

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page.....	ii
Degree Requirement.....	iii
Declaration Page	iv
Dedication Page	v
Approval Page	vi
Acknowledgements.....	vii
Epigraph	ix
Table of Contents	x
List of Tables.....	xii
List of Charts.....	xiii
List of Figures	xiv
List of Appendices	xv
Abstract	xvi
Abstrak	xvii
CHAPTER I INTRODUCTION	1
1.1 Background of Study	1
1.2 Statement of the Problem	7
1.3 Objective of the Study	8
1.4 Significance of the Study.....	8
1.5 Definition of Key Terms	8
CHAPTER II THEORETICAL FRAMEWORKS	10
2.1 Theoretical Framework	10
2.1.1 Consumption	11
2.1.2 Fans and Consumption	14
2.2 Review of Related Studies.....	15
CHAPTER III RESEARCH METHOD	19
3.1 Research Approach.....	19
3.2 Data Sources.....	21
3.3 Population and Sampling.....	22
3.4 Scope and Limitations	24
3.5 Techniques of Data Collection	25
3.6 Techniques of Data Analysis.....	27
CHAPTER IV ANALYSIS	28
4.1 Findings	28
4.1.1 Tunist Surabaya as a Fan Community.....	28
4.1.2 The First Acquaintance of Tunist	

Surabaya with The Overtunes	33
4.1.3 The Overtunes and the Concept of Idol.....	36
4.1.4 The Specific Consumption of Tunist Surabaya	41
4.1.4.1 Material Consumption of Tunist Surabaya.....	43
4.1.4.1.2 Experiential Consumption of Tunist Surabaya	52
4.1.4.1.2.1 Experiential Consumption through The Overtunes' Performance	52
4.1.4.1.2.2 Experiential Consumption through Off-Stage Meet Up	58
4.2 Interpretation of Findings.....	65
4.2.1 The Meanings of The Overtunes' Material Consumption for Tunist Surabaya.....	65
4.2.2 The Meanings of The Overtunes' Experiential Consumption for Tunist Surabaya.....	69
CHAPTER V CONCLUSION	77
REFERENCES.....	80
APPENDIX	83

LIST OF TABLE

Table 4.1 The Awards List of The Overtunes

Table 4.2 Informants Data

Table 3 List of Merchandise

Table 4 List of The Overtunes Events in Surabaya

LIST OF CHARTS

Chart 4.1 The Structural Chart of Tunist Surabaya

Chart 4.2 The Information Flow

LIST OF FIGURES

Figure 1 Official Merchandise Account of The Overtunes on Twitter

LIST OF APPENDICES

Appendix 1 Transcribed Interview with Sari

Appendix 2 Transcribed Interview with Kara

Appendix 3 Transcribed Interview with Cici