

INTISARI

Minimnya studi mengenai manajemen komunikasi *fandom* menjadi alasan bagi peneliti untuk tertarik mengambil lokus kajian penelitian komunikasi ini. Dengan mengambil obyek penelitian *fandom* EXO's OTP, salah satu *fandom* K-Pop ber-*genre* "boys love" yang bergerak di ranah *offline* dan *online*, penelitian ini dilakukan dengan tujuan mengeksplorasi bagaimana manajemen komunikasi diterapkan dalam mengelola *fandom* tersebut. Penelitian ini menggunakan teori manajemen komunikasi Henri Fayol ditambah konsep-konsep mengenai manajemen media, komunikasi organisasi khususnya komunitas virtual dan studi budaya populer yaitu *fandom*. Metode penelitian yang digunakan ialah studi kasus dengan teknik pengumpulan data melalui wawancara mendalam dan observasi. Sementara informan penelitian terdiri dari sebelas orang yaitu satu ketua *fandom* EXO's OTP, tujuh admin *fandom* EXO's OTP dan tiga anggota *fans* aktif dari *fandom* EXO's OTP. Dari penelitian yang telah dilakukan, peneliti menganalisa *fandom* EXO's OTP sebagai komunitas penggemar "boys love" EXO cenderung bebas, tidak terikat tetapi justru menekankan penerapan manajemen komunikasi pada bagian *commanding* dan *controlling*. Kesibukan admin, kuota data terbatas dan minimnya momen kebersamaan "boys love" di antara anggota EXO menjadi sebab mengapa saat ini *fandom* EXO's OTP kurang aktif menyajikan informasi. Sementara *gathering* yang menjadi kegiatan *offline fandom* EXO's OTP belum dapat diberlangsungkan secara rutin karena kendala wilayah geografis. Masalah fundamental lain ialah perbenturan antara sajian konten informasi "boys love" yang diinginkan *fans*, dengan belum maksimalnya pengelola *fandom* EXO's OTP merealisasikannya. Hal tersebut terjadi karena batasan aturan dari pihak LINE@ sebagai media *platform* EXO's OTP yang akan memblokir konten pornografi, layaknya "boys love" itu sendiri. Selain itu perbedaan karakteristik *fans* virtual dan *offline* juga menjadi kendala dalam hal penerapan manajemen komunikasi pada *fandom* "boys love" EXO's OTP.

Kata kunci : *manajemen komunikasi, fandom EXO's OTP, minoritas, boys love*

ABSTRACT

The lack of a study on the management of fandom communication is the reason for researcher to took interest in taking the locus of this research. The object of this research is the fandom of EXO's OTP, one of K-Pop fandom of the “boys love” genre that exists in both offline and online. This research is conducted with the aim of exploring how communication management is applied in managing the fandom. This research employed Henri Fayol’s communication management theory, combined with various concepts regarding media management, organizational communication especially virtual community, and the study of popular culture, in this case fandom. The research method employed in this research is case study with data collection technique through in-depth interview and observation. Informants of this research consisted of eleven persons, namely the chairman of EXO’s OTP fandom, seven admin of EXO's OTP fandom, and three members and active fans of EXO's OTP fandom. From the research, researcher analyzed that EXO's OTP fandom as the EXO's “boys love” fan community tend to be free, unbound but emphasize the application of communication management on the commanding and controlling part. The admin’s daily activity, limited internet data quota, and the lack of “boys love” together moments among members of EXO is the reason why the current EXO's OTP fandom is less active in giving out information, while the gathering that became EXO's OTP fandom offline activity could not be held regularly due to geographical constraints. Another fundamental issue is the clash between the “boys love” information contents that the fans want, with the poor performance EXO's OTP fandom managers committed in objectifying it. It happened because of the limitations from the LINE@, as EXO's OTP media platform, which block pornographic content, like “boys love”. In addition, differences in the characteristics of virtual and offline fans also become obstacles in the implementation of communication management on EXO's OTP fandom “boys love”.

Keywords: *communication management, EXO's OTP fandom, minority, boys love*