

STRATEGI KOMUNIKASI INTERAKTIF ARMY KEPADA IDOL BTS MELALUI APLIKASI WEVERSE

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi interaktif yang dilakukan oleh komunitas ARMY dalam membangun hubungan dengan idola BTS melalui aplikasi Weverse. Fokus utama penelitian adalah mengeksplorasi bagaimana fitur-fitur digital dimanfaatkan untuk menciptakan kedekatan emosional meskipun terdapat batasan fisik dan teknis. Teori yang digunakan adalah *Social Information Processing* (SIP) dan Model *Hyperpersonal* untuk membedah proses interaksi di ruang siber. Metode penelitian yang digunakan adalah kualitatif deskriptif. Data dikumpulkan melalui wawancara mendalam dengan lima informan anggota ARMY yang aktif menggunakan Weverse, serta melalui observasi aktivitas digital di platform tersebut. Teknik analisis data dilakukan secara tematik untuk mengidentifikasi pola-pola strategi komunikasi yang muncul. Hasil penelitian menunjukkan bahwa ARMY menerapkan lima strategi utama: pemanfaatan fitur interaksi (sinkron dan asinkron), pengelolaan pesan dan waktu (*impression management*), representasi identitas fandom melalui simbol kolektif dan *code-mixing*, resiliensi digital dalam menghadapi hambatan teknis fitur terjemahan, serta pembentukan kedekatan emosional melalui responsivitas idola. Strategi ini memungkinkan terbentuknya kedekatan emosional yang intim dan persepsi interaksi dua arah yang bermakna. Penggunaan simbol identitas seperti *purple heart* menjadi kunci dalam memperkuat solidaritas dan loyalitas di dalam ekosistem Weverse. Strategi komunikasi yang adaptif mampu mentransformasi media digital menjadi ruang sosial yang personal bagi penggemar dan idola.

Kata kunci: Komunikasi Interaktif, Fandom, ARMY, BTS, Weverse.

INTERACTIVE COMMUNICATION STRATEGIES OF ARMY TOWARD BTS THROUGH THE WEVERSE APPLICATION

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ABSTRACT

This study aims to analyze the interactive communication strategies employed by the ARMY community to build relationships with their idols, BTS, through the Weverse application. The primary focus of this research is to explore how digital features are utilized to create emotional intimacy despite existing physical and technical barriers. The theoretical frameworks used are Social Information Processing (SIP) and the Hyperpersonal Model to dissect the interaction processes within cyberspace. A descriptive qualitative research method was applied. Data were collected through in-depth interviews with five ARMY members who are active Weverse users, as well as through observations of digital activities on the platform. The data analysis technique followed a thematic approach to identify emerging patterns of communication strategies. The results of the study indicate that ARMY implements five main strategies: the utilization of interaction features (synchronous and asynchronous), message and time management (impression management), the representation of fandom identity through collective symbols and code-mixing, digital resilience in facing technical barriers of translation features, and the cultivation of emotional closeness through idol responsiveness. These strategies enable the formation of intimate emotional bonds and the perception of meaningful two-way interactions. The use of identity symbols, such as the purple heart, is key to strengthening solidarity and loyalty within the Weverse ecosystem. Adaptive communication strategies are capable of transforming digital media into a personal social space for both fans and idols.

Keywords: *Interactive Communication, Fandom, ARMY, BTS, Weverse.*