

ABSTRACT

In this thesis, the author analyses how Post-Concert Depression (PCD) is depicted and expressed through posts found in the social media X. Using the concept of post-event blues (Heidl, 2024) as reference, PCD is a non-clinical term that is widely used as a popular term among young adults, it is commonly used to describe the emotional downturn after watching concerts or highly anticipated experiences. This research uses a qualitative approach through descriptive content analysis. The data consist of 27 publicly accessible tweets collected through relevance sampling from X using keywords related to Coldplay and PCD. The analysis focuses on four recording units found in the tweets, namely text, emoji, image, and video, in order to identify how PCD is expressed and depicted through user-generated content on the platform. In the findings of this research, PCD on X are dominantly depicted through short textual statement combined with emojis. While text is used for main context in expressing PCD, emojis functions to clarify emotional stance and tone. Images and videos are found to appear less frequently and primarily functions as supporting evidence of memory traces, showing what is being missed or replayed rather than carrying the main emotional message itself. Across the dataset, four recurring self-expression patterns were found which are emotional drop, nostalgic replay, vulnerable longing, and bittersweet attachment. Overall, the study shows that PCD on X is depicted as a recognizable, short-form, and platform-shaped emotional discourse within fan culture.

Keywords: Post-Concert Depression (PCD), social media X, Coldplay Music of the Spheres World Tour, descriptive content analysis