
The Effect of K-Pop Fanaticism on Social Media Coverage @tanyakanrl's Twitter Account

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Abstract

In this article, a questionnaire was distributed to 62 respondents to explore the influence of this phenomenon on news at the @tanyarl autobase. The survey results showed that the majority (61.1%) of respondents agreed that this phenomenon has influenced an increase in reporting on the autobase account. This indicates that K-Pop fanaticism has created a shift in focus and news content. Thus, K-Pop fanaticism can contribute positively to the development of a more creative and innovative journalistic style. However, the pressure to produce content that captures the attention of K-Pop fans can lead to sensationalism and a loss of objectivity. Survey results show that some respondents feel that news on Twitter tends to be more subjective and not entirely accurate in its coverage of K-Pop. Additionally, it was also found that K-Pop can disrupt the balance and fairness of attention given to other topics on the platform. The dominance of K-Pop content on social media makes it difficult for other topics to receive the attention they deserve. Therefore, it is necessary to implement fact-checking mechanisms and promote critical thinking among social media users. Educating users about the assessment of news quality and the importance of topic diversity should be enhanced so that users can distinguish between trustworthy and untrustworthy news content.

Keywords: *Fanaticism, K-Pop, Autobase Twitter*

Abstrak

Dalam tulisan ini, kuesioner dibagikan kepada 62 responden untuk mengeksplorasi pengaruh fenomena tersebut terhadap berita di @tanyarl autobase. Hasil survei menunjukkan bahwa mayoritas (61,1%) responden setuju bahwa fenomena ini telah mempengaruhi peningkatan dalam pelaporan di akun autobase. Hal ini mengindikasikan bahwa fanatisme K-Pop telah menciptakan pergeseran dalam fokus dan konten berita. Dengan demikian, fanatisme K-Pop dapat memberikan kontribusi positif dalam pengembangan gaya jurnalistik yang lebih kreatif dan inovatif. Namun, adanya tekanan untuk menghasilkan konten yang mendapat perhatian dari penggemar K-Pop bisa mengarah pada sensasionalisme dan kehilangan objektivitas. Hasil survei menunjukkan bahwa beberapa responden merasa bahwa berita di Twitter cenderung lebih subjektif dan tidak sepenuhnya akurat dalam liputannya tentang K-Pop. Selain itu, ditemukan juga bahwa K-Pop juga dapat mengganggu keseimbangan dan keadilan perhatian terhadap topik lain di platform tersebut. Konten K-Pop yang mendominasi media sosial membuat topik lain sulit mendapatkan sorotan yang seharusnya. Oleh karena itu, perlu diterapkan mekanisme pengecekan fakta dan mendorong pemikiran kritis di kalangan pengguna

media sosial dengan mengedukasi tentang penilaian kualitas berita dan pentingnya keberagaman topik harus ditingkatkan, sehingga pengguna dapat membedakan antara konten berita yang dapat dipercaya dan yang tidak.

Kata kunci: Fanatik, K-Pop, Autbase Twitter

PENDAHULUAN

These are several studies relevant to this present topic. First, a study conducted by (Suminto and Alfarizi 2020) says that social media is also a participative form of its users, within which the user is considered creative so as to provide positive or negative comments. As well as being considered creative and able to give positive feedback or negative, social media too is considered important to provide contribution to the rise of technology communication and information with a purpose to facilitate the public in accessing some information. Second, a study conducted by (Yuniasti & Kusumastuti 2021) says that social media has many types and advantages. One of the social media that still exists today is Twitter. Third, a study conducted by (Jannatania et al. 2022) says that Twitter as a microblog has become a platform for disseminating and seeking information, even though the credibility of the account that provided the information and the contents of the information cannot be ascertained, but we can get a lot of information through this social media. At the time of its first release, namely in 2006, this Twitter platform received a lot of positive responses from its users.

Moreover, a study conducted by (Agoestin 2019) mentions that a phenomenon that is currently happening on Twitter is an account in the form of a base or called autbase twitter. Autbase comes from the words “Automatic” and “Fanbase” which function as a forum for followers to send questions on topic and anonymously via Direct Message. Through this base-based account, Twitter users can send any tweet anonymously or anonymously according to the type of base, such as a special base discussing topics related to food, beauty, a base discussing their favorite artist, or even a base on social issues and a special base. for questions, where followers can ask any questions.

A study conducted by (Rusiandi & Amelasasih 2022) says that in the world of music, Korean music is often referred to as K-Pop or Korean Pop which is currently very loved by teenagers. K-Pop or Korean Pop is broadly used to describe various types of music genres, namely pop, rock, R&B, hip-hop or a combination of existing musical genres. K-Pop or Korean Pop is synonymous with boy bands and girl bands who are under the auspices of music management and have an attractive appearance, proportional physique, and beautiful faces.

The difference between this study and other studies is that the research focused on this research focuses on the fanaticism of kpop fans that influence news on social media. This kpop fanaticism is a great opportunity for an account on social media Twitter with the username Tanyarlless to increase the fame of that account and attract an audience with the information it posts. In addition, the object chosen for this research is the Tanyarlless account where no studies have discussed the influence of fanatical fans on social media news.

This study chooses the subject of how news about kpop greatly influences the fanaticism of its fans. This study chose this subject because as journalism students it is important for us to know how big the impact of the news is if we are good at managing and choosing news topics that will later be disseminated to the public. Then the main problem is that the Tanyarlless account is not an account that discusses kpop, but because of the great influence exerted by fans, this account frequently discusses kpop.

TINJAUAN PUSTAKA

Furthermore, A study conducted by (Gunawan & Reigen 2023) states that the existence of a new media has various impacts for layers of society, both the positive impact due to its superiority and ease of use as well as the negative side due to content that is not and cannot be filtered properly. There is also another study conducted by (Rahardaya & Irwansyah 2021) states that various information is created and disseminated only to increase the popularity of the maker or disseminator of information. This creates unrest in the community and the importance of filtering information.

For the community, this research can be useful because it can be an opener of insight regarding information reported on social media where Twitter accounts that post interesting news will gradually become a public center. Then, the public can also know that there are lots of pros and cons responses from other social media users regarding accounts that discuss kpop-related matters.

The formulation of the problem of this research is:

Research Question 1: How does kpop fanaticism affect news on the @tanyakanrl autobase?

Research Question 2: What are the pros and cons of reporting on the @tanyakanrl autobase?

Research Question 3: What is the solution for securing rules in utilizing the @tanyakanrl autobase?

The basic theory of the experts that underlies this research is a theory that discusses what social media is. First, (Van Dijk in Nasrullah 2015) states that social media is a media platform that focuses on the existence of users that facilitates their activities and collaborations. Because of that social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. Second, according to (Putri et.al 2020) Social media is used by audiences to provide and receive entertainment and to show their existence through various available applications. The presence of social media provides the function of expanding human social interaction with other humans utilizing internet technology and websites, regardless of time, country and cost. Third, according to (Kartajaya and Setiawan 2012) New wave technology is the emergence of social media, social media expressive of which are blogs, twitter, facebook and many networking sites other social. Fourth, According to (Nasrullah 2016) In sociological theory, it is stated that media is basically social because media is part of society and aspects of society that are represented in the form of the technological devices used.

There is also a basic theory regarding the meaning of what K-Pop is. According to (Emilie 2012) K-pop is an extension of Korean Pop (Korean Pop Music), which is a type of popular music originating from South Korea. The talented young generation (composers, producers) have learned a lot about the global music scene by bringing change, and incorporating elements of their country in their creations. Korean pop centers on idol groups (usually teenagers) who have greater popularity than singers. A study conducted by (Saptoyo 2022) reports by Kompas.com, data from Twitter states that Indonesia is the country with the largest number of K-pop fans on Twitter for the past two years.

Furthermore the basic theory discusses the definition about fanaticism. First, according to (Robles 2013), fanaticism is described as an unconditional passionate obedience, excessive enthusiasm for a certain thing, stubborn, indiscriminate or using violent means. Second, according to (Oreover in Prakoso, 2013) fanatical is excessive enthusiasm and irrational about something existing, or devotion to a theory, belief, or line action determines attitude very emotional and mission practical knows no boundaries.

METODE

The selection of the object of this research was focused on the Twitter account @tanyarl which is an autobase account whose content discusses sharing information about things or real life. Of the several Twitter accounts, I decided to choose Tanyarl because that account, which was supposed to discuss daily life, instead started to turn to discussing K-Pop on its account, which ultimately made it controversial but resulted in the account becoming popular on Twitter.

In this study, quantitative research methods are utilized. Quantitative research is a data-driven approach that aims to measure and analyze social or human phenomena through numerical representation, statistical analysis, and objective observations. It seeks to quantify and provide statistical descriptions of the activities conducted and the effects of actions on individuals' lives.

Search respondents determined by purposive technique sampling, namely the technique of determining respondents with consideration of certain criteria that must be owned by individuals as respondents (Sugiyono, 2014). Data collection is done by giving distribution of questionnaires using google form with the criteria respondents in this study, namely:

1. Individuals with an age range of 15 to approximately 35 years
2. Individuals are active in social media
3. Have a twitter account
4. Following or knowing about @tanyarl's Twitter basethen the distribution of this questionnaire data is done online.

HASIL DAN PEMBAHASAN

Tanyarl is an automated base controlled by admins and robots to send automatic menfess or tweets containing unknown questions in everyday life. Tanyarl account was created in November 2020 and has 1,061,315 followers and 13,220 followers.

To find out how big the influence of fanaticism is on news on the Twitter base @tanyarl, the following are the results of the questionnaire that the researcher has distributed.

Table 1. Overview of The Results of The Questionnaire

No.	Pertanyaan	SS	S	TS	STS	Jumlah
1.	K-Pop fanaticism has influenced the increase in coverage on the account base @tanyarl?	16.1%	66.1%	-	17.7%	100%
2.	News about K-Pop becoming more dominant on social media because of the fanaticism of its fans?	48.4%	43.5%	8.1%	-	100%

3.	K-Pop fanaticism has an impact on increasing interaction and involvement of social media users in reporting about K-pop?	39.3%	54.1%	-	-	100%
4.	K-Pop fanaticism can affect the @tanyarl base account algorithm so that it displays more news about K-Pop?	19.4%	58.1%	21%	-	100%
5.	K-Pop fanaticism triggers an increase in the number of base account users @tanyarl who are interested in news about K-Pop?	12.9%	71%	16.1%	-	100%
6.	K-pop fanaticism expands the scope of K-pop coverage around the world through the base account @tanyarl?	16.1%	53.2%	27.4%	-	100%
7.	K-pop fanaticism affects the way journalists report news about K-pop on social media?	25.8%	64.5%	9.7%	-	100%
8.	Kpop fanaticism has an impact on the quality of reporting about Kpop on the base account @tanyarl?	22.6%	61.3%	16.1%	-	100%
9.	K-Pop fanaticism can affect the number of tweets related to K-Pop news on the base account @tanyarl?	16.1%	71%	11.3%	-	100%

10.	Kpop fanaticism can make K-Pop related topics trend more on that base account?	33.9%	59.7%	-	-	100%
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Source: Data Analysis Results

In the questionnaire, there were 62 respondents who answered. Of these, it was found that 33.9% of them were women and the remaining 66.1% were men. This percentage can be interpreted as the number of individuals of each gender who took part in the questionnaire. In this case, there are 21 women and 41 men.

From the analysis above, it can be seen that the age group of 18-20 years (18 years: 21%, 19 years: 50.8%, 20 years: 14.5%) is the most represented age group in the questionnaire. This can be a consideration in analyzing the results of the questionnaire, especially if there are certain patterns or trends related to the age factor.

However, keep in mind that these results only reflect the sample of respondents to the questionnaire and cannot be generalized to the wider population. Based on the results of the questionnaire, it can be seen that 30.6% of respondents answered "Yes" to the question whether they are a K-Pop fan, while 69.4% answered "No". This shows that most of the respondents to the questionnaire are not K-Pop fans.

From the results of the questionnaires that have been distributed, it can be seen that the majority of respondents (66.1%) agree that K-Pop fanaticism has influenced the increase in reporting on the @tanyarl account. Meanwhile, only 16.1% of respondents who strongly agreed with this statement and 17.7% of respondents who disagreed.

Then it can also be seen that the majority of respondents (91.9%) agree that K-Pop news is increasingly dominant on social media because of the fanaticism of its fans. More specifically, 43.5% of respondents agreed with this statement, while 48.4% of respondents strongly agreed. Only 8.1% of respondents disagreed.

In the next question with a total of 62 respondents, the majority of respondents agreed and strongly agreed that KPOP fanaticism had an impact on increasing the interaction and involvement of social media users in reporting about KPOP. As many as 39.3% of respondents strongly agreed and 54.1% of respondents agreed with this statement. There were no respondents who strongly disagreed with this statement.

However, the percentage of respondents who disagreed was not listed in the data provided.

1. There are 77.4% of respondents who agree or strongly agree that KPOP fanaticism has an impact on increasing KPOP reporting on the @tanyarl account.
2. More than half of the respondents (58.1%) agree that KPOP fanaticism can affect the @tanyarl account algorithm so that it displays more news about KPOP.
3. Respondents who strongly agree that KPOP fanaticism affects the @tanyarl account algorithm are 19.4%.
4. Only 2.1% of respondents disagree that KPOP fanaticism affects the @tanyarl account algorithm.

Based on these findings, it can be concluded that the majority of respondents agree that KPOP fanaticism has an influence on increasing KPOP reporting on the @tanyarl account, and more than half of the respondents agree that KPOP fanaticism can affect the @tanyarl account algorithm so that it displays more news about KPOP. However, keep in mind that the results of this questionnaire only include 62 respondents and cannot be used as a representation of the entire population.

Based on the results of the questionnaire, the majority of respondents (71%) agree that K-pop fanaticism can trigger an increase in the number of @tanyarl account users who are interested in K-pop news. Only a small proportion of respondents (12.9%) strongly agreed with this statement, while 16.1% of respondents did not agree. There were no respondents who strongly disagreed with this statement.

This shows that the majority of respondents admit that K-pop fanaticism has an influence on users' interest in K-pop news on the @tanyarl account. Because the majority of respondents agree with this statement, it can be said that K-Pop fanaticism really has an influence on increasing the number of users who are interested in K-pop news on the @tanyarl account.

From the results of the questionnaire given to 62 respondents, it can be seen that the majority of respondents agreed or strongly agreed that K-Pop fanaticism had an impact on increasing coverage on the @tanyarl base account, increasing interaction and involvement of social media users in reporting about K-Pop, and increasing the number of users. base account @tanyarl who are interested in news about K-Pop. Even so, there were a small number of respondents who disagreed or strongly disagreed with some of these statements.

In terms of increasing K-Pop reporting on the @tanyarl base account, as many as 66.1% of respondents agreed and 16.1% strongly agreed, so it can be concluded that the majority of respondents agree that K-Pop fanaticism has an impact on increasing K-Pop coverage on the @tanyarl base account. The same thing can be seen in the statement that K-Pop fanaticism triggers an increase in interaction and involvement of social media users in reporting about K-Pop, where as many as 54.1% of respondents agree and 39.3% strongly agree.

Meanwhile, there is a small number of respondents who disagree with the statement that K-Pop fanaticism can affect the @tanyarl base account algorithm so that it displays more news about K-Pop (2.1% disagree) and that K-Pop fanaticism broadens the coverage of K-Pop news. Pop worldwide via account base @tanyarl (27.4% disagree). It can be concluded that K-Pop fanaticism has a significant impact on increasing K-Pop coverage on social media, especially on the base account @tanyarl. This can be used as material for consideration in managing content on social media accounts related to K-Pop.

the majority of the 62 respondents agreed and strongly agreed that K-pop fanaticism influences the way journalists report news about K-pop on social media. Only a few disagree. In detail, 25.8% of respondents strongly agreed, 64.5% agreed, and only 9.7% disagreed. This shows that K-pop fanaticism actually has a significant impact on the way journalists report news about K-pop on social media. Therefore, there is a need for attention and supervision from related parties to avoid spreading inaccurate or excessive news about K-Pop

From the results of these data, most respondents agree that K-Pop fanaticism that is too strong on Twitter can make the @tanyarl base account look unbalanced and unfair in paying attention to other topics. However, there were some of the respondents who disagreed or strongly disagreed with this statement.

This shows that excessive K-pop fanaticism on Twitter can indeed disrupt the balance and fairness of attention to other topics on the platform. However, there are still some respondents who disagree with this statement, maybe because they feel that the base account @tanyarl still pays sufficient attention to other topics despite the domination of K-pop fanaticism.

From these results, most respondents agreed that too prominent K-pop fanaticism on Twitter could result in the wrong perception that the entire K-pop community is excessive and extreme fanatical. However, there are a small number of people who disagree or strongly disagree with this statement.

This shows that K-pop fanaticism on social media, especially Twitter, is indeed quite visible and can create an unfavorable impression on the K-pop community as a whole. However, not everyone has the same perception regarding this matter.

From the results of these data, most respondents agree that K-pop fanaticism can make K-pop-related topics more trending on the base account. Most of the respondents even agreed with this statement. However, there are a small number of respondents who disagree or do not have a clear opinion regarding this statement.

From the results of these data, most respondents agree that K-pop fanaticism can affect the number of tweets related to K-pop news on the @tanyarl base account. Most of the respondents even agreed with this statement. However, there are a small number of respondents who disagree or strongly disagree with this statement.

From the results of these data, most respondents agree that K-pop fanaticism can have an impact on the quality of reporting about K-pop on the @tanyarl base account. Even some respondents strongly agree with this statement. However, there are a small number of respondents who disagree with this statement.

From these results, it can be concluded that the majority of respondents (59.7%) at least agree that excessive K-pop fanaticism can divert attention from important social and political issues. This shows that there is concern that the phenomenon of excessive K-pop fanaticism can affect the perspective and focus of K-pop fans on issues that are more important in everyday life.

Table 2. Overview of The Results of The Questionnaire

No.	Pertanyaan	SS	S	TS	STS	Jumlah
11.	Fanaticism can make K-Pop related news more talked about on @tanyarl's base account than any other topic?	17.7%	53.2%	25.8%	-	100%
12.	K-Pop fanaticism can trigger controversy on the account base @tanyarl due to the K-Pop news?	38.7%	59.7%	-	-	100%
13.	K-Pop fanaticism can make followers of the @tanyarl account more active in interacting with news related to K-Pop?	19.4%	64.5%	14.5%	-	100%
14.	K-Pop fanaticism can make news related to K-Pop become more diverse on that base account?	19.7%	75.4%	-	-	100%

15.	K-Pop fanaticism can make followers of that base account more sensitive to news related to K-Pop?	25.8%	61.3%	11.3%	-	100%
16.	K-Pop fanaticism can trigger hoaxes or fake news related to K-Pop on the base account?	40.3%	50%	8.1%	-	100%
17.	K-Pop fanaticism reduces the diversity of the main topics discussed on the @tanyarl account because there is so much news related to K-Pop?	21%	40.3%	33.9%	-	100%
18.	K-Pop fanaticism can make fans tend to ignore news and information that is not related to their idol on the base @tanyarl?	19.7%	37.7%	39.3%	-	100%
19.	@tanyarl base account followers are more K-Pop fans than non fans?	12.9%	37.1%	41.9%	8.1%	100%
20.	The use of news on the @tanyarl base account by K-Pop fans makes the news presented on that account not in accordance with the proper rules, namely discussing real life?	29%	50%	17.7%	-	100%

Source: Data Analysis Results

Based on the data provided, it can be concluded that the majority of respondents agree (53.2%) and a small number strongly agree (17.7%) that fanaticism can make K-pop-related news more discussed on the @tanyarl base account than other topics. Meanwhile, 25.8% of respondents disagreed and none strongly disagreed.

Based on the data provided, it can be concluded that the majority of respondents agree (59.7%) and a small number strongly agree (38.7%) that K-pop fanaticism can trigger controversy on the account base @tanyarl due to K-Pop news. This shows that K-pop fanaticism can have a negative impact on social media accounts and can trigger conflicts among social media users who have different views of K-Pop.

Based on the data provided, the majority of respondents agree (50%) and a small number strongly agree (40.3%) that K-pop fanaticism can trigger hoaxes or fake news related to

K-pop on the @tanyarl base account. This shows that K-Pop fanaticism can lead people to create fake news to attract the attention of their followers, especially when it comes to K-Pop.

A small number strongly disagree that K-pop fanaticism prioritizes the diversity of the main topics discussed on the @tanyarl base account because there is so much news related to K-pop. Only a small proportion strongly agreed (21%) and agreed (40.3%) with this statement.

From the results of the data provided, most of the respondents disagreed or strongly disagreed with this statement. This shows that KPOP fanaticism does not completely make fans ignore news or information that is not related to their idol on the @Tanyarl account.

From the results of these data, the majority of respondents (50%) agree or strongly agree that followers of the @TANYARL account have more KPOP fans than non-fans. However, there are also around 41.9% of respondents who disagree with this statement. This can show that there are still a large proportion of @TANYARL account followers who are not KPOP fans.

Based on the results of the data obtained, around 79% of respondents agree or strongly agree that the use of news by K-pop fans makes the news presented on the @tanyarl account dissimilar and tends to only discuss the life of K-pop idol relationships. However, about 20% of respondents still disagree or strongly disagree with this statement.

From the results of these data, it can be seen that the majority of respondents agree that frequent discussions about K-pop can trigger blasphemy and hatred on the @Tanyarl base account against people who don't like the topic. In fact, as many as 37.1% of respondents strongly agreed with this statement. This shows that K-Pop fanaticism can trigger unhealthy behaviors, such as acts of bullying and verbal abuse aimed at people who have different views on the topic.

Based on the results of these data, the majority of respondents (87.1%) stated that they quite often use social media Twitter. This shows that Twitter is still a popular social media platform among internet users. With the frequent use of Twitter, it is important for users to understand the impact and responsibilities that must be carried out in using the social media platform.

PENUTUP

Based on the provided information, several conclusions can be drawn regarding the questions. Firstly, concerning how K-pop fanaticism affects news on the @tanyarl autobase, it was found that the majority of respondents (66.1%) agree that K-pop fanaticism has an impact on increasing K-pop reporting on the @tanyarl account. Additionally, most respondents (71%) agree that K-pop fanaticism can trigger an increase in the number of @tanyarl account users who are interested in K-pop news. However, excessive K-pop fanaticism on Twitter can disrupt the balance and fairness of attention to other topics on the platform.

Secondly, analyzing the pros and cons of reporting on the @tanyarl autobase, several points can be identified. On the positive side, K-pop fanaticism can make K-pop-related topics more trending on the @tanyarl account, increase interaction and involvement of social media users in reporting about K-pop, and attract a larger audience interested in K-pop news. Moreover, K-pop fanaticism can also influence the way journalists report news about K-pop on social media. On the negative side, excessive K-pop fanaticism can divert attention from important social and political issues, create an unfavorable impression on the K-pop community, trigger controversy and conflicts among social media users, and lead to the spread of hoaxes or fake news related to K-pop.

Regarding the solution for securing rules in utilizing the @tanyarl autobase, the data does not provide specific solutions. However, based on the discussion, it is important to have attention and supervision from relevant parties to avoid spreading inaccurate or excessive news about K-pop. Promoting responsible and ethical reporting on the @tanyarl account is crucial, along with striving for balance and fairness in covering various topics, not solely focusing on K-pop. Implementing fact-checking mechanisms and encouraging critical thinking among social media users can also help mitigate the spread of hoaxes and fake news. It is essential to keep in mind that these conclusions are based on the limited sample size of 62 respondents and may not represent the views of the wider population.

UCAPAN TERIMA KASIH

Bagian ini bisa digunakan untuk menyampaikan ucapan terima kasih dan menjelaskan sumber pendanaan dari pihak lain bila ada. Bagian ini tidak wajib ada.

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