

INTISARI

Identitas dan praktik penggemar K-Pop di Indonesia diappropriasi oleh politisi dalam dua peristiwa politik berbeda, yakni pengesahan Omnibus Law 2020 dan pemilu 2024. Untuk meresponnya, penggemar K-Pop kemudian memulai partisipasi politik versi mereka sendiri, dimana mereka meminjam elemen dan praktik kepenggemaran K-Pop di dalamnya. Narasumber pertama dalam penelitian ini, Taja, menulis *fan fiction* yang menempatkan member *boygroup* Korea Selatan sebagai mahasiswa Indonesia, dan menggambarkan mereka turun aksi memprotes pengesahan Omnibus Law. Narasumber kedua, Abel, memulai akun arsip Anies Bubble untuk kandidat capres Anies Baswedan, di tengah penyelenggaraan pemilu yang penuh kecurangan. Baik Taja maupun Abel menegosiasikan identitas mereka sebagai penggemar, anak muda, mahasiswa, dan warga negara dalam praktiknya. Kedua bentuk partisipasi politik ini, meskipun berbeda bentuk dan tujuan, sama-sama diilhami oleh budaya partisipatoris fandom K-Pop, dan dengan demikian dapat dibaca sebagai politik partisipatoris, dimana praktik-praktik politik alternatif mengambil tempat di dalamnya.

Kata kunci: penggemar K-Pop, budaya partisipatoris, politik partisipatoris

ABSTRACT

The identity and practices of K-Pop fans in Indonesia were appropriated by politicians in two different political events, namely the ratification of the 2020 Omnibus Law and the 2024 elections. In response, K-Pop fans then started their own version of political participation, where they borrowed elements and practices of K-pop fandom in it. The first interlocutor in this research, Taja, wrote fan fiction situating members of a South Korean boy group as Indonesian students, and depicted them taking part in protesting the ratification of the Omnibus Law. The second interlocutor, Abel, started the Anies Bubble archive account for presidential candidate Anies Baswedan, in the midst of an election full of fraud. Both Taja and Abel negotiate their identities as fans, young people, students, and citizens in the practice. These two forms of political participation, although different in form and purpose, are both inspired by the participatory culture of K-Pop fandom, and thus can be read as participatory politics, where alternative political practices take place within them.

Keyword: K-Pop fans, participatory culture, participatory politics

