

ABSTRACT

Vocaloid is one of the culture text that used the web technology. It enables numerous people to collaborate in creation. It has an interesting characteristic, especially in an entertainment content creation of music video. Vocaloids are computer programs that allow user's to create vocal parts by simply entering in lyrics and a melody line. The software calls upon a voice bank that has sampled sounds from an actual person. As of now, the number of virtual idols is ever increasing and is almost overwhelming. While most Vocaloids are official products of companies, many programmers have collaborated to create shareware versions of Vocaloids using voice banks donated to them. Vocaloid has a hug of fans around the world.

In Indonesia, there is a community of vocaloid's fan. They called Vocapost. Vocapost is the biggest vocaloid community in Indonesia. This group cuts across traditional geographic and general boundaries and is defined through its particular styles of consumption and forms of cultural preference. The fans discussed here come from different place in Indonesia. They shared all about vocaloid, producing and reproducing song with use vocaloid. They do the textual poaching activity to read and reread vocaloid. Vocapost as a "fan" does not equal being a "mindless consumer". Being a fan means being "fanatic", which implicitly translates to something more than merely consuming something of, or related to the object of their fandom. They actually live out their fandom and in the process, they create, they produce and reproduce what they consume.

Keyword : vocaloid, vocapost, fans, collaboration, reproduce.