

ABSTRACT

Absari, Anindita. 2013. Identitas Sosial Penggemar K-Pop, Study Comparasi antara penggemar K-Pop yang tergabung dengan KFM dan yang tidak tergabung dengan KFM). Skripsi, pembimbing: Drs. H. Yahya, MA.

Keyword: Identitas Sosial, Penggemar K-Pop

Occurrences fantastic K-Pop fans that culminated in the emergence of highly idolized K-Pop. Then identified himself as a fan of K-Pop and K-Pop fans make a social identity. Their identities and shape that will always be attached to the fan will be known by the public. This is called social identity. Each K-Pop fans have assumptions and different views regarding their identity as a fan of K-Pop, K-Pop fans both belonging to the community or who are not members of fandom. The problems that arise such as: (1) How does social identity on K-Pop fans who are members of the community KFM? (2) How does social identity on K-Pop fans who are not members of the community KFM? (3) is there a difference social identity between a fan K-Pop that is incorporated within the KFM community and that are not joined to the KFM community?

The purpose of this study is: (1) To determine the social identity of the K-Pop fans who are members of the KFM(K-Pop fandom Malang) community, (2) To determine the social identity of the K-Pop fans who are not members of the KFM community or non-fandom, (3) To determine whether there are differences in social identities among K-Pop fans who are members of the community of KFM and which did not join the KFM (non-fandom).

The research design consisted of a single variable that will compare the social identity of K-Pop fans who are members of the KFM (K-Pop fandom Malang) community and K-Pop fans who are not members of the community. The number of subjects who used 300 people. Sampling technique using nonprobability sampling technique is purposive sampling and using t-test to analyze the results of the study.

Most of the K-Pop fans are members of KFM (K-Pop fandom Malang) and K-Pop fans who are not members of the KFM, the social identity in the medium category with 73% percentage of the ingroup and 70% on the outgroup. T-test results show the value of the ingroup $t_{hit} = 77.047$ and 45.934 in the outgroup, $df = 149$ with significance = 0.5 $t_{hit} > t_{tab}$ ($77.047 > 0.67614$) and ($45.934 > 0.67614$). Based on these results, the hypothesis is accepted. And it can be concluded that there is a difference between the K-Pop fans who are members of KFM (K-Pop fandom Malang) and K-Pop fans who are not members of the KFM.