

## Abstract

The rapid advancement of technology and social media has resulted in diverse virtual interactions, in which people frequently assume alternative identities. The emergence of #BookTok on TikTok exemplifies Maffesoli's neo-tribes theory, which brings together users who share a passion for reading. This subculture exemplifies how modern social groups form around shared interests and emotional bonds. Young people use #BookTok to make recommendations, explore reader experiences, discuss fictional characters, and manage personal libraries, thereby forming a community and identity around books. This subculture demonstrates how digital platforms enable the exchange of book-related opinions and ideas, resulting in a dynamic environment for book enthusiasts. This study explores the community dynamics within #BookTok, with a particular emphasis on the romance genre's dominance among female readers. Thus, the formulated research question is, "how is the dynamic of youth neo-tribes in TikTok's #BookTok community among female romance book enthusiasts?". This research generates qualitative data from a virtual ethnographic approach to comprehend virtual interactions and investigate internet-based entities. Using Miles and Huberman's analysis method, data from five informants and TikTok screenshots revealed that #BookTok influences not only reading culture, but also communication dynamics among readers by developing specific terminology understood by readers who actively engage on #BookTok.

**Keywords:** #BookTok, Neo-tribes, Subculture, TikTok, Young People, Romance Book Enthusiasts