UNIVERSITAS
GADJAH MADA
**Parasocial Relationships and Fandom in Online Social Media: A Nethnographic Study Among The Love and
Deepspace Roleplayers and Fans on X**
Clara Alverina Fitria Saerang, Lidwina Mutia Sadasri, S.I.P,. M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

This study examines the development and dynamics of parasocial relationships (PSRs) within the Indonesian Love and Deepspace roleplaying community ("Ladstwt") on Twitter/X. Operating at the intersection of media psychology, participatory fandom, and computer-mediated communication, the research focuses on how Indonesian users form one-sided emotional attachments toward peer roleplayers who perform fictional character personas (*Muses*). Employing Kozinets' netnographic approach, data was systematically gathered between March 2024 and July 2026 through non-participatory observation of public timeline interactions, cross-platform anonymous ask-boxes (Retrospring and Tellonym), textual artifacts, observations and written interviews with active and inactive roleplay operators (*Muns*). Using thematic analysis, the findings reveal that platform affordances—such as persistent visibility, structural anonymity, and real-time microblogging—shatter the traditional media "fourth wall," generating a quasi-interactive "impression of mutual engagement." By localizing corporate intellectual property through textual poaching, roleplayers project enhanced social presence that fans mistake for genuine interpersonal availability. Consequently, casual admiration frequently escalates along the parasocial continuum into possessive romantic projections, toxic entitlement, and intrusive boundary violations (e.g., identity doxings and sexual harassment). To survive emotional labor and creator burnout, roleplayers execute defensive boundary management via Carrd.co guidelines, soft-blocking, and account locking, while the broader fandom actively engages in collective community policing to suppress parasocial excess.

Keyword: Twitter/X, Roleplay, Love and Deepspace, Parasocial Relationship, Fandom, Platform Affordances.