

Participatory Culture Fans Of Boyband Exo On Social Media Instagram

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ABSTRACT

Phenomenon Hallyu that has become endemic in several countries does offer its own entertainment. Talking about K-Pop, it's always an interesting thing to discuss considering its significant development. The love of fans for their idols makes whatever the latest news about idols is spread on social media will always be monitored at any time regardless of the time. .This study aims to find out how the behavior patterns of fans of boyband EXO, commonly known as EXO-L, on the @WowFaktaEXO Instagram page This study uses a qualitative research with descriptive nature and data collection of observations and interviews. The data analysis method used is virtual ethnography. This study uses the concept of participatory cultures which is illustrated through four participatory cultures, namely: affiliation, expression, collaborative problem solving, and circulation. The results showed that fans joined the Exo-L community such as making fan videos, reading fan fiction stories, participating in anniversary projects, mass voting or streaming and circulating in the fan community.

Keywords: *Participation Culture, Fans, EXO-L*

INTRODUCTION

Korean culture has grown rapidly among Indonesian youth. Starting from the 'fever' watching Korean serial drama shows in one of the Indonesian television stations, Indonesian teenagers began to find out the singers from the background music or OST of the drama. Without realizing it, this curiosity finally introduced Indonesian youth to the music of South Korean boy bands/girl groups known as Korean Music Pop or K-Pop.

Teenagers love and are obsessed with Korean cultural products, such as music, movies, dramas, musical drama performances, and television programs. In Korean drama films and K-Pop, each has a role in bringing a character to life. The songs that are displayed sound simple, light and easy to remember even though the language used is not understandable. However, the song can bring the listener's emotions to be able to feel what the message is told in films, dramas and music. This is what makes K-Pop easily accepted by many people, especially Korean music, drama, and film lovers.

Talking about K-Pop, will continue to be an interesting thing to talk about given its very significant development. The fans' love for their idols makes all the latest news about idol artists published on social media will continue to be seen at any time regardless of time and place. fans K-Pop often spend hours in front of a computer screen or cellphone just to search, share, and discuss idols that are a pleasure for fans, to excessive obsessive behavior, namely stalking about anything related to K-Pop idol fans .pop (Khairil, Yusaputra, Nikmatusholeha, 2019).

Music K-Pop which can be accepted by the world community today, cannot be separated from the role of artists known as boyband and girlband. The public's consumption of K-Pop, including the trend of boy bands and girl groups being spread through the internet, has

spawned rabid fans all over the world. Fanaticism in modern culture has become a very important phenomenon. Because of this, the current culture has a great influence on the relationships that occur in oneself to create something of belief and understanding such as relationships, loyalty, devotion, love, and so on (Seregina, Koivisto, and Mattila in (Yulistiana, 2014).

The survey results from Kumparan (Nuraini, 2017) said that out of 100 K-Pop in Indonesia, 57% still belonged to the adolescent age group and early adulthood ranged from 12 to 20 years. The remaining 42% are fans with an adult age range of 21-30 years and one percent is 30 years and over. Idol or idol is a nickname for a person or group who has popularity and is famous which makes him recognized by many people (Ang and Chan, 2016). Fandom is a world for a collection of people who claim to be fans of an entertainment or artist (Hagen, 2010). Through fandom, fans will be more active in participating in group activities by carrying out activities and interactions between group members, either directly or indirectly, or can be called participatory fandom (Fleming, 2007).

EXO is a boy band from South Korea which was formed under the auspices of SM Entertainment and is well known by the world community. Consisting of 9 members Suho, Xiumin, Lay, Baekhyun, Chen, Chanyeol, Do Kyungsoo, Kai, and Sehun. Not only famous in Korea, EXO is now an idol in various countries in the world. Has a fan club called EXO-L (Exo Love) with the most fans in Korea, China and Indonesia (Liputan6.com 2020).

One of the fandom accounts that discusses EXO's information is @WowFaktaEXO with the number of followers 364K and Posts 11.024 . This research focuses on boyband who join the virtual community on Instagram @WowFaktaEXO. The interesting thing to examine is the behavior pattern of fans, known as EXO-Ls, interacting in the comments column of the @WowFaktaEXO account.

Theoretically, it is hoped that this research can contribute to the development of the concept of youth participatory culture. While practically, it is hoped that this research can be input for the EXO fan community and also further researchers who discuss the pattern of fandom.

Based on previous studies, most of them focus on the use of social media in the interaction of fan or fandom (Sa'diyah, 2019; Lestari, 2020; Afifah, 2019; Yulistiana, 2014; Nurdiansyah, 2018; Sari, 2012). Meanwhile, Novchi's (2020) discusses the behavior patterns of adolescent hallyu fans. Some studies emphasize the formation of fan culture (Kusuma, 2014; Yulistiana, 2014). The concepts used include the Korean wave, fan grouping, and fan culture (Sari, 2018; Kusuma, 2014; Nurdiansyah, 2018; Novchi, 2020; Sa'diyah, 2019; Lestari, 2020). Meanwhile, several studies (Afifah, 2019; Nurdiansyah, 2018) used Computer Mediated Communication (CMC) and researcher Yulistiana (2014) used communication patterns in the form of fan fanaticism. The type of research conducted by previous researchers is descriptive using qualitative methods and virtual ethnography (Sa'diyah,2019; Lestari, 2020; Afifah, 2019; Novchi, 2020; Yulistiana, 2014; Nurdiansyah, 2018; Sari, 2012; Kusuma, 2014). The results of several studies focus on fan culture who worship Korean popular culture products and do so without using their original identity (Kusuma, 2014; Yulistiana, 2014). Meanwhile, Nurdiansyah (2018) discusses the behavioral patterns of adolescent hallyu fans, there are four imitation behaviors carried out by individuals, including attention, retention, reproduction, motivation.

This study focuses on the participatory cultures of fans on the EXO fandom instagram account by looking at the communication behavior patterns of fans. Participatory Culture provides an image where everyone on social media not only acts as a consumer but also a

producer who is able to add interactiveness in using social media (Sifaninda, 2021). The forms of participatory communication culture according to Jenkins (2006) are as follows: 1) Affiliations - membership, the form can be in the form of official or informal membership in online; 2) Expressions – the creation of new creative forms, such as digital sampling, fan fiction, fan videos and so on; 3) Collaborative Problem Solving – working in teams, formally and informally – to complete tasks and develop new knowledge through encyclopedias, alternative reality games, or spoiling; 4) Circulations – creating media plots, such as creating podcasts (podcasting) and creating blogs (blogging).

METHODS

This study uses a virtual ethnographic method, which is a method that aims to further explore the interaction of subjects in the virtual world. According to Kozinets (2015) ethnography in the internet world is used as a new qualitative research method and adapts some features of traditional ethnography by incorporating several cultures and cultural practices applied to text-based communication in computer media (Kozinets, 2015). There are differences in each ethnographic process in each study, and there is no consensus that is used as the basis for the ethnographic process. This process has the potential to create opportunities for failure for the ethnographer. The virtual ethnographic method is used to adjust the main problem of the research, which is to describe the behavior patterns of boyband through the interaction and production of messages that they display on the @WowFaktaEXO social media account. The activities carried out by fans in the virtual world involve systems of culture, communication and social relations across time and space boundaries.

The criteria for determining participants are following the @WowFaktaEXO Instagram account and liking boyband EXO, interacting with other followers or fans on the @WowFaktaEXO Instagram account.

RESULTS AND DISCUSSION

Overview of the @WowFaktaExo

Wow account EXO Facts or the @WowFaktaEXO Instagram account is boyband group fanpage first EXOEXO itself is a . Korean-Chinese boy band based in Seoul, with nine membersThe group was formed by SM Entertainment in 2011 and debuted in 2012. Their music includes genres such as pop, hip-hop, and R&B, as well as electronic dance music. In the course of his career, EXO released and performed music in Korean, Mandarin, and Japanese. Instagram account @WowFaktaEXO itself is an account that publishes the latest news about the group EXO. Starting from the work to be released, photos and videos of journalists covering the EXO group, to the personal lives of members. Wow, the fact that EXO has also carried out activities with fans several times, such as movie screenings and "nobar" or watching together which is held to celebrate certain agendas, such as the birthdays of EXO members. Wow, EXO has 366 thousand followers on Instagram, with more than 11 thousand photos and videos uploaded.

Having a large number of followers is sometimes a new challenge to maintain interactivity with the followers of the Instagram account owner. But not for EXO's Wow Facts account, which managed to maintain an interaction and engagement up to 3.62% which is quite high. In addition, comments, likes, and interaction activities that occur on the Wow Fact EXO account are intertwined between followers and admins, to followers and followers. The Wow Facts Admin EXO keeps in touch with their followers by replying to existing comments, and followers also often reply to comments from EXO's Wow Facts uploads. Even though EXO is a

group that has debuted since 2012, the fan community to the latest news is still easily accessible via Instagram @WowFaktaEXO.

Participatory Culture of Followers of @WowFaktaExo

This study looks at behavioral patterns that occur among followers of Instagram @WowFaktaExo when they communicate through social media Instagram based on forms of participatory culture from Jenkins (2009) such as affiliation, expressions, collaborative and circulation.

Affiliation

The results showed that the participants joined as members of the @WowFaktaExo Instagram account for various reasons and decided to join, as stated by Juniken who said @WowFaktaExo is an informative account and is always up to date in providing information.

"The main reason is because it's up to date, today there is news of Chanyeol again where, what activities are directly updated, informative as well as his account," .

Researchers also found another reason, namely Fiona who said the reason for joining @WowFaktaExo was because as one of the largest EXO-loving communities and providing information about EXO.

"For me, it's first because I want to know what. It's like the first time he posted like a member, when was his birthday, when was he born, it's like that, isn't it. But now so I don't miss any news because I open it almost 24/7 on Instagram and he's always updating so he's rich so I can be more updated about EXO too. Now, SM is releasing an application called Bubble, right? It's like a paid application, now @WowFaktaEXO is posting screenshots of the bubble, so it's good that I know an update that I shouldn't have known,"

If you look at the majority of reasons for following the @WowFaktaExo Instagram account to get the latest information about Exo, it was said by Sofia, Catherine, Ica, Juniken, Ona and Yosephine. Meanwhile, Fionna said that she followed the account so as not to miss interesting news about Exo. And for Justin to follow the account to find interesting facts about Exo.

Expression

Expression is a form of participatory culture in which a person expresses himself. An individual can create new forms of creativity in available online media. These types of media coverage are: Skinning and Modding, Fan Videos, Fan Fiction, Mash-ups (Murwani, 2017). Fans can express themselves in various ways. Fionna, Justin, Sofia, Catherine, Ica, and Yosephine expressed their participation through reading fan fiction about Exo as well as creating and collecting fan art.

"I like to read FF (fanfiction) content, usually on Twitter when it was on Wattpad. It's like making it rich for entertainment, just keep on being happy because the storyline is really interesting, we never thought there would be a plot like that. For the genre, I prefer to read FF, which is a thriller or horror, anyway,"

Meanwhile, Juniken expresses himself through making fan videos and making dance covers.

"If I basically like to dance and edit videos, I prefer to express myself there. I cover dance not only Exo songs but also other songs that I think have a good beat. If I made the video when an Exo member had a birthday, I usually made it."

Then for Ona he added a VIP official membership through the Exo-L application, where in the application Ona got special content and could interact directly with Exo members.

"I became an official membership, right from SM Entertainment. We are really tempted by the benefits that we can get if we pay 650 thousand for 2020, we can already access, photocards, merch, and so we can interact directly and have exclusive content too. If you don't buy it, it feels like something is missing."

Collaborative to Solve Problems

Collaboration to solve problems is a form of participatory culture which is characterized by cooperation and coordination both as a group or individually and in both formal and informal forms, such as Wikipedia (Murwani, 2017). Based on the observations, the researchers found that collaborations that appeared among Exo-L fans through the @WowFaktaExo account included anniversary projects, group orders to increase non-profit, and mass voting or streaming.

Right on the anniversary, fans often gather and celebrate this special day together. This activity is called the Exo Anniversary Project, where fans gather together at a cafe and celebrate Exo's birthday. The profits obtained are usually fans will get merchandise made by fans as a keepsake.

Important among fans to increase album sales of their favorite idols. Likewise with the fans who are members of this account. Fans work together to increase album sales by selling albums without making a profit, of course this is aimed at supporting Exo in their hopes of getting awards and appreciating their hard work.

Fans also often do voting and streaming massive. This support can be seen from the many comments that remind each other to stream songs from Exo. streaming is done as a form of support and thanks to Exo members for returning to work to entertain fans.

Circulation

Circulation is an activity that forms the flow of media, for example podcasting and blogging. Forming a media flow in this case is an activity that creates an interconnected media flow (Jenkins, 2009). As for participatory culture, circulation creates waves and channels of information in the media to enhance content.

All informants agreed that the Instagram account @WowFaktaExo is the most effective account because this account is specifically for sharing accounts about Exo only. This makes the informants feel more comfortable to interact with fellow Exo fans. Ica explained:

"I often leave comments there because I think this fanbase is the safest place for Exo-Ls to interact because this account only discusses Exo, not like the general fanbase that discusses many groups like that. The chances of having hate comments or being like fan wars are small in my own fanbase, that's why I'm more daring to interact there."

The @WowFaktaExo Instagram account also has regulations to facilitate the circulation of interactions within the community. The admin of the Instagram account has a role to remind

fans to always be careful in commenting, such as avoiding comments that trigger fan wars, content containing SARA and also spreading hoaxes. As Ica said:

"We are all supportive, and at least if there are comments from other people that trigger wars, the admins will remind us to be careful when expressing opinions, but wars like that are rare, very rare."

Juniken also expressed the same view:

"At that time there was a problem with a follower commenting on @WowFaktaExo he gave a hoax because it was not clear that the source was not so credible. The comment was also quite sensitive and triggered a really fanwar, luckily the admin was quick to delete the comment immediately. Again, always remember not to spread hoaxes."

Formation of Participatory Culture Followers account @WowFaktaExo

Jenkins (2009) explained that participatory culture is a culture where people (both as private and public) cannot act as consumers only, but also become contributors or producers (prosumers). The Internet allows people to personally create and publish media via the Internet. This new culture of connecting the internet is described as web 2.0. In a participatory culture 'young people creatively respond to electronic signals and cultural commodities'.

When someone is not yet part of the fan community who idolizes a group, then that person is still passive. Passive here means that the person has not been involved in the participatory culture itself, such as not yet bound in community relations, has not expressed themselves, there has been no collaboration created until media circulation. This is felt by Ica, who just entered the Exo fan community in 2017. Before 2017, Ica was still passive, just knowing but not being involved in it. This passive person on average only gets exposure from social media or the circle of friends but there is no participation in it.

Referring to the form of participatory culture stated by Jenkins (2009) starting from affiliation, expressions, collaborative and circulation. Based on the research that has been done, researchers can identify forms of participatory culture from followers of the @WowFaktaExo account. The participatory culture started with fans who began to idolize Exo. This feeling of love causes fans to be very interested in whatever the group they like is doing. Then the fans feel it is important for them to be directly affiliated, namely by entering the fan community through Instagram. Through this virtual community, fans can share the same feelings, get comfortable when talking about their idols, and get the latest reliable information. This is a form of affiliation where these people enter the membership system. In this form, informants, namely Exo fans, are connected to membership through the @WowFaktaExo account.

After joining the membership, fans began to express themselves through various activities. Starting from making and reading fan fiction, making fan art, making fan videos to making dance covers with Exo songs. This activity is carried out based on the wishes of each informant and is not an obligation for community members. This activity is included in the form of participatory cultural expressions. In this form, fans are free to express themselves according to the wishes, talents and interests of each person. For those who are lucky from this form of expression, they can make money, for example by participating in dance cover competitions, fan fiction which is made into novels to making fan art and sold as non-official merchandise.

The form expression then develops again into a form of collaborative to solve problems. The collaboration referred to in this form is collaboration to solve problems is a form of participatory culture which is characterized by cooperation and coordination both as groups or

individuals and both formal and informal forms, such as Wikipedia (Rizky, 2019). The forms of collaboration that exist in followers of the @WowFaktaExo account include anniversary projects, massive voting and streaming album sales projects profit. In this form, according to the informants, expressing oneself is not enough, but it is also important to build cooperation by collaborating with fellow fans. Fans often gather together at a cafe to celebrate Exo's anniversary together. The followers in fanbase remind and encourage each other to keep supporting this Exo. streaming or voting is done as a form of support and thanks to Exo members for returning to work to entertain fans.

The followers also participate in a participatory culture in the form of circulation. Circulation creates waves and channels of information in the media to enhance content. In this form, the informants agree that Instagram @WowFaktaExo is the most effective account because this account is only for sharing about Exo. In the fanbase there are also regulations to facilitate communication, such as not giving out hoax news, not commenting containing SARA and being more careful in commenting. Figure captions and table headings should be sufficient to explain the figure or table without needing to refer to the text. Figures and tables not cited in the text should not be presented. The following is an example for Table 1.

CONCLUSION

This study found a participatory culture of EXO fans or who are more familiarly called EXO-L on the @WowFaktaEXO Instagram account, which shows that if we become fans of a group or public figure, then we will try to affiliate with that group or public figure. . Exo-Ls have been affiliated to be part of the @WowFaktaEXO Instagram account because they have followed the Instagram account.

Exo-Ls express themselves in the community by reading fan fiction and making fan videos that are uploaded to social media. activities Collaborative carried out by Exo-L are involving their members in anniversary projects, group orders to increase album sales, EXO, and mass voting or streaming.

activities circulations Exo-L's sharing about Exo and there are admins who have the task of preventing various unwanted things.

All the actions that have been taken by Exo-L in the @WowFaktaEXO Instagram account of course have the aim of providing full support for the EXO group. Either directly by buying albums in bulk, doing mass voting, and so on, also indirectly, like reading fan fiction stories or making fan videos.

Academically, it is hoped that further research will examine the participatory culture of fans from different perspectives and theories.

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