

**LIFESTYLE ANALYSIS OF FANS IN A KPOP FANDOM (STUDY ON WANNA
ONE FANS IN WANNABLE INDONESIA FANDOM)
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ABSTRACT

The need for entertainment is quite important and has become one of the needs that needs to be met in addition to the fulfillment of basic needs. The forms of entertainment are diverse and one of them is a form of entertainment by idolizing something, a person, a certain group which then continues towards fanatical behavior towards something that is idolized. The higher the level of someone's idolization / worship, then the higher also the level of involvement with the idolized figure will be. This level of involvement can be channeled in a number of ways, one of which is by identifying oneself with a fan culture. Here the fan culture under study is the fan lifestyle of a Kpop group, Wanna One. The phenomenon that exists in this Kpop group is that Wanna One is a temporary group that has disbanded, but the lifestyle that is lived by its fans is still visible. The purpose of this study is to determine the factors that influence the lifestyle of Wanna One fans in the Wannable Indonesia fandom before and after Wanna One disbanded. This study uses a qualitative method with a post-positivism paradigm and uses Armstrong's theory of lifestyle. The results showed that all factors, both internal factors consisting of attitudes, experiences, personality observations, self-concept, motives, and perceptions as well as external factors consisting of family, social class, reference group, and culture influenced the lifestyle of Wanna One fans in Wannable fandom.

Keywords: Lifestyle, Fandom, Korean Culture, KPop