown rapidly to include a diverse range of people from different societal backgrounds (Bangun, 2019). The Korea Foundation's 2018 Global Hallyu Status Report revealed that there are 89.2 million Korean Wave fans spread across 113 countries, with about 70 million of them located in Asian countries (Handayani, 2019). K-pop or Korean Pop is a genre of pop music originating from South Korea that has skyrocketed in popularity in the significant global realm in recent years. The term K-pop is now not only associated with the genre of music, but also describes the entire South Korean music industry which includes many music groups, solo singers, vocal groups, and dancers. Since the 2000s, popular dramas such as 'Full House' and 'Winter Sonata' have developed Korean culture in Indonesia. However, its popularity skyrocketed after the drama 'Boys Before Flowers' successfully gained attention in 2008. This drama became the main trigger that opened the door to Hallyu (Korean cultural wave) and allowed K-Pop to dominate the market in Indonesia (AnalisaDaily, 2019). In connection with the Korean Wave, K-Pop experienced a very sharp increase in popularity. The Korean Wave, also known as Hallyu, is a global phenomenon that involves the spread of South Korean popular culture to different parts of the world. The Korean Wave has successfully attracted the interest of fans around the world through the rapid development of K-pop, K-drama, and the South Korean entertainment industry.

K-dramas have stolen the show with unique stories such as zombie dramas set in a Korean environment, as well as more traditional stories such as love stories, but with a unique twist that characterizes K-dramas. K-dramas also prove to the whole world that there are impressive acting skills of Korean actors within Korea that were only revealed to the rest of the world with the Korean Wave. The rapid development in the use of communication media, especially social media, is often cited as the cause of the Korean Wave for K-pop. K-Pop content circulating on social

media such as fan blogs, video sharing websites (Youtube), as well as text-based social media, images, and short videos (Instagram, Tiktok, Twitter, Facebook) is the main way K-Pop is circulating in the global world (Jung, 2014). K-pop is commonly known for its energetic musical style, intricate choreography, and sophisticated music production. K-pop songs often have unique catchy melodies, memorable choruses, and musical styles that are a mix of pop, hip-hop, electronic, and R&B elements. These music videos usually feature choreographed dances that are typical of K-pop. In addition to the music, K-pop is also known for the presence of idols or celebrities who are members of music groups. K-pop groups usually consist of several members who are managed by entertainment agencies. These members often undergo rigorous training in singing, dancing, and even physical training before their debut. This is done to ensure that K-pop "idols" are role models who are talented in dancing and singing and have a good physique to make people idolize them. They also tend to have a very enthusiastic fan base known as a "fandom. K-pop fans are known to have a neat and systematic fandom, with official fan club names, fandom colors, and now light sticks, official fan club recruitment, privileges, and merchandise for each group (Bangun et al., 2022).

K-Pop has managed to attract attention around the world, especially in Asia, North America, Latin America, and Europe. Some of the internationally renowned K-pop groups include BTS, BLACKPINK, EXO, TWICE, GOT7, and more. K-pop has also become a popular culture phenomenon with widespread influence in fashion, hairstyles, dance, and other trends. (Leung, 2012). One of the largest global censuses with more than 500,000 participants from BTS fandom, it was found that 170,379 (30.30%) of the respondents were under 18 years old and 301,566 (53.63%) were 18 - 29 years old. Therefore, it can be generalized that K-Pop fans are mostly still in the age range of the Gen Z generation (BTS Army Census, 2022). Generation Z, which is the majority of K-Pop fans, is a generation that uses social media a lot. K-pop is entertainment that spreads quickly on social media, so K-pop is a hit among Gen Z who seek entertainment on social media. This is supported by Evita et al. (2023), which found that the main purpose of using media is to seek entertainment.

After recognizing the background of why K-pop can enter popular culture (pop culture), important questions arise about the impact of K-pop media consumption. Especially for K-pop fans, who are frequent consumers of K-pop media. An interesting study that prompted us to research K-pop fans was the study "Celebrity Endorsements and Brand Attitudes Toward Buying Interest" by Ramadhani and Insani. The result of this study is that celebrity endorsements do not have a significant impact on the purchase interest of a product. This research also suggests that this is due to the fact that celebrities are not appropriate for the product they are endorsing and therefore fail to persuade consumers to buy. (Ramadhani & Insani, 2023). Furthermore, we found contradictory cases where the use of K-pop celebrity endorsements, such as McDonald's with BTS Meal, managed to increase sales. When observed, BTS does not have a close relationship with McDonald's, cooking, or food. However, BTS was able to persuade consumers to buy BTS Meal. K-pop not only creates fanaticism among fans, but also attracts the attention of brands in Indonesia, which take advantage of the popularity of Korean idols as endorsers and brand ambassadors (Azizah, 2021). Even many BTS fans filled McDonald's stores and were willing to wait a long time just to buy a BTS meal. Based on the above description, researchers conducted a study on how individuals as certain Kpop fans can influence the consumption of products used by characters they like. Furthermore, this paper hopes that the findings on the consumption patterns of K-pop fans in this study can provide insight into the lifestyles of K-pop fans.

## **2. LITERATURE REVIEW**

Research on Kpop fans has been done a lot. Researchers try to present some previous research that is in accordance with this study. Research from Yu Jin Kim, Jieun Lee, and MiYoung Lee (2018) uses a quantitative approach and aims to investigate the purchasing behavior of



consumers interested in K-Pop idol-themed goods in Korea. The study divided the sample based on their spending on idol items, and found significant differences in terms of item price, practical features, and rarity of idol-themed items purchased. Subsequent research by Nur Ayuni Mohd Jenol and Nur Hafeeza Ahmad Pazil (2020). This study uses a qualitative approach and aims to investigate the influence of K-pop on the mental well-being and identity of fans, focusing on the concept of escapism and the meaning of being a fan. The results showed that the interaction between fans and their idols is not only one-way, but also has a positive impact on the mental well-being of fans. The research also revealed that being a K-pop fan means more than just loving the genre and provides a means for fans to "escape" from the realities of everyday life. In addition, the study shows that K-pop fans can play the role of active producers and content creators, which contradicts the common view that fans are only passive in their relationship with idols.

Third research from Cendera (Bangun, 2019). The research shows that consumers of popular culture, such as fans of K-pop artists, not only consume popular content, but also create new artifacts. BTS fans actively participate in participatory culture by creating content such as cover dances on Youtube, fan fiction on Wattpad, and registering as official members on their idol's websites. They use various aspects of participatory culture, such as belonging, expression, collaboration, and dissemination, both individually and collectively. Jenkins emphasizes the importance of participatory culture in shifting attention from "duplicating" texts to exploring fan communities as social actors in the realm of new media. This shows how their collective agency makes them powerful actors in contemporary media culture, not only in terms of personal enjoyment, but also in terms of broader processes at both individual and collective levels.

Based on several previous studies, there are some interesting aspects to the relationship between fans and K-pop. The first study in 2018 examined the purchasing behavior of consumers interested in K-pop idol-themed items in Korea and found significant differences in terms of product price, practical features, and rarity of idol-themed items purchased. The second study explored the influence of K-pop on fans' psychological well-being and identity, emphasizing the concept of escapism and the meaning of being a fan. The results showed that the interaction between fans and their idols has a positive impact on the mental well-being of fans, and that being a K-pop fan has a deeper meaning than just loving the music genre. In addition, the study also shows that K-pop fans can play the role of active producers and content creators, which contradicts the common view that fans are only passive in their relationships with idols. A third study in 2019 showed that K-Pop fans actively participate in participatory culture by creating content such as cover dances and fan fiction and using their collective agency as strong players in contemporary media culture. This shows that the relationship between fans and K-Pop is not just about consuming products and content, but also involves active participation and collaborating within the fan community.

## 2.1 Korean Wave

The Korean Wave is a term that is used to refer to the spread or popularity of South Korean culture throughout the world. The Korean Wave, or also known as Hallyu, began to emerge in the early 20th century, where Korean culture began to enter using aspects of their drama and music, which paved the way for Koreans to spread their culture and can even be said to be a very global culture today. The Korean Wave encompasses various aspects of South Korean culture, including music, television dramas, movies, food, fashion, and beauty. Almost all these aspects are very famous in the world, especially their music known as K-pop, if in the past almost all music was dominated by Western music, now K-pop has also become very global to match Western music (Kim, 2014). The emergence of the Korean Wave has also brought great changes to South Korea, especially in terms of the economy, the increasing popularity of Korean culture in the world has made the interest in buying Korean products in the global market increase. The tax that the government gives to labels or agencies that house idols and actors is certainly not small, especially to agencies that are already large in South Korea (Kim, 2022). The entry of Korean cultures also

makes the world community make South Korea one of the destinations that must be visited while on vacation. In order to promote South Korean culture to the world, the Korean government has created cultural programs such as Korean language, K-pop concerts, South Korean film festivals, and so on. It aims to increase the popularity of South Korean culture and attract foreign tourists to visit and learn about South Korean culture.

Korean Wave in addition to spreading South Korean culture certainly also has an impact on the world community, the spread of South Korean culture has a significant impact on the lifestyles and consumption patterns of the global community. This is because when a new culture enters society and the culture is well accepted by the community, a new lifestyle is created, which also has an impact on the consumption patterns of society, especially people who really like South Korean culture. People who are consciously or unconsciously influenced by the Korean Wave, their lifestyle and consumption patterns will change over time as they begin to like and follow South Korean culture. Consumption patterns are the behavioral patterns of an individual or group in the purchase and use of goods or services. In the realm of consumption patterns, there are various aspects such as product preferences, frequency of purchase, brand choice, place of purchase and reasoning that influence the purchase decision. The motivation behind a consumption pattern can be influenced by factors such as culture, personal values, lifestyle, media influences, and economic conditions. Other factors that influence consumption patterns include income, education, and social status. (Schiffman & Wisenblit, 2019).

Consumer behavior consists of several stages or steps in the decision-making process. The stages generally include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumer behavior can vary. Some consumers engage in extensive pre-purchase research and evaluation, while others rely directly on repeat orders or impulse purchases, depending on the product or situation. Schiffman and Wisenblit (2019) also add that technology has become a consumption pattern for consumers. With the advent of e-commerce platforms and mobile apps, consumers can easily search, compare, and purchase products online. Social media and influencers or celebrities can also influence consumer preferences with promotional content and product recommendations. In addition, technology gives consumers greater access to share their shopping experiences with other consumers and provide feedback to brands or manufacturers. This allows consumers to take a more active role in the purchasing process.

This consumed product relates to a lifestyle. A lifestyle is a pattern of behavior and daily preferences of an individual or group that reflects the values and social factors that influence them. Lifestyles include diet, physical activity, hobbies, consumption, style, and social interaction. In the realm of sociology, lifestyle can play an important role in shaping the social identity of individuals and groups, as well as influencing their social position in society. Lifestyle also has an impact on individual patterns of consumption, expenditure, and resource allocation (Giddens & Sutton, 2021).

### **3. RESEARCH METHODS**

#### **3.1 Method Study**

This study uses the constructivist paradigm. Within the constructivist paradigm, knowledge is formed by researchers through subjective interpretations of the world. Through these interpretations, these researchers will build knowledge from their own interpretation of the reality of the world around them, which in the case of this study appears in the form of the K-pop phenomenon. Therefore, the focus of this study is on the researchers' subjective understanding and experience of the K-pop phenomenon, especially in their consumption patterns and lifestyles as K-pop fans. The subjects of this study are the K-pop fans listed in Table 1. Researchers will examine the effects of the K-pop phenomenon on the lifestyles and consumption patterns of K-pop fans. Therefore, the researchers will focus on their experiences and perspectives as fans to find out the impact of K-pop on their lifestyles and consumption patterns.



The study used descriptive phenomenological methods, which is a qualitative approach. Phenomenological research is a type of research that explains reality based on the experiences of those who experience that reality. While descriptive qualitative research is a research approach that examines social phenomena or human behavior in depth. It is called a method because the principles of phenomenology provide practical guidance on how to arrive at the truth, understand reality as it really is, and approach human life in a unique and subjective way (Main et al., 2018, p. vii). In this approach, the data collected is detailed data in the form of interviews, observations, and literature studies. This data is then interpreted by researchers comprehensively into a concept or understanding. Because research is descriptive, the results of this study need to be able to describe a phenomenon systematically. Data collection techniques used in this study are interviews, observations, and literature studies. Interviews are a key data collection technique, as they are important for getting detailed firsthand experience from fans. In addition, researchers use secondary data that is used to search for literature that can strengthen research ideas. Research informants are presented in Table 1. Researchers make informant names written with initials to maintain the privacy of each informant.

**Table 1** List of informants

No.	Name	Gender	Age	Detail
1	ZA	Female	20	Bachelor
2	AS	Female	18	Bachelor
3	ID	Female	17	Bachelor
4	JW	Male	24	Worker

#### 4. RESULTS AND DISCUSSION

The purpose of this study is to examine the phenomenon of K-pop fans' lifestyles and consumption patterns, as well as the changes that occur in both during the process of becoming a K-pop fan. The research includes the lifestyles and consumption patterns of K-pop fans of different ages, locations, gender, and fandoms. The study wanted to examine the relationship between lifestyle changes and consumption patterns, as K-pop fans are often perceived as loyal fans of their idols. Some of the informants who were interviewed are as follows:

1. ZA is a 20-year-old student from Tangerang who is currently studying at a private university in Tangerang. She is a very enthusiastic K-pop fan who was first attracted to K-pop after seeing the group Blackpink, who were considered to be very talented and beautiful.
2. AS is an 18-year-old student from Jakarta who is currently studying at a public university. Agatha is a fan of K-pop, especially the group EXO. Her interest in K-pop started after watching a Korean drama with K-pop idol actors.
3. ID is a 17-year-old student from Central Jakarta who is currently studying in one of the private schools there. Ivana is a K-pop fan who loves the group EXO. She has some EXO related items and likes to talk about the group.
4. The last one is JW. A 24-year-old male worker who works in an office in Central Jakarta. John is a K-pop fan who is very fond of the girl group Redvelvet. He often buys items related to Redvelvet and listens to their songs.

**Table 2** Details of informants

No.	Initial	Gender	Age	Favorite K-pop Group	Reasons to Be a K-Pop Fan
1	ZA	female	20	Blackpink	Seeing Blackpink who is considered talented and beautiful.
2	AS	female	18	Exo	Influenced by Korean dramas with K-pop idols.
3	ID	female	17	Exo	Loves EXO and owns EXO stuff.
4	JW	male	24	Redvelvet	Loves listening to Red Velvet's songs and buying Redvelvet related stuff.

Details of these informants are presented in Table 2. This table shows what favorite groups the informants liked and the reasons why they became specific K-Pop Fans. The subjects of the study consisted of various K-pop fans who were variously selected to obtain different perspectives, with a total of four speakers being the main subjects of the study. Furthermore, various major themes found from the interview results are presented in the discussion section.

#### 4.1 The Motives of Being a K-pop Fan

Based on the data obtained from interviews with four sources of K-pop fans, it was found that all informants had similarities in the beginning of their acquaintance and interest in K-pop. They came to know K-pop through a variety of sources such as friends, relatives, and Korean dramas. When they start listening to K-pop songs, they are attracted by the songs that are pleasing to the ears, coupled with the attractive visual performances of K-pop idols. In addition, the perseverance and talent of the K-pop idols in practicing also attracted the attention of the informants, which caused them to have many supportive fans. The informants found their favorite K-pop idol groups after seeing the number of K-pop groups that exist. They like groups such as Blackpink, EXO and Redvelvet because their music is considered to be very good and the members are considered to be very talented, not just because of their attractive appearance. These idols are able to give something special to their fans, which is the main reason why informants decide to become K-pop fans.

In addition, this study also shows a connection between Korean waves and the phenomenon of K-pop fans. The rapid and widespread spread of Korean culture to various countries has made people all over the world know and receive information about Korean culture, including K-pop. Korean dramas and the popularity of K-pop music became important factors in introducing K-pop to informants. With the spread of Korean culture, informants eventually became interested in listening to K-pop music and became K-pop fans. The results of this study indicate that the phenomenon of K-pop fans is inseparable from the influence of the Korean Waves, which brought Korean culture to the world. The informants became K-pop fans because they were captivated by the charm and musical work of the idol groups they liked, which were influenced by the global spread of Korean culture.

#### 4.2 Self-Definition as a Fan

From the interviews with the informants, it was found that they interpreted themselves as K-pop fans with different characteristics. All of the informants define themselves as K-pop fans who will always support and enjoy the works of their idols in a variety of situations. They also feel a sense of obligation and responsibility to be loyal and supportive of their idols. In addition, the informants also gave different meanings and perceptions to the K-pop idols they supported. Some of them see the idols as figures who can be used as role models and who can exemplify the good side. K-pop idols become role models for the informants, and they try to emulate the positive sides



of the idols. Furthermore, all informants interpreted K-pop idols as figures who played an important role in their lives. That is, the presence of K-pop idols has a significant impact on shaping the identity and outlook of the informants' lives. In fact, one of the informants, JW, stated that he likes K-pop idols at a distance and enjoys the fruits of their works without the need for direct interaction. This shows that the informants have different ways of appreciating K-pop idols and their works.

Thus, the results showed that their identity as K-pop fans is different from their personal identity as individuals. As K-pop fans, they feel that they have a certain role and responsibility in supporting their idols. The interaction between idols and fans also gives meaning and representation to a special identity as a K-pop fan. All of this illustrates the complexity of the relationship between K-pop fans and their idols, and how it affects their meaning and identity as fans. The informants also interpreted themselves as K-pop fans who will continue to support their idols under all circumstances, enjoy their idols' works, and keep up with K-pop news. Then the informants also interpret the K-pop idols they support as people or characters who can be used as role models and can be imitated on the bright side. Then, there are informants who interpret K-pop idols as one of the characters who play an important role in their lives, and there are informants who interpret K-pop idols as people who are liked from afar to enjoy their works.

#### 4.3 Forms of Support as K-pop Fans

The research found that the informants, as K-pop fans, engaged in various activities and actions to support their idols. These activities include streaming music videos (MV's), listening to their idols' songs, and following the progress of their idols' activities. In the process of supporting their idols, the informants gradually formed new habits related to K-pop culture. The informants began to watch and listen to Korean songs more often, consume Korean food, and use social media to follow updates on the idol group's activities. In fact, some informants also claimed to have started using Korean as a means of expression. These things were originally done as a form of support and appreciation for the idols, but over time these actions became new habits and lifestyles for the fans. This research shows that being a K-pop fan not only affects the habits and activities of supporting idols, but also affects the informants' daily activities and lifestyles. They actively adapt to K-pop culture, including engaging in activities inspired by the lives and activities of K-pop idols. This reflects fans' sense of attachment and desire to follow in their idol's footsteps.

In addition, the study also highlights that some of the new activities that the informants engaged in came about because the K-pop idols that they supported were the first to do so. When fans saw their idols participating in various activities, they felt drawn to try to follow in their footsteps. This phenomenon shows that K-pop idols serve as role models for fans, and their activities can influence fans' activities and lifestyles. Overall, the study confirms that being a K-pop fan is not only about supporting idols, but also about forming new habits and lifestyles that are closely related to K-pop culture. The informants actively adapt to the K-pop world and feel connected to their idols through various activities. This phenomenon shows the strong influence and impact of K-pop culture in the lives of its fans.

#### 4.4 K-pop Fan Loyalty

By interviewing the informants, the study found that the informants, as K-pop fans, had different attitudes toward spending money to support their idols. Some informants were still a little reluctant, while others stated that they didn't mind spending money to support their K-pop idols. The informants had purchased a variety of items related to their idols, ranging from items that were considered important and useful to items that were considered less useful. They like to buy merchandise such as albums, posters, photo cards, etc. because these items are closely related to their idols and give them a sense of pleasure and happiness when they own these items.

K-pop fans are known to be very loyal and enthusiastic fans of their idols. This is reflected in the new consumption patterns that have developed as they have become K-pop fans. This changing

consumption pattern is a form of support and a form of expression of their love and loyalty to K-pop idols. Previously, their shopping habits may have been only for daily necessities, but as they become K-pop fans, they prefer to spend money to buy K-pop-related items. The results showed that K-pop fans are eager to get closer to their idols. Therefore, they are willing to spend money to buy concert tickets even if they are expensive. This reflects the level of loyalty and seriousness of the fans in supporting their idols. Overall, the study found that K-pop fans have a high level of loyalty to their idols. They did not hesitate to spend money to support their idols by purchasing various goods and concert tickets. This activity is not only a form of support, but also a way to express personal enjoyment and show their love for K-pop idols. This phenomenon confirms that the loyalty of K-pop fans cannot be doubted, and that they are willing to give their idols their full support, no matter how much money they have to spend.

## **5. CONCLUSION**

It can be concluded that the motivation to become a K-pop fan is influenced by various factors based on the results of the research through interviews with four sources of K-pop fans. Initially, the informants were interested in K-pop due to exposure from various sources such as friends, relatives, and Korean dramas. The pleasantness of listening to K-pop songs, the attractive visuals of K-pop idols, and their perseverance and talent in practicing were also factors that attracted the informants' attention. The study shows that the K-pop phenomenon can provide significant social and emotional experiences for fans. They feel connected to their idols and fellow fans through music and social media. The identity of K-pop fans has also become an important part of their lives, as they identify themselves as "K-pop fans" and show pride in their support. The loyalty of K-pop fans proved to be high, as most informants didn't mind spending money to support their idols by buying merchandise and concert tickets. K-pop fans want to get closer to their idols, and this activity is not only a form of support, but also an expression of personal enjoyment and love for K-pop idols. Many new things are being done by K-pop fans as a form of support for their idols. Many K-pop fans are willing to support their idols by spending a lot of money to buy K-pop goods and merchandise. Overall, this phenomenological study illustrates that the phenomenon of K-pop is not only entertainment, but also forms support and new habits as K-pop fans as K-pop culture affects fans' lifestyles. Thus, this study provides a deeper understanding of the motivations and experiences of being a K-pop fan, as well as the importance of the role of idols and Korean Waves in shaping the phenomenon of K-pop fans. The above suggestions are expected to provide input for the development of K-pop culture and the relationship between idols and fans.

## **ACKNOWLEDGEMENT**

The researchers would like to say thank to Universitas Multimedia Nusantara (UMN) for the support provided in this research.





## REFERENCES

- AnalisaDaily. (2019). Perkembangan K-Pop dari Masa ke Masa - AnalisaDaily.com. AnalisaDaily. <https://analisadaily.com/berita/arsip/2019/1/27/684397/perkembangan-k-pop-dari-masa-ke-masa/>
- Azizah, N. N. (2021). BTS Meal dan wajah K-pop dalam jenama ternama. Alinea.Id. <https://www.alinea.id/bisnis/bts-meal-dan-wajah-k-pop-dalam-jenama-ternama-b2c4B94eK>
- Bangun, C. R. (2019). Participatory Culture: A Study On Bangtan Boys Fandom Indonesia. KOMUNIKA: Jurnal Dakwah Dan Komunikasi, 13(2), 219–228. <https://doi.org/10.24090/komunika.v13i2.2539>
- Bangun, C. R., Kumaralalita, N., & Sukur, G. F. F. (2022). Studying Fandom Online: a Case Study of Twice and Stray Kids Fandom on Fan Fiction Practices of @Eskalokal and @Gabenertwice on Twitter. ASPIRATION Journal, 1(2), 200–219. <https://doi.org/10.56353/aspiration.v1i2.18>
- BTS ARMY CENSUS. (2022). Army Age Demographics. BTS ARMY CENCUS. Accessed from <https://www.btsarmycensus.com/2022-results/>
- Evita, N., Prestianta, A. M., & Asmarantika, R. A. (2023). Patterns of media and social media use in generation Z in Indonesia. Jurnal Studi Komunikasi, 7(1), 195–214. <https://doi.org/10.25139/jsk.v7i1.5230>
- Giddens, A., & Sutton, P. W. (2021). Sociology. Polity.
- Handayani, P. (2019). Korean Wave in ASEAN keeps going strong - World - The Jakarta Post. The Jakarta Post. <https://www.thejakartapost.com/news/2019/04/25/korean-wave-in-asean-keeps-going-strong.html>
- Jenol, N. A. M., & Pazil, N. H. A. (2020). Escapism and motivation: Understanding K-pop fans well-being and identity. Malaysian Journal of Society and Space, 16(4), 336–347. <https://doi.org/10.17576/geo-2020-1604-25>
- Jung, S. (2014). Youth, Social Media and Transnational Cultural Distribution: The Case of Online K-pop Circulation. In: Bennett, A., Robards, B. (eds) Mediated Youth Cultures. Palgrave Macmillan, London. [https://doi.org/10.1057/9781137287021\\_8](https://doi.org/10.1057/9781137287021_8)
- Kim, Y. (2014). The Korean Wave: Korean Media Go Global. Routledge.
- Kim, Y. (2022). The soft power of the Korean Wave: Parasite, BTS and drama. Routledge, Taylor & Francis Group.
- Kim, Y.J., Lee, J.E., & Lee, M. (2018). Purchasing Behavior of K-pop Idol Goods Consumers in Korea.
- Leung, S. (2012). Catching the K-Pop wave: globality in the production, distribution, and consumption of South Korean popular music.
- Main, A. M., Farid, M., Setyowati, N., Siahaan, S., Jatiningsih, O., Adib, M., Muwaffiqillah, M., & Rusmanto, J. (2018). Fenomenologi Dalam Penelitian ilmu Sosial (M. Farid & M. Adib (eds.)). Prenadamedia Group.
- Ramadhani, A., & Insani, N. (2023). Celebrity endorsements and Brand Attitudes Toward buying interest. International Journal of Social Science and Business, 7(2), 305–312. <https://doi.org/10.23887/ijssb.v7i2.47383>
- Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behavior. Pearson Education Limited.