

ABSTRACT

The emergence of new media in the realm of information and communication has facilitated numerous advancements, including interactions between fans and their idols within the K-pop phenomenon. Platforms like Weverse provide significant opportunities for fans to engage in more personal interactions. This study focuses on the parasocial interactions between K-pop fans, specifically the NCTZEN Bandung community, and their idols through the use of the Weverse platform. Employing a qualitative case study approach, this research aims to examine how parasocial interactions are formed through three main dimensions Task Attraction, Romantic Attraction, and Identification Attraction as outlined by Stever (2013), and to assess the level of fan engagement through the Celebrity Worship theory (Maltby et al., 2001). The findings reveal that Weverse facilitates parasocial interactions through exclusive content that strengthens the illusion of emotional closeness between fans and idols. The development of fans' emotional attachment is influenced by dimensions such as Task Attraction, Romantic Attraction, and Identification Attraction. Within the Celebrity Worship, fans exhibit characteristics of Entertainment-Social and Intense-Personal Feeling, with tendencies toward Borderline-Pathological. This study contributes to mass communication research by highlighting the role of new media in shaping parasocial interaction and offers practical insights for fans to manage their engagement in a healthy manner.

Keywords: K-pop, Weverse, Fandom, Parasocial Interaction, Celebrity Worship