

ABSTRACT

K-Pop or Korean Wave has become a world phenomenon. 2019, which is the year the COVID-19 pandemic takes place, encourages activities to be carried out online, such as video conferencing applications which are increasingly being used as well as other communication applications. One such app whose use is a celebrity PR endeavor is DearU Lysn and Bubble. This application functions as a personal communication platform between idols and their fans which is unique in its model which is similar to private chat pages in most chat applications. Parasocial interaction is one of the main focuses of this research, how the interaction between an idol and his fans occurs in the Dear U application. This research is qualitative research with an interpretive paradigm using reception analysis methods. The data collection process was carried out by interviewing the five informants who were application subscribers with different fandoms (NCTzen, Villains, My, Stay). Based on research conducted, fans are willing to set aside their resources to subscribe to the DearU Lysn Bubble application due to the urgency of parasocial interactions and relationships. From the data collected, the informants are included in the two classifications of Parasocial Kozinets (1999), namely Devotees and Insiders (insiders). It can be concluded that the DearU Lysn Bubble application is a fandom application that has succeeded in increasing the level of relationship with its audience, loyalty, and fan experience in order to maintain the career, reputation and good image of the artist and the company.

Keywords: Celebrity Public Relations, DearU Lysn Bubble, Fandom Application, Parasocial Interaction.