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Fans' Reactions to Celebrity Scandal: A Qualitative Content Analysis of X Discussions on Allegations against Kim Soo Hyun in 2025
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ABSTRAK

Media sosial telah mengubah penggemar dari penerima berita selebriti menjadi peserta aktif yang menyebarkan, menafsirkan, dan memperdebatkan skandal di depan umum. Namun, sedikit yang diketahui tentang bagaimana penggemar bereaksi dengan kata-kata mereka sendiri sementara skandal yang melibatkan perlindungan anak di bawah umur masih berlangsung. Studi ini meneliti bagaimana penggemar mengekspresikan reaksi mereka di X (sebelumnya Twitter) terhadap tuduhan pelecehan anak terhadap aktor Korea Selatan Kim Soo Hyun antara 13 Maret dan 14 April 2025. Menggunakan analisis konten kualitatif terarah, 68 unggahan yang ditulis penggemar, yang diambil dari 123 unggahan yang direkam dalam bahasa Inggris dan Indonesia, dikodekan terhadap enam belas indikator reaksi defensif/protektif, ambivalen, dan kritis/antifandom, bersama dengan fitur platform dan pembingkaian skandal. Keandalan instrumen dikonfirmasi melalui uji intra-coder (CR = 0,953) dan uji intercoder (κ = 0,884). Hasil menunjukkan bahwa reaksi penggemar bersifat jamak dan bukan seragam. Reaksi kritis adalah yang paling sering muncul (32 unit), diikuti oleh reaksi defensif (20 unit), sedangkan reaksi ambivalen hanya muncul sekali. Para pembela tidak mengecilkan tuduhan tersebut tetapi mengalihkan kesalahan kepada para kritikus, keluarga yang berduka, dan aktris yang telah meninggal. Para kritikus mengutuk baik aktor maupun sesama penggemar dan menafsirkan ulang pesan-pesan pribadinya sebagai bukti. Keseimbangan antara jenis reaksi bergeser di sepanjang fase skandal, dan sebagian besar percakapan diwarnai oleh sarkasme dan kasih sayang daripada argumen eksplisit.

Kata kunci: reaksi penggemar; skandal selebriti; antifandom; analisis konten kualitatif; X (Twitter)

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ABSTRACT

Social media has transformed fans from recipients of celebrity news into active participants who circulate, interpret, and contest scandals in public. Yet little is known about how fans react in their own words while a scandal involving the protection of minors is still unfolding. This study examines how fans expressed their reactions on X (formerly Twitter) to the child-grooming allegations against the South Korean actor Kim Soo Hyun between 13 March and 14 April 2025. Using directed qualitative content analysis, 68 fan-authored posts, retained from 123 posts captured in English and Indonesian, were coded against sixteen indicators of defensive/protective, ambivalent, and critical/antifandom reactions, together with platform features and scandal framing. The reliability of the instrument was confirmed through an intra-coder test (CR = 0.953) and an intercoder test ($\kappa = 0.884$). The results show that fan reaction was plural rather than uniform. Critical reactions were the most frequent (32 units), followed by defensive reactions (20 units), while ambivalent reactions appeared only once. Defenders did not minimize the allegation but redirected blame toward critics, the bereaved family, and the deceased actress. Critics condemned both the actor and fellow fans and reinterpreted his private messages as evidence. The balance between reaction types shifted across the phases of the scandal, and much of the conversation was carried by sarcasm and affection rather than explicit argument.

Keywords: fan reaction; celebrity scandal; antifandom; qualitative content analysis; X (Twitter)