

UNDERGRADUATE THESIS

**COLLECTING FOR FAME: SOCIAL HIERARCHY AMONG NCT's
PHOTOCARD COLLECTORS IN JAKARTA PORTRAYED THROUGH
SBT ACCOUNT ON *TWITTER***



By

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

By

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2022

DECLARATION

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Surabaya, 14 July 2022



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APPROVAL SHEET

Title : Collecting for Fame: Social Hierarchy Among NCT's
Photocard Collectors in Jakarta Portrayed Through SBT
Account on *Twitter*

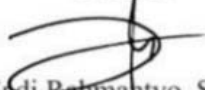
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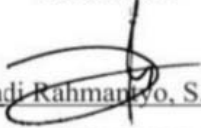
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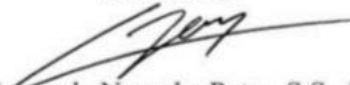
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Examiner 3

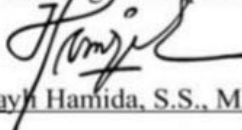


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ACKNOWLEDGEMENTS

The completion of this study could not have been possible if I were to walk all alone by myself. I thank God for leading me through all the process and through all the days that I have been working on this study. It's only by His grace everything is possible. Endless supports and motivations come from the people that I would like to acknowledge here during the completion of this study.

I would like to thank Lastiko Endi Rahmantyo, S.S., M.Hum, as my advisor who has taught me so much during the writing process of this study. I thank him for his patience, motivation, and his incredibly wise comments and advice throughout this semester.

A sincere gratitude to Masitha A.S., S.S., M.Hum, for being my academic advisor for the past four years. I thank her for helping me plan my study and motivate me to keep doing better each semester. Additionally, I will be truly grateful to all of the English Department faculty members who generously shared their knowledge, support, and invaluable advice with me throughout my study.

Furthermore, I would like to thank my precious friends who have been with me since the very first day. To Atalya, Christine, Nindya, Takia, and Arum, I thank you for being there with me through everything. I could not imagine how my college days will be if we did not meet. Much thanks to Rani, for the countless supports and love. To Abigail, Hana, and Grace, thank you for being my best friend.

Endless gratitude to Tante Rina for the unending support and for always believing in me. Much appreciation to Tante Lisa, Om Josh, Mbak Siti, Om Joni, and Om David for the support and prayers during the completion of this study.

I would also like to thank my family, Bapak, Ibu, Mas Eric, Kak Ruth, Cece Sinta, Mas Rino, Mama Ririn, Angel, and those I could not mention one by one. Thank you for believing in me and being there for me when I needed the most.

To my dearest father, Titus Anang Krissusanto, I could never express how grateful I am to have you as my dad. Your support and love are what made me who I am today, I present this study to you, my super-dad. May you rest in peace, Papi. I love you.

Surabaya, 14 July 2022

Daniella Agnes Benita

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ABSTRACT

This study identifies fan behavior in collecting merchandise of K-Pop idols, in this case the study will focus only on NCT photocard collectors through SBT account on *Twitter*. As most of what has been written regarding the issue of fan behavior focuses on the consumerism behavior and the identity construction of a fandom, this study focuses on how a fandom can actually create new meaning of the text provided by the artist or the idol. By using Featherstone's consumer culture theory, this study is intended to find out how NCT photocard collectors in Jakarta consume their collections and how it will construct their social identity. Qualitative study and purposive sampling is used as the methodology of this study in order to conduct a virtual ethnography on the community of NCT's Photocard Collectors. The result of this study finds out that the hierarchy among NCT photocard collectors in Jakarta on their SBT account on *Twitter* is determined by their collections and aesthetic factors of the accounts. The identity that NCT photocard collectors in Jakarta wanted to present on their SBT account are loyal fans to the idol, a well-off life in terms of financial status, and reliability as a seller.

Keywords: *Consumer culture, SBT account, social hierarchy, social identity*

ABSTRAK

Penelitian ini mengidentifikasi perilaku penggemar dalam mengumpulkan merchandise idola K-Pop, dalam hal ini penelitian hanya akan fokus pada kolektor photocard NCT melalui akun SBT di Twitter. Karena sebagian besar dari apa yang telah ditulis tentang masalah perilaku penggemar berfokus pada perilaku konsumerisme dan konstruksi identitas sebuah fandom, penelitian ini berfokus pada bagaimana sebuah fandom benar-benar dapat menciptakan makna baru dari teks yang diberikan oleh artis atau idola. Dengan menggunakan teori budaya konsumen Featherstone, penelitian ini dimaksudkan untuk mengetahui bagaimana kolektor photocard NCT di Jakarta mengonsumsi koleksinya dan bagaimana hal itu akan mengkonstruksi identitas sosial mereka. Studi kualitatif dan *purposive sampling* digunakan sebagai metodologi penelitian ini untuk melakukan etnografi virtual pada komunitas Kolektor Photocard NCT. Hasil penelitian ini menemukan bahwa hierarki antara kolektor photocard NCT di Jakarta pada akun SBT mereka di Twitter ditentukan oleh koleksi dan faktor estetika akun tersebut. Identitas yang ingin ditampilkan oleh kolektor photocard NCT di Jakarta di akun SBT mereka adalah penggemar yang *loyal*, kehidupan yang berkecukupan dari segi status finansial sebagai penggemar yang *generous*, dan *reliability* sebagai penjual.

Keyword: *Consumer culture, SBT account, social hierarchy, social identity*