

ABSTRACT

Indo Harry Potter community is a community for Harry Potter fans which based in Indonesia. This community makes a lot of events that invite participants to enjoy the sensation of Harry Potter wizarding world in the real world, an example is "Harry Potter #8 Launch Party" which is many of participants behave like a witch. This behavior makes them to assimilate the world as known as hyperreality by simulacra and simulation that participants experienced, to make a thing of imagination become a reality which more real than reality itself. This study aims to determine how the process of simulacra experienced by Harry Potter fans who participated in the event and joined as a member of the "Indo Harry Potter" Community, in accordance with the concept of simulacra, simulations and hyperreality expressed by Jean Baudrillard. This study used a qualitative approach with descriptive case study method that aims to describe and explain related to the cases studied. The results obtained from this research is the process of simulacra experienced by each individual varies based on their experiences, but has reached the second phase of simulacra, simulacra masks and denatures a profound reality. So, the concept of simulacra, simulations and hyperreality experienced also different, which is start to believe that story of Harry Potter is real to identify itself as one of the characters within the story of Harry Potter.

Keywords: Cultural Studies, Simulacra, Simulation, Hyperreality, Harry Potter Fans