

MANAJEMEN HUBUNGAN BABYMONSTER DAN PENGGEMAR

ABSTRAK

Perkembangan komunikasi digital telah mengubah pola hubungan antara artis dan penggemar, termasuk dalam industri K-Pop. Weverse menjadi platform yang memungkinkan artis membangun hubungan yang lebih dekat dan interaktif dengan penggemarnya. Penelitian ini bertujuan untuk menganalisis manajemen hubungan antara BABYMONSTER dan penggemar (Montiez) melalui platform Weverse. Penelitian menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui observasi nonpartisipan terhadap aktivitas komunikasi BABYMONSTER di Weverse, dokumentasi digital, dan studi pustaka. Analisis data dilakukan menggunakan model Miles dan Huberman dengan landasan Teori *Relationship Management* yang meliputi strategi *access*, *positivity*, dan *openness*, serta dimensi kualitas hubungan seperti *trust*, *commitment*, *control mutuality*, *satisfaction*, dan *communal relationship*. Hasil penelitian menunjukkan bahwa BABYMONSTER memanfaatkan berbagai fitur Weverse, seperti unggahan konten, balasan komentar, *Weverse Live*, dan *Moments*, untuk membangun komunikasi yang interaktif, meningkatkan keterlibatan penggemar, serta menciptakan kedekatan emosional. Strategi komunikasi tersebut membentuk hubungan yang didasarkan pada kepercayaan, kepuasan, dan komitmen, sehingga memperkuat loyalitas penggemar. Penelitian ini menyimpulkan bahwa Weverse berperan sebagai media strategis dalam membangun dan memelihara hubungan jangka panjang antara BABYMONSTER dan penggemarnya di era komunikasi digital.

Kata Kunci: BABYMONSTER, Weverse, Manajemen Hubungan, Komunikasi Digital, *Relationship Management*

BABYMONSTER AND FAN RELATIONSHIP MANAGEMENT

ABSTRACT

The evolution of digital communication has transformed the dynamics of the artist-fan relationship, including within the K-Pop industry. Weverse has emerged as a platform enabling artists to cultivate closer, more interactive connections with their fans. This study aims to analyze the Relationship Management between BABYMONSTER and their fans (Montiez) via the Weverse platform. This study employed a descriptive qualitative approach. Data were gathered through non-participant observation of BABYMONSTER's communication activities on Weverse, digital documentation, and a literature review. Data analysis followed the Miles and Huberman model, grounded in Relationship Management theory—encompassing strategies of access, positivity, and openness, as well as relationship quality dimensions such as trust, commitment, control mutuality, satisfaction, and communal relationships. The findings indicate that BABYMONSTER leverages various Weverse features—such as content uploads, comment replies, Weverse Live, and Moments—to foster interactive communication, boost fan engagement, and build emotional closeness. These communication strategies cultivate a relationship rooted in trust, satisfaction, and commitment, thereby strengthening fan loyalty. The study concludes that Weverse serves as a strategic medium for establishing and maintaining long-term relationships between BABYMONSTER and their fans in the digital communication era.

Keywords: BABYMONSTER, Weverse, Relationship Management, Digital Communication, Fan Engagement, K-Pop.