

Fanaticism of K-Popers on Community Accounts and BTS- Fans on Instagram

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ABSTRACT

This article aims to determine the symbolic reality and subjective reality of fanatic behavior of K-Popers in editing content on community and fan accounts on Instagram. This research uses qualitative research methods and a descriptive phenomenological approach. The data collection technique is observation and interviews with K-Pop account admins on Instagram. The informants for this research are admin @yoyuby93, @agustdm93, @yoza_anjelisa, and @asrianisj. The data was analyzed systematically through the stages of data reduction, data presentation and drawing conclusions. The results of this research show that (1) The fanatic behavior of K-Popers in editing content on the Instagram accounts of community account admins and BTS fans does not meet objective reality. Because some of the content created by the admin is the result of edits and illustrations according to his imagination, some are even not bound by the rules for creating content so the resulting content is uncontrolled and doesn't make sense. (2) The symbolic reality of the fanaticism of community account admins and BTS fans in editing content where admins always use certain symbols or elements to express their love, enjoyment, loyalty and pride towards K-Pop idols. (3) The subjective reality of the fanatic behavior of community account admins and BTS fans in editing content where the admin's feelings as a K-Pop fan influence the way he edits content because idols act as admin content ideas where they are inspired by the expressions, style and charm of their K-Pop idols.

Keywords: editing content; fanaticism behavior; instagram; K-Popers.

INTRODUCTION

The global influence of K-pop, especially through the presence of the group BTS (Bangtan Sonyeondan), has created a new dynamic in the social media ecosystem. Instagram, as a popular

platform among fans, provides a platform for interaction and sharing between the K-poppers community. In this context, the phenomenon of K-pop fanaticism, especially related to BTS fans, is in the main spotlight which raises deep questions about the dynamics of digital behavior.

Fanaticism, the word comes from the Latin "fanaticus" which refers to ecstasy, passionate enthusiasm, and "fanum" which indicates a place of worship or devotion. The definition of fanaticism was later updated by psychologists, referring to efforts to pursue or maintain something in an extreme and passionate way, beyond reasonable limits (Nurdin, 2016). According to Robles, fanaticism is characterized by dogmatic thinking, lack of tolerance for differences, the desire to enforce certain views, increased self-esteem, and the urge to control opinions (Robles, 2013).

According to Wahyudi Setiawan's research, there are two meanings of fanaticism in Islamic community organizations, the first is positive fanaticism and the second is negative fanaticism. Positive fanaticism arises due to a person's total awareness of the problem or object being faced. An attitude of totality and high commitment characterizes this positive fanaticism. The meaning of negative fanaticism is a fanatical attitude that arises due to other reasons without the basis of a person's awareness (Setiawan, 2016). So fanatic behavior is usually considered to have a positive side because strong involvement in an idea or belief can encourage individuals to be strongly committed to certain goals or ideas (Setiawan, 2016). However, based on Islamic views, the concept of fanaticism is not always considered positive. Fanaticism in a religious context, especially if it goes beyond limits and leads to extreme behavior, is not recommended. Islam emphasizes justice, peace, tolerance, and rejection of extremism and fanaticism which can harm individuals and society (Rohman, 2021). So excessive editing of K-Pop content without a person's awareness is a negative fanaticism that is detrimental. Meanwhile, editing the content of one's total consciousness in accordance with objectivity is positive fanaticism.

Fan behavior in editing content in the digital era has experienced significant developments along with technological advances and cultural changes. Fans who wanted to edit content, such as images or videos, before the digital era faced limitations in terms of access to devices and editing software. Fans who want to share their edits face difficulties in distributing their work to the public. Most of the work can only be seen by closest friends or family (Mas'ud, 2023). In today's digital

era, digital technology has made content editing easier and more affordable. Access to editing tools and software, including mobile applications, has increased significantly. Fans can easily share their edits with the world via image and video sharing platforms, such as Instagram, Facebook, YouTube, TikTok and others. They can also interact with thousands to millions of online users (Zein, 2019). Platforms like Facebook provide various features that pamper their users to explore in search of friendship widely and globally. Facebook offers a number of communication support content, ranging from publicly accessible content such as statuses visible on the chronology/timelines, to private communication content such as Messenger. The various facilities offered, such as posting photos, status, sharing news and songs, produce new communication interactions without the need for direct face-to-face meetings (Fitriana, 2020). These Facebook features are also found on Instagram, they can build a community through the account follow system on Instagram to reach content posts and can form messenger chat groups to share content.

Instagram is a product of internet progress that is popular among people today. Its popularity can be seen from the increase in the number of Instagram users every year. In April 2017, Instagram announced that the number of monthly active user accounts had reached around 800 million, which showed a significant increase from the previous year (Hartawan, 2017).

Fans often participate in editing challenges on Instagram, where they take existing images or videos and edit them according to certain themes or trends. The development of digital technology and social media has changed the way fans interact with content. Can provide tags and mentions or hashtags to increase the reach of posted content. They now have greater access, more opportunities to share their work, and connections with a larger community around the world (Sony, 2019). In the digital era, community and fan accounts play an important role and have a big impact in promoting products or works related to the entities or interests they support. In addition, these accounts can also provide emotional support to community members or fans who feel connected through their shared interests (Lestari, 2022).

A K-Popers admin account is a social media account or online platform managed by K-pop fans (K-Poppers) who act as administrators or community managers. Like the K-Popers admin accounts which are called the BTS army on Instagram, namely admin @yoyuby93,

@agustdm93, @yoza_anjelisa and @asrianisj. They always build and moderate the K-pop fan community, spread the latest news, edit photos and videos of BTS members according to their own thoughts and imaginations, create other content related to BTS, always support K-Pop idols and encourage the desire to buy products that they like. related to his idol. They set up a K-Popers account to support the K-pop artists or groups they love. Like on Instagram, they share the latest information about their idols in the form of photo, video, Story, Reels and IGTV posts. The goals of K-popers admin accounts vary depending on their focus and interests, but the bottom line is to build and maintain a community that supports and celebrates K-pop and its idols.

From the phenomena that have been described, fanaticism can encourage fans to edit content to build narratives that support their views on certain K-Pop. K-Popers fanaticism always uses their creativity to express their support for K-pop artists or groups, and this can also be a way to bond with a community of fans who share the same interests. However, as with anything, you need to remember to be respectful and maintain your behavior when editing content and interacting with online communities. The importance of this research will be to examine and provide insight regarding "Kpopers' Fanaticism Behavior on BTS Community and Fan Accounts on Instagram".

From the description of the background to the problem above, the main problem in this research is how K-Popers fanaticism behaves on BTS community and fan accounts on Instagram, viewed from the aspects of objective reality, symbolic reality and subjective reality of fanaticism behavior.

RESEARCH METHODS

This research uses qualitative research methods. As it is said, qualitative research is a research process that produces descriptive data in the form of written or spoken words from people and observed behavior (Moleong, 2014). Qualitative research methods are used to explain and understand how Kpopers fanaticism behaves in editing content on the K-Popers Instagram admin account. Phenomenological research is a qualitative research method that focuses on an in-depth understanding of an individual's or group's subjective experience of a descriptive phenomenon. The main aim is to explore and explore the subjective meaning of the experiences felt by

participants. In phenomenological research, researchers seek to explore the basic elements that make up human experience. (Sari, 2022).

This research applies descriptive phenomenological research because the focus is to describe an in-depth understanding of fanatic behavior and subjective experiences of individuals or groups regarding the use of the K-Popers admin account on Instagram as an alternative medium for expression by K-Pop fanatics. This research determined 4 K-Popers admin accounts according to the criteria for having the most followers and having been a K-Popers admin for at least 3 years based on several K-Pop admin accounts that were observed by researchers. So 4 K-Popers admin accounts were determined and selected, including @yoyuby93, @agustdmine93, @yoza_anjelisa and @asrianisj. This research method is also in accordance with the research objectives, where this research aims to see the reasons and description of Kpopers' fanatic behavior in editing content on the K-Popers Instagram admin account in terms of social reality construction theory. The description of behavior referred to in this research includes objective behavior, behavior that shows symbolic signs and subjective behavior shown in several posts and statements from interviews put forward by the K-Popers account admin.

FINDINGS AND DISCUSSION

Social Construction of Reality Theory focuses on the way in which social reality is understood, created and maintained by individuals and groups in society. This theory emphasizes that reality is not objective, but is formed through a process of social interaction (Hadiwijaya, 2023). In relation to the context of fanatic behavior in editing K-Pop content, this theory can explain how the social reality surrounding the K-Pop world is created and interpreted by fans. Fans can broaden or narrow their perception of K-Pop based on the information they receive. They can build a narrative about K-Pop that may be different from reality.

Fanaticism can encourage fans to edit content to build narratives that support their views on certain K-Pop. This can create a version that is not completely objective or accurate of the actual events. The process of constructing social reality, according to Berger & Luckman's theoretical perspective, occurs through dialectical social interaction, involving three forms of

reality which are the basic concepts, namely subjective reality, symbolic reality and objective reality which are explained as follows.

1. The Objective Reality of Fanaticism Behavior

Behavior is all actions shown by individuals in interacting with the environment, including behavior that is clearly visible and more hidden, and ranging from what is felt to what is not felt (Oktaviana, 2015). Meanwhile, fanaticism is a group action that often results in aggressive behavior. Conditions of fanaticism tend to be minimal in considering awareness, which results in actions that are less controlled and irrational (Handoko & Ali, 2021). Fanaticism is behavior with excessive interest or enthusiasm for something that gives rise to biological manifestations of individuals or groups in interacting with their environment. K-Popers are fans of Korean music and culture, originating from the Korean Pop or K-Pop music genre which is associated with a number of boybands and girlbands. K-Pop includes various types of music programs, music genres, and everything related to the world of music, which is considered a culture originating from South Korea (Rizqiyah & Marzuki, 2023).

Content is an approach that involves creating, selecting, distributing and developing material that is interesting, relevant and useful for a particular audience that gives rise to discussion or conversation about the material (Nancy & Kotler, 2019). Instagram is a product of internet progress that is popular among today's society. Its popularity can be seen from the increase in the number of Instagram users every year (Hartawan, 2017). Instagram content is all types of material or posts that are shared or published on the Instagram platform. This can be in the form of photos, videos, stories, text, captions, or a combination of these elements. The purpose of Instagram content is to share information, entertain, inspire, or build interaction with the audience.

Objective reality is a complex definition of reality (including ideology and beliefs) of social phenomena, such as actions and behavior that occur in everyday life and are often faced by individuals as facts (Christina, 2015). Examples are natural phenomena, such as gravity or phenomena that can be consistently measured by many people. In this research, objectivity in this context may be related to real facts or information in the K-Pop industry, such as concert schedules,

song releases, or official activities of certain K-Pop groups. Fans involved in community accounts may be objective in sharing official information or facts that are happening.

The objective reality of K-Popers' fanatic behavior in editing content on Instagram can be observed through concrete data and actions that can be measured. Through monitoring and analyzing data such as the number of interactions, followers, and recognition from the community, it can be seen to what extent the fanatic behavior of K-Popers in editing content on Instagram influences the reality of objectivity in social construction theory.

“For creating content activities, I try to edit K-Pop content objectively, namely by not taking sides or favoring certain K-pop artists, or criticizing or vilifying other K-Pop artists. I edit content based on facts, data, or valid sources, and do not spread hoaxes, rumors, or speculation. I also edit content to avoid prejudice, stereotypes, or discrimination against K-pop artists or K-pop fans”.(@yoyuby93, 2023)

"Content editing objectively because it not only aims to entertain members of the K-Pop community but can have a positive impact with the content I create." (@agustdmine93, 2023)

“Yeah, I don't want to bring my personal bias into my work. I want the content I edit to look professional and appeal to all BTS fans, regardless of their preferences.” (@asrianisj, 2023)

Based on several statements, it explains that the admin creates content objectively. However, the fact is that when you observe the content being shared, not all of it looks objective. Those who do editing only use fan paintings or illustrations which are edited via an application. Only a little content is objective like content about information about an idol's new album. admin @agustdmine93 focuses on objectivity in editing K-Pop content with the hope that the resulting content will not only be entertaining but also have a positive impact on the community that enjoys it. Admin @yoyuby93 and @asrianisj's commitment to creating content that is neutral, professional and interesting for all BTS fans, without interference from a personal point of view. Edit content to avoid prejudice, stereotypes or discrimination. This suggests that they want to maintain objectivity in the content the admin creates and prioritize the overall likes and satisfaction of BTS fans.

The statement explains that admin @yoza_anjelisa's approach to editing K-Pop content is not always completely objective or completely subjective, but can vary depending on the type of content at hand.

Research findings show that community account admins and BTS fans do not completely edit content objectively. Sometimes they often create content subjectively or according to their own imagination. This shows fanaticism in editing content. Where good content rules should be made objectively. However, some of them try to edit content that avoids controversy from other communities and fans. Overall, the admin's goal of editing and sharing K-Pop content on Instagram is to introduce the advantages of their idols and their love for idols to other fans. They also edit content for their own enjoyment, such as fulfilling their hallucinations. This is what makes the K-Pop content edited by the admin not produce objective content. A fanatic will have certain goals that make him enthusiastic and passionate about achieving certain goals (Herlambang, 2018).

“select content posted in the K-Pop community using several criteria, such as 1) Relation to K-Pop topics or themes. I choose content related to K-Pop, such as music, videos, news, trivia, or memes. I don't choose content that has nothing to do with K-Pop, such as politics, religion, or personal things. 2) Suitability to time and situation. I choose content that suits the time and situation that occurs, such as comebacks, birthdays, awards, or current issues. I don't choose content that is outdated, stale, or irrelevant. 3) Follower satisfaction and interest. I choose content that can satisfy and meet the interests of my followers, such as providing information, entertainment, or inspiration. I do not choose content that could disappoint or harm my followers, such as providing spoilers, sensationalism or provocation” (Herlambang, 2018)

The statement explains that the criteria used by admin @yoyuby93 in selecting or selecting content to be posted in the K-Pop community are 1) Priority in selecting content is that which is directly related to K-Pop topics or themes, such as music, videos, news, trivia , or memes. 2) Content is selected based on the time and situation currently occurring in the K-Pop industry, such as comebacks, birthdays, awards, or current issues. Content that is outdated, stale, or not relevant to the current situation is not selected. 3) Choose content that can satisfy and fulfill the interests of followers by providing information, entertainment or inspiration. Content that has the potential to

disappoint or harm followers, such as providing spoilers, sensationalism or provocation, is not selected.

"The steps I took were to review the information I got and then turn it into positive, informative and entertaining content." (agustdmine93, 2023)

"Yes, we have to see first whether the content is still above normal, whether the content doesn't make something bad or whether it is good and interesting." (yoza_anjelisa, 2023)

"Looking for relevant content, the steps are first determining the purpose of the post, considering the target audience, ensuring the content is accurate and factual". (asrianis, 2023)

The statement explains that the admins select information by selecting content that is positive, entertaining, reasonable and positive. Among other things, the admin tries to ensure that the selected content is relevant to the purpose of the post, appropriate to the intended target audience, and especially accurate and factual before publication. This is a good strategy for choosing the right content to post on social media in order to maintain the quality and usefulness of the content being shared.

Based on the statements above, it was found that the admin selects or selects K-Pop content to be posted taking into consideration the requests of the K-Pop community and fans which can be interesting, entertaining, appropriate and informative.

K-Popers fanaticism can be reflected in the high frequency and intensity of posting K-Pop related content on Instagram accounts where community account admins and BTS fans are willing to spend their time editing content from raw results to content in accordance with the fanaticism admin's creativity. They always use several applications to make their content look attractive, high quality and realistic as desired. Music is also added which according to him can provide a certain atmosphere, emotion or nuance to the content being created. This is in accordance with the view of Andar Ismail and Herlambang that a fanatic person has excessive enthusiasm which is not based on common sense but is based on uncontrolled emotions, which makes the fanatic person willing to do things that are not commensurate with what they want to achieve (Herlambang, 2018).

When creating or editing K-Pop content, not all community account admins and BTS fans have or follow certain rules for creating content, they only focus on creating interesting and

relevant content. Several admins ensure that the content created does not violate copyright and has appropriate content. Someone who is a fanatic often ignores awareness and often produces actions that are less controlled and unreasonable (Firda & Setyowati, 2022).

“The rules or steps when editing K-Pop content are 1) Choose content that is relevant, interesting and quality. I choose content based on trusted sources, such as official K-pop artist accounts, media, or fansites. I also choose content that has informational, entertainment, or inspirational value for my followers. 2) Check copyright and content usage permissions. I ensure that the content I edit does not violate the original owner's copyright, and I always include credit or the source of the content in the caption or watermark. 3) Edit content according to goals and target audience. I edit content considering what I want to convey and who will see it. I also edit content with respect for K-pop artists and other fans, without causing controversy or misunderstanding.”

The statement explains the rules or principles that admin @yoyuby93 follows when editing content related to K-Pop. Namely choosing relevant, interesting and quality content from trusted sources such as official K-pop artist accounts, media or fansites. Content is selected based on the informational, entertainment or inspirational value it can provide to followers. Ensure that edited content does not violate the original owner's copyright. Always include credit or content source in the caption or watermark. Edit content by considering the message you want to convey and who will see it. Respect K-pop artists and other fans, and edit content without causing controversy or misunderstanding.

“The steps, follow are to adjust the photos and videos appropriately for editing to make them look attractive”. ((yoza_anjelisa, 2023)

“There are several factors that make me interested in editing or creating this content first because of its popularity and aesthetics. because editing BTS content videos tends to be popular and aesthetic so people who see it have high interest”. (agustdmine93, 2023)

The statement explains that admins @agustdmine and @asrianisj both have a rule, namely choosing the right photos and videos that have interesting visual potential before editing. Then admin @asrianisj explained that the admin's interest first occurred because BTS is a very popular group. In creating content related to BTS, the admin uses the group's popularity as an attraction to attract more people's interest. BTS has a huge fan following, and content related to them tends to attract the attention of many people. The second factor is the visual beauty of BTS-related content.

When editing videos or creating content, admins try to create aesthetics that are attractive and attractive to the viewer's eyes. Content designed with good aesthetics tends to attract people's interest and has high appeal.

The K-Pop account admin responds well to responses from people who see the content. K-Pop content created by admin sometimes gets positive responses and praise for the content edited by admin. However, there were also responses that did not like or criticized the content created by the admin. The admin tries to improve or improve the content if he finds a response that is not supportive. Based on the explanation above, the fanatic behavior of K-Popers in editing content on the Instagram account of the K-Popers account admin does not meet objective reality. This can be seen that some of the content created by the admin does not correspond to reality. They always edit and illustrate their content from raw content and then change it according to their imagination by adding filters, effects, and interesting designs. Some admins do not have certain rules in creating content so that their actions in creating the resulting content are uncontrolled and unreasonable.

2.The Symbolic Reality of Fanaticism Behavior

Symbolic reality is an expression of symbolic forms of objective reality, which are generally known to the public in the form of works of art, fiction and news in the media (Peter L Beger & Thomas Luckman, 1990). In this research in relation to K-Popers, symbolic reality can be related to cultural symbols or interpretations made by fans of certain artists or groups. Fans often use symbolic language that has special meaning within their K-Pop community, such as;

- a) Emojis are symbols or symbols that are usually used to convey emotions or reactions, for example a smiley face or heart symbol can show joy.
- b) Typical terms, namely typical terms in the K-Pop community, where these terms can include nicknames for group members, fandom names, or special words such as bias, meaning someone's favorite who is enthusiastically idolized, aegyo, meaning expression. cute, sweet and adorable attitude displayed by idols, sasaeng means obsessive fans.
- c) Memes, namely funny images or text that are distributed among fans as a form of entertainment which displays unique moments that become jokes among fans.

The phenomenon of fanaticism in the K-Pop community on social media such as Instagram often reflects complex symbolic realities. Symbolic reality shows how K-Popers admins understand the world around K-Pop and interact with symbols, concepts or representations in everyday life. The symbolic reality of K-Popers' fanatic behavior in editing content on Instagram can be interpreted through the symbols or meanings contained in their activities.

"I usually edit K-Pop photos or videos on Instagram. The things I always add or focus on in the K-Pop content that I edit on Instagram are visuals, audio and text. I choose interesting, high-quality images or videos of my favorite K-Pop idols or groups, and adjust the colors, filters and effects to suit. I add music or sounds that suit the theme or mood of my content, and edit them so they sound clear and harmonious. I write informative, interesting, or humorous text to add value or a message to my content, and use readable and aesthetic fonts, sizes, and colors. These things have special meaning to me and my followers, because they showcase my skills, talents and personality as a creator, and make my content stand out and differentiate itself from others." (yoza_anjelis, 2023)

These admins focus on visual, audio, and text aspects in their content. The process includes selecting high-quality photos or videos from favorite K-Pop idols or groups, adjusting colors, filters and effects, adding music or sound that suits the theme, as well as writing informative, interesting or funny text in easy-to-read fonts and aesthetic. Apart from just editing, this is also a way for them to show their skills, talents and personality as a creator, and make their content stand out and be unique.

"There is a special meaning for followers, namely that followers know the ins and outs of the song created by the K-Pop idol." (agustdm93, 2023)

The statement shows that there is a special meaning for admin followers to have a deep understanding of the context behind the creation of songs by K-Pop idols. They not only enjoy the song as a work of art, but also understand the context behind its creation, including information about the creative process, inspiration, and background of the song itself.

When editing content, there are many things that community account admins and BTS fans add or focus on in their content, such as adding effects such as transitions between clips or other special effects, background music, audio for narration, filters that include color and lighting to give

an artistic impression. and text to explain the content such as titles, quotes or convey messages in the content because you want to make the content stand out from the others, adding songs that have special meaning to him. Community account admins and BTS fans focus on special content such as Fancams or videos recorded by fans when they meet their K-Pop idols in person, reaction videos, namely fans recording themselves while responding to their idols, Comeback promotions, namely promotional content activities regarding the release of teasers, interviews, performances at music events, and presence on various media platforms to increase fan awareness and support, and concerts which have special meaning to the admin. Community account admins and BTS fans have certain symbols or elements shown in the content they edit, such as adding logos, colors or slogans from the K-Pop fandom to show their sense of pride, solidarity and loyalty towards the K-Pop idols and groups they support.

Community account admins and BTS fans also often add emoticons that have special meanings, such as the purple love emoticon as a symbol of love and pride in K-Pop idols and the sparkle emoticon which means that the content created can continue to shine and have a positive impact. Sometimes the admin also uses distinctive elements such as Korean writing and positive and inspiring messages in each content. This is reflected in acts of fanatical behavior in editing content where a fanatic tends to add certain identification symbols or signs that represent certain groups, ideologies or views (Dewi & Machfud, 2023).

Community account admins and BTS fans have considerations in choosing and adding things to their content, such as using themes, colors, filters, music and styles in their content to make the content more interesting. The admin chooses relevant content and also chooses the side that looks attractive to his idol, such as the idol's good looks or the idol's mischievous attitude which makes him look funny. The particular message or story they want to convey through the content they share generally wants to convey their heart, love and pride for K-Pop idols. They always tell the positive and inspiring side of K-Pop. They think that K-Pop songs can heal mentally. This is characterized by one aspect of fanatic behavior, namely the great interest and love for one type of activity. Where fanaticism encourages someone to be more motivated in supporting something that is their favorite (Ismail, 2008).

“Certain symbols or elements that I often show in the content that I edit are logos, colors, or slogans from the K-Pop fandoms that I follow, such as BTSARMY, BLINK, EXO-L, ONCE, etc. These symbols or elements have an important meaning for me and my followers, because they show our sense of pride, loyalty and solidarity towards the K-Pop idols or groups we support, and make us feel connected and share experiences together.” (@yoyuby93, 2023)

The statement explains that the content edited by admin @yoyuby93 often displays certain symbols or elements related to the K-Pop fandom they follow, such as logos, colors, or slogans from certain fandoms such as BTSARMY, BLINK, EXO-L, ONCE, and so on. These symbols or elements have important meanings for content creators and their followers. They not only show a sense of pride, loyalty and solidarity towards the K-Pop idols or groups they support, but also build a sense of connectedness and share experiences together in the fandom community. This is also a way for them to show their identity and togetherness in the same community.

As for the opinion of @agustdmine93 as the admin of the K-Pop account on Instagram regarding certain symbols or elements shown in the edited content.

There is a symbol that I always display, namely purple love , which is the color of BTS's own characteristics sparkle means that I hope the content I create will continue to shine and have a positive impact. (agustdmine93, 2023)

"The symbol is just a symbol of our love for our idols. We feel proud, like emote love ."
(yoyuby93, 2023)

The statement explains that the symbol that admin often displays is purple love, which is a characteristic of BTS or as love for its idols. Apart from that, the sparkle symbol means that the content created is expected to continue to shine and have a positive impact. This shows the hope that the content he creates will have a good influence and provide inspiration or joy to his followers, as well as the hope that BTS will also have a positive impact on the people who listen to their music.

Based on the explanation above, the symbolic reality is the fanatic behavior of community account admins and BTS fans in editing content where the admin always uses certain symbols or elements that have special meaning for the admin. For example, the use of purple love emojis,

sparkles, K-Pop fandom logos, Korean writing in content created by K-Pop admins to express their love, enjoyment, loyalty and pride towards K-Pop idols.

3. The Subjective Reality of Fanaticism Behavior

Social reality for individuals, which originates from objective social reality and symbolic social reality, is a construction of the definition of reality that individuals have and is constructed through an internalization process. Or it could be called subjective reality by how people absorb what they see (Charles R, 2011). In this research, subjective reality is related to individual fans' perceptions of their favorite K-Pop artists or groups. This can be reflected in the way fans express their love, support, or loyalty towards their idols in community and fan accounts on Instagram. Subjectivity can also be reflected in strong emotional reactions to content or interactions involving favorite K-Pop artists. The subjective reality of K-Popers' fanatic behavior in editing content on Instagram can include various nuances of fans' personal experiences. This is a more personal view and is related to an individual's feelings, identity and motivation.

My personal experiences or impressions as a K-Pop fan greatly influence my decisions in sharing content. I always want to share content that shows the qualities, talents and charm of my idols. I also want to share content related to special experiences or moments with my idols, such as concerts, fan meetings, or other events. I feel that by sharing such content, I can get closer to my idols and also to other fans. (@yoyuby93, 2023)

Yes, it is very related to feelings with my idol because I have an experience of watching my idol's concert for the first time during his solo tour, namely Suga's August D-DAY tour which was held in Indonesia." (@agustdmine93, 2023)

The statement explained that admin @yoyuby93 and @agustdmine93's personal experiences as K-Pop fans played a big role in their decision to share content. Admins always want to share content that reflects the quality, talent and charm of their idols. In addition, admins want to share special moments related to personal experiences with their idols, such as concerts, meetings with fans, or other events.

Community account admins and BTS fans have active experience in K-Pop fan communities who are more likely to share content that is relevant to the latest activities or trends

within the community. This personal experience can motivate them to become more actively involved. Personal enjoyment of K-Pop leads admins to be more active in supporting and promoting the works of K-Pop idols or groups. things that can make an admin feel proud or satisfied after editing or sharing K-Pop content, such as 1) showing his love and pride for K-Pop. 2) Positive responses from fans, such as enthusiastic comments or supportive responses, can give satisfaction to an admin. This is what indicates that there is motivation and support coming from family, friends or the community which has a significant impact on the emergence of a person's fanaticism (Herlambang, 2018).

“BTS fan influence the way I edit content in some ways. First, I always try to create quality and interesting content for other BTS fans. I want the content I share to make BTS fans feel happy, entertained and inspired. My idols play a role in how I edit and share content in some ways. First, they inspire me to create content. I want to share the joy and passion I feel when listening to their music and watching their performances. Second, they helped me to understand K-Pop culture. I learned a lot about Korean culture from my idols, from language, food, to history. This knowledge helps me to create more informative and useful K-Pop content. Third, they help me to connect with other K-Pop fans. I can share my love for BtS with other fans through the content I share.”

“K-Pop fan influence the way I edit content because I want to create content that suits my tastes and expectations. I also want to create content that can show the best side of the K-Pop idols or groups that I edit. My idols play a role in how I edit or share content on Instagram because I am often inspired by their style, expressions or charm. I also want to create content that can make them proud or happy. (@yoyuby93, 2023)

The statement explains that admin @yoyuby93's feelings as a K-Pop fan greatly influence how someone edits content. They want to create content that suits the admin's personal preferences and expectations as fans. Apart from that, they want to show the best side of the K-Pop idols or groups they edit. The influence of admin idols can also be seen in their editing style or the way they share content on platforms like Instagram.

The feelings of community account admins and BTS fans influence how they edit content because idols act as admin content ideas where they are inspired by the expressions, style and charm of their K-Pop idols, so that admins can create ideas or storylines in their content. Without their K-Pop idols, they would not be able to carry out activities to create K-Pop content. The change from original content to content that admin has edited is influenced by feelings as a K-Pop fan. Admins usually edit content to highlight the positive sides of their idols to strengthen positive

perceptions of their idols. According to Slamet A. in Herlambang, fanaticism is a form of love that is believed to make a significant contribution to life. People who are fanatical will be enthusiastic about doing something to pursue a goal accompanied by strong emotional manifestations (Herlambang, 2018).

Most community account admins and BTS fans feel happy or excited when sharing K-Pop content and have something to show support for idols. Admins feel happy because they can support the idols or music groups they love. Apart from that, I am happy and excited because the admin can show his skills in editing content. Posting K-Pop content can help admins build connections with fans who have similar interests. This can create a positive community around a particular idol or music group. This is included in one aspect of fanaticism behavior, namely the individual's intensity in pursuing a particular type of activity. They do something more meaningful if they do it with joy and pride. Activities become more meaningful if they are done with love (Ismail, 2008). Apart from that, fanatics will interact with other people who have the same passion or preferences which will be something fun for fans (Scott Thome & Gordon C. Bruner, 2006).

Based on the explanation above, the subjective reality of the fanatic behavior of community account admins and BTS fans in editing content is that the admin's feelings as a K-Pop fan influence the way he edits content because idols act as admin content ideas where they are inspired by the expressions, styles and charms of their K-Pop idols. . The K-Pop community and fans make admins feel encouraged and supported to create content about their K-Pop idols. Admins as K-Pop fans feel that every edit they make is a way to convey their love and support.

CONCLUSION

Based on researchers' findings regarding the fanatic behavior of K-Popers in editing content on community admin accounts and BTS fans on Instagram, it can be concluded as follows.

First, the objective reality of the fanatic behavior of community admins and BTS fans in editing content on the K-Popers account admin's Instagram account where the edited content does not meet objective reality. It can be seen that some of the content created by the admin does not match

reality. They constantly edit and illustrate their content through several applications, starting from raw content and then changing it according to their imagination by adding filters, effects and interesting designs. Some admins do not have certain rules for creating content so that their actions in creating the resulting content are uncontrolled and unreasonable.

Second, the symbolic reality of the fanatic behavior of community admins and BTS fans in editing content where the admin always uses certain symbols or elements that have special meaning for the admin. For example, the use of purple love emojis, sparkles, K-Pop fandom logos, Korean writing in content created by K-Pop admins to express their love, enjoyment, loyalty and pride towards K-Pop idols.

Third, the subjective reality of the fanatic behavior of community admins and BTS fans in editing content where the admin's feelings as a K-Pop fan influence the way he edits content because idols act as admin content ideas where they are inspired by the expressions, style and charm of their K-Pop idols. The K-Pop community and fans make admins feel encouraged and supported to create content about their K-Pop idols. Admins as K-Pop fans feel that every edit they make is a way to convey their love and support.

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