

ABSTRACT

Consumption is an activity that cannot be separated from the culture of fans. Fans will try to consume everything related to their favorite idol such as music, dances, movies, dramas, the idol's fashion styles, as well as the idol's merchandises. However, it becomes interesting to be discussed when the merchandises collection can create a certain identity for the fans such as loyalty identity. This study examines fans consumerism culture of a Japanese idol group from Johnny's called Hey! Say! JUMP. It aims to reveal the meaning given by the fans to their merchandises, and the identity they got from their activities of consuming goods related to Hey! Say! JUMP. The study was done using ethnography approach in which the authors conducted In-Depth interviews and direct observations to seven informants of Tobikko (Hey! Say! JUMP's fans) in Surabaya. The study was analyzed by using the theory of Textual Poachers by Henry Jenkins. The result shows that through the merchandises of Hey! Say! JUMP, Tobikko get much motivation from the idols which influence their life as well as the 'media' to feel closer to the idols. In addition, there are three different identities that built by the seven informants. However, the number of merchandises owned by Tobikko can not indicate the level of their loyalty to Hey! Say! JUMP.

Keywords: Consumption, Hey! Say! JUMP, Identity, Merchandise, Tobikko