

ABSTRAK

Penelitian ini bertujuan untuk menganalisis praktik budaya partisipasi penggemar dalam komunitas penggemar Idola Jpop di media sosial X, khususnya penggemar Idola di bawah Starto Entertainment, LDH Japan, dan Lapone Entertainment. Menggunakan pendekatan netnografi, penelitian ini mengeksplorasi bagaimana penggemar menghadapi dilema konsumsi konten akibat *gatekeeping* dan regulasi ketat hak cipta industri Jpop yang menghadirkan stereotip terhadap komunitas mereka, serta bagaimana mereka beradaptasi melalui praktik-praktik yang didasari *fan culture*. Teori yang digunakan adalah teori budaya partisipasi dan teori penilaian sosial terkait audiens budaya populer untuk memahami motivasi penggemar. Hasilnya, penelitian ini menghadirkan dinamika konflik komunikasi serta implikasinya dalam fandom. Penggemar menerapkan praktik budaya partisipasi penggemar *affiliations*, *expressions*, *collaborative problem-solving* dan *circulations* sebagai respon terhadap *gatekeeping* dan aturan hak cipta. Dinamika dan dilema dalam fandom Idola Jpop mendorong penggemar untuk berperan aktif berkontribusi dan mempertahankan kehadiran komunitas mereka sebagai upaya menunjukkan eksistensi sebagai pertimbangan untuk industri budaya populer Idola Jepang untuk lebih terbuka.

Kata kunci: *Fan Culture*, Penggemar Idola Jepang, *Participatory Culture*, Audiens Budaya Populer, *Gatekeeping* dalam *Fandom*

ABSTRACT

This study aims to analyze the participatory culture practices of fans within the Japanese idol (Jpop) fan communities on social media X, particularly fans of idols under Starto Entertainment, LDH Japan, and Lapone Entertainment. Using a netnographic approach, this research explores how fans face the dilemma of content consumption due to gatekeeping and the strict copyright regulations of the J-pop industry, which contribute to stereotypes against their communities, as well as how they adapt through practices rooted in fan culture. The theories used are participatory culture theory and social valuation theory related to the audiences of popular culture to understand the fans' motivations. As a result, this study presents the dynamics of communication conflict and its implications within the fandom. Fans implement participatory culture practices such as affiliations, expressions, collaborative problem-solving, and circulations in response to gatekeeping and copyright rules. The dynamics and dilemmas within the Jpop idol fandom drive fans to actively contribute and maintain the presence of their communities as an effort to assert their existence, in hopes of encouraging the Japanese idol popular culture industry to become more open.

Key words: Fan Culture, Japanese Idol Fans, Participatory Culture, Popular Culture Audiences, Gatekeeping in Fandom