

AN ANALYSIS TOWARD FANBOY'S SELF-DISCLOSURE

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Abstract

This study aims to provide an overview toward fanboys' self-disclosure. This study uses a qualitative research method with a case study approach. The present research uses a descriptive qualitative approach. Besides interviewing four informants, the researchers describe the forms of self-disclosure they show in social media such as Instagram and WhatsApp status. The results of the present study shows that by becoming K-Pop fans, teenage boys feel happy doing fanboying activities. The informants reveal their identities as fanboys and develop their thoughts and feelings liking the BTS boyband on social media. By posting on social media, these teenage boys say that they feel better and people do not think that being a fanboy is deviant.

Keywords: Fanboy, K-Pop, Self-Disclosure, Social Media

1. Introduction

Self-disclosure is a form of interpersonal communication in which individuals share, tell or inform about themselves to others. Self-disclosure is an individual's willingness to share personal information in the form of ideas, feelings and fantasies and express reactions and responses to a situation that is generally hidden but conveyed so that other people know what is thought, felt and wanted (Rabbani, 2021). Self is a

psychological completeness that allows self-reflection to influence conscious experience, which underlies all kinds of perceptions, beliefs, and feelings about oneself as well as things that can regulate one's own behavior (Ningsih, 2015). In language, self means oneself, disclosure from the word closure which means closure or termination. Thus, disclosure itself has the meaning of openness or openness.

Communication skills include self-disclosure which is influenced by

the environment in which a person behaves. The factors that cause difficulties in communicating are environmental factors including upbringing, culture, stereotypes, socio-economic, gender, and one's level of education (Meilena & Suryanto, 2016). The factor that influences self-disclosure is gender. In general, men are more open than women. Someone must express himself through communication in order to establish relationships between other individuals, because humans always interact with their environment, where communication is a way of obtaining and providing the information needed to influence other people.

Self-disclosure in fanatical fanaticism in the K-Pop world contributes to individual development by helping people learn to deal with emotions and feelings of disappointment. K-Pop fans can unite and provide a feeling of belonging which is beneficial for individuals so that they can be carried to the place where they live (Thumim, 2013). Recent literature on K-Pop fans has addressed possible reasons as to why

individuals find K-Pop to be enjoyable. These reasons are related to self-esteem, escape from everyday life, entertainment, family needs, economic factors, and aesthetic or artistic qualities. However, a fan usually chooses one particular team to like. In the world of fandom, two terms are known, namely fangirl and fanboy.

Fangirls and fanboys have different ways of expressing their love for their idols. Fangirls are more expressive, as if they are willing to save money to buy merchandise related to their idol or have the desire to become a partner of that idol. Fanboys, especially if they are fond of boy bands, only have admiration and interest in things like songs, fashion or dance, even fanboys cover the dance moves even though the dance is quite difficult and powerful. Even a fanboy also shows his masculine side to look the same as his idol so that women are captivated by him.

The formation of fanboy and fangirl identities occurs because of communication. Self-identity, both in the view of oneself and others, is

formed when a person socially interacts with other people in everyday life. A person gets views and reactions from others in social interaction and vice versa, shows a sense of identity by expressing himself and responding to others. The subjective dimension of identity is one's own personal feelings, while the ascribed dimension is what other people say about one's self. In other words, a sense of identity consists of meanings learned and acquired from oneself, these meanings are projected onto others whenever one communicates, a self-creating process that is described (Littlejohn et al, 2012). Regarding fanboys who like boy bands, many people think they are gays or deviants. Sagiyanto & Ardiyanti (2018) studies how a fanboy of Super Junior's Eunhyuk was called deviant. The latter can be discerning for those fanboys. Therefore, investigating self-disclosure of fanboys can be interesting because these fanboys need to navigate the accusations of their sexual preferences and show their appreciation toward their favorite boy band. Thus, the present study aims to analyze self-

disclosure of a group of fanboys. The present study uses a group of BTS fanboys because the boyband is considered as popular.

2. Literature Review

2.1 Self-Disclosure

Self-disclosure theory or also what can be called self-development theory is the process of sharing or sharing information with other people (Felim, 2018). The information concerns personal experiences, feelings, future plans, dreams, and more. In carrying out the process of self-disclosure or self-disclosure one must understand the time, place, and level of intimacy. The key to successful self-disclosure is trust. One of the innovative models for understanding the levels of awareness and self-disclosure in communication is the Johari Window. "Johari" comes from the first names of the two psychologists who developed this concept, Joseph Luft and Harry Ingham. This model offers a way of looking at the interdependence of interpersonal relationships with interpersonal relationships. This model

depicts a person in the form of a window that has four mirrors (Sagiyanto & Ardiyanti, 2018).

2.2 Fanboys

A music observer, Adib Hidayat, said that fanboys are fans who really like a particular product or type of music. Fan is someone who likes something he likes or idolizes someone he likes. Fans can be women and men. Fanboy comes from the word 'fan' which means fans and 'boy' which means men. Then, fanboys are fans who come from men who like something they like. This term is not only used in the K-Pop world, but it is often used in that world. This term can also be found in the world of gadgets or movies. Some other examples are words that are “generally” uttered by fanboys of certain products or companies in the gaming community. Sometimes when there are haters who attack with various existing facts, then the fanboy will protect them desperately even to defend their favorite musicians using delusions or reasons that do not make sense even

without reliable authentic evidence (Andrianto & Arifira, 2019).

2.3 BTS

The emergence of the boy band Bangtan Seonyeondan (BTS) has become one of the favorite boy bands in Indonesia. BTS is one of the hotly discussed boy bands, they are discussed because of the achievements, awards and works they have given to their fans or ARMY. Of course, it is not easy to achieve some of these achievements. At first, this group was formed with a competition held by a small Korean agency (at that time) called Big Hit Entertainment, which eventually changed its name to HYBE on Friday 19 March 2021. HYBE itself is a symbol of connection, expansion, and relationships. BTS is formed from the extension Bangtan Sonyeondan in Korean or Beyond The Scene in English. This boy band has seven members consisting of Kim Namjoon who is known as RM as well as being the leader of this boy band, Kim Seok Jin (Jin), Min Yoon Gi (Suga), Jung Ho Seok (J-hope), Park Jimin (Jimin),

Kim Tae Hyung (V), and Jeon Jung Kook (Jungkook) (ibighit, 2023).

3. Methodology

The method used by researchers is a descriptive qualitative method. Qualitative methods focus on describing or understanding how and why a communication phenomenon occurs (Pawito, 2007). The present study uses a case study approach because the latter approach makes it possible to investigate an event, situation and certain social conditions. In addition, the latter approach can provide insight into the process of explaining how certain events or situations occur (Hodgetts & Stolte, 2012). The informants in the present study are four fanboys (Panji, Abbal, Azfer, Fauzi) who are active in social media such as Instagram and WhatsApp status to promote their fanboying activities. Thus, the unit of analysis is the activities of fanboys to express themselves on Instagram and WhatsApp social media and the data were analyzed using a source triangulation.

4. Results and Discussions

SELF DISCLOSURE ON SOCIAL MEDIA

BTS fanboys make a self-disclosure through Instagram and WhatsApp as a form of self-expression. According to Devito (2011), self-disclosure will occur if there is openness, and openness will occur if individuals need a place for themselves to be heard, understood, understood and given responses by others to something that has happened to them.

WhatsApp Status as Self Expressions

WhatsApp status is used to share ideas, thoughts, self-expression, self-image (personal branding), a place to vent to complain and others that we can share with friends (Huaida, 2021). Furthermore, Estiyani (2018) argues that teenagers use WhatsApp to express themselves because they have desires to express feelings and display personal photos as entertainment. Panji uploads to his WhatsApp Status like covers of BTS songs. Panji really likes Korean songs and lists several BTS songs as his favorites to the point he

can be very good at singing BTS songs.

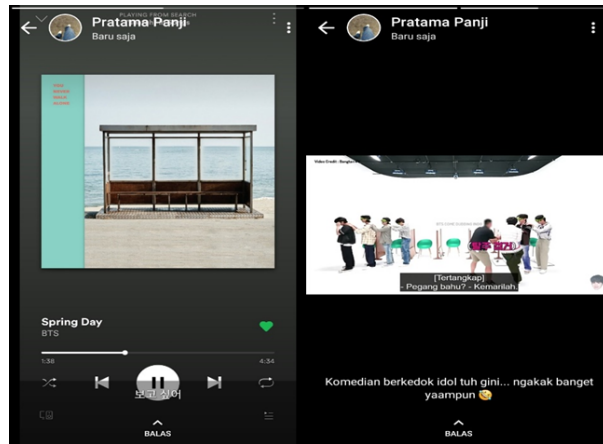


Figure 1. Panji's WhatsApp Status

Panji really likes to listen to Korean songs. One of his favorite songs is "Spring Day" from BTS. According to him, listening to that song can calm him from his psychological problems. Panji likes listening to music before going to bed so he doesn't have trouble sleeping. Panji uses the WhatsApp stories feature to upload his playlist. He also often uploads several BTS

Variety Show videos using Hangeul in his uploads on WhatsApp. "Usually I like to show you songs that I often listen to on WhatsApp, and I also like watching BTS Variety Shows" (Panji)

Similar to Panji, Fauzi uses WhatsApp status to upload several video clips of dance moves from BTS and the latest updates from BTS.

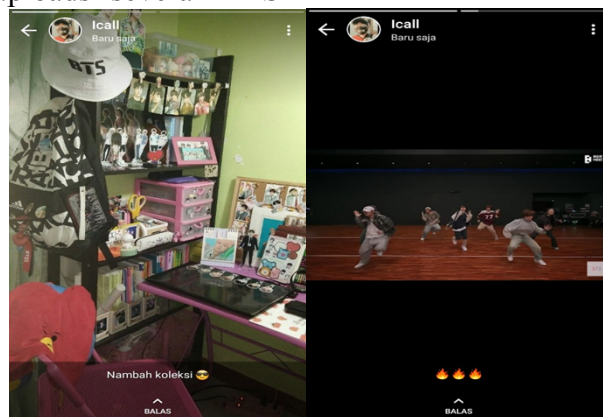


Figure 2. Fauzi's WhatsApp Status

Fauzi revealed that he really likes collecting BTS clothes, dolls,

light sticks and photo cards. He admitted that he bought them from his own pocket money that his parents gave him. Fauzi also often holds giveaways in the form of photo cards or other BTS collection items. Fauzi is also active in sharing the latest updates from BTS in his status. "I always update about BTS, from Youtube and Twitter, usually the most updated. I also sometimes like to share photos of BTS cards with ARMY." (Fauzi)

In this case, Panji and Fauzi's self-disclosures on WhatsApp social media have a specific reason and purpose. WhatsApp is used by these teenage boys as a medium for sharing stories (experiences) and sharing other forms of self-expression such as displaying their daily activities as fanboys or whatever they do. The results of this study are in line with

other research which concluded that WhatsApp as a medium for expressing oneself through feelings and thoughts uploaded via photos and videos (Berliana Huaida, 2021; Rizka Estiyani, 2018).

Instagram Stories As Self Expressions

Features on Instagram stories can help people express themselves, motivate others, show off, or share information (Rizki Dewi Ayu, 2021). Furthermore, Instagram stories as a place of self-expression, marketing media, work, even as a medium of entertainment in using the Instagram stories feature because this feature presents various forms of photos and videos (Muhammad Arif, 2022). The informant, Abbal expresses himself more through uploads with photos such as imitating the fashion style of BTS

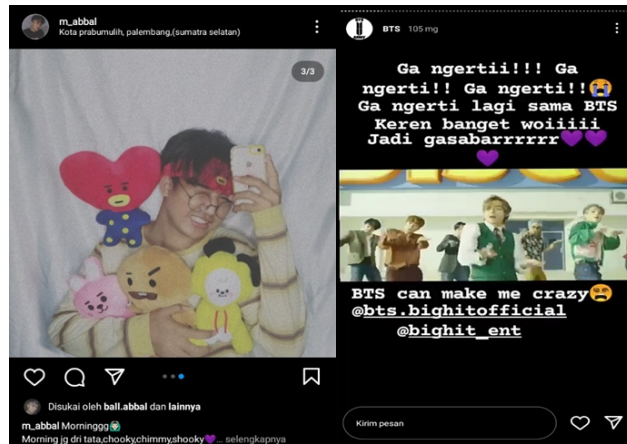


Figure 3. Abbal's Instagram Stories

Abbal showed his fanaticism as a fanboy of Kim Taehyung. Abbal also likes wearing Tata's bandana, a cartoon character inspired by Kim Taehyung and reacting to the music video for "Dynamite" which was released in August 2020. He also shared that he bought the merchandise from his salary. Following is a comment from Abbal:

"Ehmm... how come... on Instagram you can see that I have a highlight that I like BTS, as well as being a BTS fanboy. And also by buying his things and I also put his things in my room."

It turns out that Instagram can be a place for self-disclosure which is

deliberately done to get the latest information about the outside world.

On the other hand, Azfer uploads Kim Taehyung's photos in his Instagram stories to show his identity as a fanboy of BTS. In this regard, Instagram features is an identity disclosure through showing pictures related to fashion lifestyles of their idols and sharing information about their idols. Based on the previous discussion, it is known that a fanboy uses Instagram social media to show their self-image regarding hobbies or positive activities that are shared with their followers.

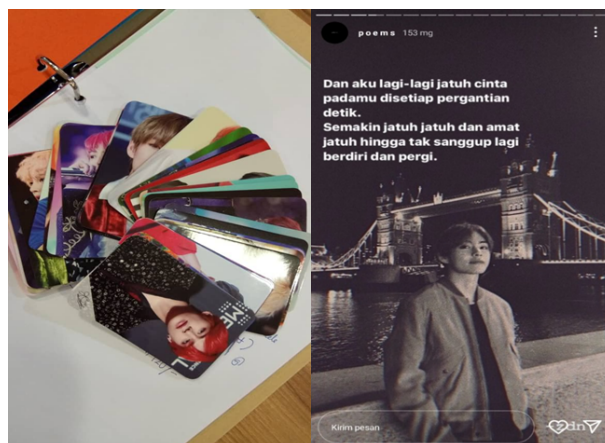


Figure 4. Azfer's Instagram Stories

Azfer often collects Kim Taehyung's photo cards. He bought ten Kim Taehyung's photo card collections through a marketplace. "I like to collect photo cards of Kim Taehyung haha.. sometimes I use it on my cell phone case" (Azfer).

The results of this study show that the self-disclosure of the informants was conducted to show their existence as BTS fanboys. It can be concluded that they are not awkward about self-disclosure on social media because when this is disclosed, other people or their followers can know that these fanboys are not ashamed of their favorite musicians. Instead of being accused as gays or deviant, these fanboys show that they purely like BTS's discography. A fanboy's admiration

and interest in the boy band BTS is not always sexual in nature, it could just be amazed by their talent, attitude, passion and hard work. This result is in line with a study of Ningsih (2018) which concluded that the appearance of the fanboy lifestyle is completely unrelated to their sexual orientation, which is widely stereotyped as gay by society. Therefore, fanboys should not be labeled as effeminate men because their hobby as fans is natural. Research from Fitriyani (2022) also states that Indonesian boy group fanboys and the "irregularity" of men choosing preferences for K-Pop boy groups are very opposed. "Opposing" can also be seen as an attempt to go with the flow, or how masculinity also limits their preferences so that they are still seen as macho men. The meaning of

opposing is also related to how fanboys enjoy their excitement and their courage in showing their preferences without feeling embarrassed. This inspired them to take care of themselves like K-Pop idols. The same goes for enjoying music regardless of gender, because everyone listens to music they like notwithstanding the genres.

5. Conclusion

This study aimed to analyze how a group of fanboys conduct self disclosure through social media. This study used a descriptive qualitative through interviews and social media observations. The study uses four informants. The results of this study show that these fanboys perform self disclosure as a form of self expressions toward their favorite artists.

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