

ABSTRACT

Roleplaying is a role playing activity carried out by acting as a Korean artist and idol which is usually carried out on various social networks. This study aims to determine K-popers' interest in roleplay in forming Korean idol virtual identities on Twitter Social Media. This study uses qualitative research methods which are carried out in depth and efficiently online. The research results showed that their interest in roleplay practice was triggered by interest in Korean idols and the popular K-Pop phenomenon. Their attention is focused on deeply understanding the character they want to portray, paying attention to behavior, interactions, and trends in Korean pop culture. The motivation of k-popers in roleplay consists of the desire to feel like an artist and realize aspirations in the virtual world that are difficult to achieve in real life. Their knowledge is gained through character research, variety show observations and idol interactions with fans, allowing them to form convincing and authentic virtual identities. By combining aspects of interest, attention, motivation and knowledge, k-popers have succeeded in forming a virtual identity that suits the characters they portray on Twitter social media. This research provides in-depth insight into the role of psychological aspects in forming virtual identities in K-Pop fan communities in cyberspace.

Keywords: interest, roleplayer, virtual identity, social media