

ABSTRAK

Meskipun praktik fandom di ruang digital telah banyak dikaji, penelitian biasanya berfokus pada media sosial terbuka. Padahal, ruang digital tertutup seperti komunitas WhatsApp dapat menjadi ruang partisipasi kolektif yang memiliki dinamika tersendiri dan dapat memiliki kontribusi pada industri hiburan. Penelitian ini membahas mengenai bagaimana anggota fandom dari Enhypen (Engene) pada komunitas WhatsApp melakukan partisipasi kolektif. Penelitian ini menggunakan metode netnografi pada komunitas WhatsApp Engene Team ID selama empat bulan, dari September hingga Desember 2024. Data didapatkan dari hasil observasi dan dokumentasi pada grup komunitas serta wawancara dengan enam anggota aktif, termasuk admin dan anggota biasa. Hasil penelitian dibagi menjadi empat pembahasan yang didasarkan pada teori budaya partisipatif yaitu, (1) afiliasi yang menunjukkan adanya perubahan afiliasi dan identitas pada komunitas; (2) ekspresi yang memberikan gambaran aktivitas kreatif penggemar seperti video *fanmade*, *project event*, dan iklan penggemar; (3) pemecahan masalah kolaboratif yang menunjukkan solidaritas penggemar dalam melakukan aktivitas kolektif dan mengelola komunitas; (4) sirkulasi yang menjelaskan distribusi informasi penggemar. Selain itu, peneliti menemukan beragam dinamika yang terkait dengan *cancel culture* dan adanya *fan labour* pada partisipasi kolektif. Penelitian ini berkontribusi dalam memahami partisipasi kolektif, sekaligus menyoroti dinamika sosial dalam fandom di ruang digital tertutup.

Kata kunci: fandom, budaya partisipatif, WhatsApp.

ABSTRACT

Although fandom practices in digital spaces have been widely studied, most research tends to focus on open social media platforms. In fact, closed digital spaces such as WhatsApp communities can also serve as spaces for collective participation, with their own distinct dynamics and potential contributions to the entertainment industry. This study explores how members of the Enhypen fandom (Engine) engage in collective participation within a WhatsApp community. Employing a netnographic method, the research was conducted in the WhatsApp community Engine Team ID over a period of four months, from September to December 2024. Data were collected through observations and documentation of community group activities, as well as interviews with six active members, including both admins and regular participants. The findings are organized into four main themes based on the theory of participatory culture: (1) affiliation, which highlights changes in group identity and alignment; (2) expression, which captures creative fan activities such as fanmade videos, event projects, and fan advertisements; (3) collaborative problem-solving, which reflects fan solidarity in organizing collective actions and managing the community; and (4) circulation, which focuses on the distribution of fan information. Additionally, the study reveals dynamics involving cancel culture and the presence of fan labour within collective participation. This research contributes to a deeper understanding of collective participation and highlights the social dynamics of fandom within closed digital spaces.

Keywords: fandom, participatory culture, WhatsApp.