

Abstract

The emergence of Korean Wave or Korean Popular Cultures created fans to have their own cultural product. It is called as Roleplayer. Roleplayer provide a place for fans imagine themselves as their favorite Korean Celebrity. Those Roleplayer created the new identity of their celebrity. Moreover, they created the sexuality of their celebrity which is called as Yaoi Roleplayer that indicated as a homosexuality roleplayer. This study focused on Yaoi Roleplayer on Twitter as the media that largely used by Roleplayer. The purpose of the study was to examine how Yaoi Roleplayer constructs the virtual identity of their celebrity based on their imagination. Qualitative method is used to analyze the data which selected through the Twitter Profile of Yaoi Roleplayer. This study found that Yaoi Roleplayer construct their virtual identity in cyberspace through the header image, photo's profile, username, display name and the biodata of Twitter Profile.

Keywords: Roleplayer, K-pop, Korean Wave, Virtual Identity, Yaoi