

ABSTRACT

The author aims to focus on processing personal sensitivity to the issues that exist in the world of k-pop idols, by paying attention to internal and external factors, processing existing data, to pouring ideas into the work. Today, the majority of people around the world are now familiar with k-pop idols. In this modern world, the k-pop idol entertainment industry is developing very rapidly. In the life of a k-pop idol, there is the term "Fandom Culture". In South Korea, fandom culture includes that idols must obey their fans and follow the market's will. Therefore, they are required to wear personas on a daily basis. This, in turn, reflects people's perception of the role that must be played in their lives. It is true that the existence of persona is an important side of personality, and we should not mix the part that is displayed in public with our true selves. In fact, to be psychologically healthy, we must maintain a balance between social expectations and our true personality. The trick is to reduce the level of importance of social expectations. However, around 90% of k-pop idols do not have rights to that. That is, almost all k-pop idols are required to wear a persona that has been arranged in such a way by the agency. This makes the writer moved to "spill" the truth untold through the work. Here the author is experimenting with stacked images drawn with a digital illustration software, and can only be seen using anaglyph 3D glasses. This also reflects that the two sides in the world of idols can only be "seen" from different points of view.

Keywords: *Persona, Idol, Fandom Culture, Anaglyph*