

INTISARI

Fanfiction adalah cerita fiksi yang ditulis oleh penggemar yang terinspirasi dari sebuah sumber teks. Produsen dan konsumen *fanfiction* biasanya adalah penggemar dari produk budaya populer seperti buku, film, seri televisi, video game, bahkan selebriti. Saat ini, penggemar K-Pop menjadi salah satu yang paling aktif memproduksi dan mengonsumsi *fanfiction*. Terdapat satu fenomena unik dalam *fanfiction* K-Pop saat ini, yaitu dominannya keberadaan *Original Character*. *Original Character* merupakan karakter baru yang diciptakan oleh penulis *fanfiction*. Penelitian ini membahas alasan dan proses penciptaan *Original Character* dalam *fanfiction* K-Pop.

Empat orang penulis *fanfiction* K-Pop yang mempublikasikan karyanya di Twitter membagikan ceritanya mengenai penciptaan *Original Character*. Metode penelitian lain seperti observasi partisipasi, studi pustaka, dan dokumentasi pun turut dilakukan. Hasilnya menunjukkan bahwa penciptaan *Original Character* erat kaitannya dengan peraturan tidak tertulis yang ada di fandom. Selain itu, *Original Character* yang ditulis dalam *fanfiction* K-Pop merupakan jenis karakter Mary Sue. Melalui penelitian mengenai penciptaan *Original Character* ini dapat terlihat beberapa hal unik mengenai fandom K-Pop.

Kata Kunci: *Fanfiction*, *Original Character*, Hubungan Parasosial, Mary Sue, Budaya Penggemar, K-Pop.

ABSTRACT

Fanfiction is a fictional story written by fans that is inspired by a text source. Fanfiction producers and consumers are usually fans of popular culture products such as books, movies, television series, video games, and even celebrities. Currently, K-Pop fans are one of the most active in producing and consuming fanfiction. There is one unique phenomenon in current K-Pop fanfiction, it is the dominant existence of Original Characters. Original Character is a new character created by a fanfiction writer. This study discusses the reasons and the process of creating Original Character in K-Pop fanfiction.

Four K-Pop fanfiction writers who publish their work on Twitter share their stories about the creation of Original Characters. Other research methods such as participant observation, literature study, and documentation were also carried out. The results show that the creation of Original Character is closely related to the unwritten rules that exist in the fandom. In addition, the Original Character written in K-Pop fanfiction is Mary Sue. Through research about the creation of Original Characters, we can see some unique things about K-Pop fandom.

Keywords: *Fanfiction, Original Character, Parasocial Relationship, Mary Sue, Fan Culture, K-Pop.*