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Analysis of Factors That Caused Fanwar Between K-Pop Fandom on Tiktok Using Grounded Theory Analysis

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Abstract: K-Pop is currently getting attention from various parts of the world, including Indonesia. Behind the success of K-Pop idols there are fans/fans who get in touch to support the idols they love. They will also voluntarily defend the idol they like, thereby causing feelings between fans and hurling hatred at each other. This event is commonly referred to as Fanwar on social media. Social media, especially Tiktok, is used as a place for K- Pop fans to do Fanwar. This study aims to find out which factors cause fanwar on Tiktok. This study uses a qualitative approach with a Grounded Theory approach to Coding Manual Analysis. Data were collected through interviews with 7 K-Pop fans who had seen or been involved in a fan war on TikTok. Based on the manual coding analysis conducted in this study, there were 2 themes and 8 categories. The theme obtained is that there is self-control with 5 categories, namely age, fanatic, emotion, mindset, and protect. The results of the analysis, it was found that the highest frequency of themes was in the self-control themes and the highest category was in the self-control themes, the fanatic category.

Keywords: Grounded Theory, Coding, Kpop, Fanwar, Tiktok

INTRODUCTION

K-Pop is currently receiving attention from various parts of the world, including Indonesia. The development of K-Pop in Indonesia is very rapid ranging from children to adults enjoying K-pop, especially among teenagers. Many Indonesian teenagers are interested in K-pop, and there are both positive and negative impacts of this (Fachrosi, 2020).

K-pop first appeared in the global market in the mid-2000s, successfully gaining many fans from Southeast Asia and continued to spread to Europe, the United States and South America. K-Pop has gone global since Psy's Gangnam Style was released in late 2012. Psy's song was the first K-pop song to reach No. 1 on the British Official Singles Chart, and No. 2 on the Billboard Hot 100 in the U.S. for seven consecutive weeks. The success of Gangnam Style was preceded by the skyrocketing of K-Pop idol groups such as TVXQ, Super Junior, Bingbang, 2NE1, Beast, Girl's Generation, 2PM and Wonder Girls who dominated the pop music market in the Asian region. Behind the success of idols, there are fans behind them

who are willing to spend their time supporting the idols they like. Fans are willing to spend hours on social media looking for news updates about their idols even just to like and comment on their idol social media accounts, streaming all Music Videos on YouTube Channels. Fans are also willing to spend their money to buy merchandise, albums and even watch offline or online concerts to meet and interact with their idols.

Fans will do everything that can make their idols happy, even they will protect their idols when they get unwanted things such as hate speech thrown by other idol fans. They will also voluntarily defend idols they like, causing arguments between fans and throwing hatred at each other. This event is commonly referred to as Fanwar or war between K-Pop fans on social media.

Fanwar is a term used by K-Pop/K-Poppers fans. Fanwar consists of two words, namely fan and war. Fan can be interpreted as fan while war means war. So, Fanwar is a difference in arguments from one fan to another, which causes arguments/words. Fanwars are fights involving between fans in an attempt to protect idols who are admired in various ways. Fanwar occurs because between fans exchange opinions or arguments that lead to Fanwar, fans will defend the idol if there are other fans who disturb their idol.

Social media, especially Tiktok, is used as a place for K-Pop fans to do Fanwar. Tiktok is an application that provides special, unique and interesting effects that can be used by users of this application easily to create cool short videos and can attract the attention of many people who watch it. Tiktok is a Chinese social network and music video platform launched in September 2016. This application is a short video creation application with music support, which is very popular with many people including adults and underage children. This TikTok application is an application that can also see short videos with various expressions of each creator.

Through Tiktok, K-Pop fans do an activity called fanssgirling or fanboying, which is a term used to describe excessive or even extreme excitement for certain idol groups. This activity is usually carried out by K-Pop fans by making short videos related to their idols which often even trigger Fanwars among K-Pop fans on Tiktok.

This article is focused on the factors that cause Fanwars among K-Pop fans to occur on Tiktok social media. The goal is to find out what factors cause Fanwars between K-Pop fans on Tiktok so that K-Pop fans or non-K-Pop fans to be wiser in using social media and so as not to throw harsh words to hate idols who are not idolized so that Fanwar can be avoided.

RESEARCH METHODS

The type of research used in this study is qualitative research. According to (McCusker & Gunaydin, 2015), qualitative methods are used to answer questions about "what", "how", or "why" of a phenomenon. Strauss and Corbin in (Creswell, 1998) also argue that the term qualitative research is a type of research that produces findings that cannot be achieved using statistical procedures or other means of quantification (measurement).

This study uses a grounded theory approach. Grounded theory is a qualitative method that uses a systematic set of procedures to develop an inductive theory about a phenomenon. Creswell (2011) states that grounded theory is a systematic design, a qualitative procedure used to produce a theory that explains, at a broad conceptual level, processes, actions, or interactions about substantive topics. In the relationship between research questions and research methods, grounded theory starts from a vague question and finally produces a theory collected from various data. Grounded theory is a methodology of theory formation or construction through the process of collecting and analyzing data methodically. Grounded Theory begins the process of theory construction from data (Glaser & Strauss, 2017). Grounded theory has a final point in the form of theory discovery through original thinking based on information from sources (Strauss & Corbin, 2014).

Creswell (2007) mentions several main characteristics of grounded theory, including:

- 1) Grounded theory studies examine the action or movement that the researcher is trying to explain;
- 2) the researcher seeks to develop a theory about the process or action;
- 3) memoing becomes part of theory development when researchers write down ideas based on data that has been collected and analyzed;
- and (4) the main form of data collection is interviews in which the researcher constantly compares data collected from participants with ideas about new theories.

RESULTS AND DISCUSSION

When analyzing the data, the process begins by organizing the data where the data collected comes from the interview results of 7 sources who are K-Pop fans aged 16-23 years who have seen or been involved in Fanwar on Tiktok. Furthermore, from the results of the interview, the author conducted a manual coding analysis to find out the factors that cause the occurrence of K-Pop Fanwar on Tiktok. According to (Saldaña, 2013) a code in qualitative inquiry is most often a word or short phrase that symbolically assigns summative, prominent, essential, and/or evocative attributes to a piece of language or visual-based data.

Tabel 1. Hasil Open Coding & Axial Coding

Respond	Age	Fans K-Pop	Coding	Category	Frequency
Pinkan	18	NCT	Not receive quality performance His idol is below other idols	Rating	1
			Do not accept the quality of the idol's voice is below the idol other	Rating	1
			Provoked by emotions because His idol in Hina	Emotion	1
			Feeling his idol the most perfect	Fan	1
Anaw	20	EXO & NCT	A less wise person, What is the problem	Mindset	1
			Thought that not yet adult	Mindset	1
			Viewers mv	Rating	1
			Voting	Rating	1
			Comeback Concept	Concept	1
			Feel The idol Above Everything	Fan	1
			Emotionally irritated	Emotion	1
Putri	22	EXO, Seventeen, WannaOne	Age due to most The Fanwar is still in his teens	Age	1
			Defending his idol	Protect	1
			Too Obsessed same The idol	Fan	1
			Related Performance each-masing group	Rating	1
			Too much adore his idol	Fan	1

Cathabell	17	BTS, NCT, Seventeen	Dispute important things like hair color, shoes less	Mindset	1
			Want to be noticed by fans Other idols	Emotion	1
Karina	16	Ateez	There is a difference in opinion among kpop fans who have different fandoms	Mindset	1
			Copying one idol with Other idols from different groups	Character	1
			The problem of dating fellow idols which is from a different group	Fan	1
			Fans Kpop that too obsess with his idol	Fan	1
Nita	23	EXO	If wrong one Fandom attack fandom lain	Emotion	1
			Don't accept their idols snubbed by other KPOP fans	Protect	1
			Many KPOP fans are already fanatical	Fan	1
			Feeling unacceptable when his idol was nominated for an award but did not menang	Ranking	1
			Other KPOP fans who say their idols are doing too much plastic operation	Emotion	1
Billa	22	EXO & NCT	Most of these fanwars are followed by fans under the age of 18 or who are still in high school junior high school	Age	1
			Emotionally irritated	Emotion	1
			There is a scandal from the idol	Protect	1
			His idol was satirized by other fandoms or other idol fans	Protect	1
			Defending his fandom & idols	Protect	1

Tabel 2. Hasil Selective Coding

Category	Frequency	Themes	Total
Age	2	Self Control	23
Fan	7		
Emotion	6		
Mindset	4		
Protect	5		
Character	1	Competition	8
Concept	1		
Ranking	6		

Based on the results of the study above, it was found that the highest frequency of themes was in the Self Control themes with a total of 23. When viewed from the category of each theme, in the Self Control theme, the highest category frequency is in the Fanatic category with a total of 7. In the Competition theme, the highest category frequency is the Ranking category with a total of 6.

So it can be seen that the factors causing the occurrence of K-Pop Fanwars on Tiktok are because between fandoms or between K-Pop fans feel that their idols or the K-Pop groups they follow are the best among other K-Pop groups, feeling that their idols are the most perfect, have been torn over with their idols. So what other fandoms or even other idols do can make them go to war or even make bad comments for other fandoms or even other idols.

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From research conducted to determine the factors that cause Fanwar between K-Pop Fans on TikTok social media, it can be concluded that the Self Control factor is most often the cause of K-Pop Fanwar on Tiktok because the self control factor has the highest frequency from the results of coding analysis that has been done based on the results of interviews with K-Pop fans. From this self-control factor, the bigotry of K-Pop fans is the biggest cause of K-Pop fanwar because K-Pop fans feel that their idols are the most superior so they do not accept other idols who excel.

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