

Abstract

This research tries to analyze the stardom of Bollywood star, Shah Rukh Khan, through his articles in print media as the object of study. The theories used are stardom and media as the part of popular culture theory in cultural studies. The major source which is used to work on this study is *Bollywood* magazine, the one of forms of print media. The findings shows that Shah Rukh Khan is one of the examples of Bollywood stars who has proved his stardom, but being stardom is actually not easy because there are many political games plays an important role to make the movie star become famous.

Keywords: *Bollywood, Stardom, Superstar.*

**I never walk alone, Christ walks beside me,
He is the dearest Friend I've ever known;
With such a friend to comfort and to guide me,
I never, no, I never walk alone.
(– Ackley)**