

FAN LOYALTY DALAM K-POP: STUDI FENOMENOLOGI PADA PENGGEMAR AESPA MELALUI BRANDING METAVERSE

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ABSTRAK

Fenomena loyalitas penggemar dalam industri K-pop tidak hanya terbentuk melalui interaksi musik dan visual, tetapi juga melalui strategi pemasaran inovatif seperti *branding metaverse*. Penelitian ini bertujuan memahami bagaimana loyalitas penggemar Aespa terbentuk melalui pengalaman mereka dalam berinteraksi dengan elemen-elemen *metaverse* seperti avatar virtual, narasi KWANGYA, serta konten promosi lainnya. Menggunakan pendekatan fenomenologi Alfred Schutz, pengalaman subjektif lima partisipan dianalisis melalui konsep *because motive*, *in order to motive*, *lifeworld*, dan intersubjektivitas. Hasil penelitian menunjukkan bahwa loyalitas berakar pada pengalaman awal yang bermakna dan berkembang seiring dengan tujuan partisipan menjalani aktivitas fandom. *Branding metaverse* menjadi bagian dari rutinitas keseharian, identitas, serta hubungan antarpenggemar. Loyalitas tidak terbentuk secara instan, melainkan melalui proses interpretasi dan pemaknaan kolektif yang terus berkembang. *Branding metaverse* berfungsi sebagai medium strategis dalam menciptakan pengalaman digital yang imersif dan relasional, sehingga memperkuat keterlibatan emosional sekaligus tindakan nyata dalam komunitas fandom.

Kata kunci: Fenomenologi, *Fan Loyalty*, Aespa

FAN LOYALTY IN K-POP: A PHENOMENOLOGICAL STUDY OF AESPA FANS THROUGH METAVERSE BRANDING

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ABSTRACT

The phenomenon of fan loyalty in the K-pop industry was not solely shaped by musical and visual interaction, but also through innovative marketing strategies such as metaverse branding. This study aimed to understand how the loyalty of Aespa fans was formed through their experiences in engaging with metaverse elements, including virtual avatars, the KWANGYA narrative, and other promotional content. Using Alfred Schutz's phenomenological approach, the subjective experiences of five participants were analyzed through the concepts of because motive, in order to motive, lifeworld, and intersubjectivity. The findings revealed that loyalty was rooted in meaningful initial experiences and developed alongside the participants' personal goals in fandom activities. Metaverse branding became part of their daily routines, identities, and social connections with fellow fans. Loyalty did not emerge instantly, but rather through an ongoing process of interpretation and collective meaning-making. Metaverse branding functioned as a strategic medium for creating immersive and relational digital experiences, reinforcing both emotional engagement and concrete actions within the fandom community.

Keywords: Phenomenology, Fan Loyalty, Aespa