

ABSTRACT

Indonesian music industry has an influence from any other music culture in the world, for examples punk, reggae, jazz, RnB, rock, country, K-Pop, and J-Pop. One of the new concept which is influenced by other music culture is “Idol Group” adopted from Japan pop culture. JKT48 is the artist who adopted this concept and create multiple genres of music in Indonesia between *boyband* and *girlband* which more popular in 2011. Because of the existence of JKT48, there was emerged the fandom of JKT48. This fandom is quite interesting because their fanaticism to support their idol based on their attending in every event such as concert, direct selling, handshake event, and theater. In this research, the author choose the study case of JKT48 fandom form Surabaya called because Surabaya is the one of city which has a big population of JKT48 fans. The qualitative method using purposive sampling and In-depth Interview to explore their perspectives on a particular idea, program, or situation (Boyce and Neale 3) with the leader and some official members of WANI48 are used as the primary data. The articles argue that a fans culture and how the fans consume an idol group, which is a new form for music industrial in Indonesia, creates a new phenomenon on music consumers, especially in Indonesia itself.

Keywords: *JKT48, idol group, fandom, fans*