

ABSTRACT

DESIGNING BAG AS FASHION PRODUCTS FOR K-POP FANS IN BANDUNG

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The potential of music as a creative economy in the city of Bandung is indeed supported by the existence of a community that becomes the creative energy in the city of Bandung. Currently the city of Bandung has many communities, one of which is the K-pop music community, pop music culture is an effect of globalization and is related to everyday problems such as superstars, fashion, transportation, lifestyle, and so on that can be enjoyed by all people or certain circles. . The very significant development of K-Pop will finally create a fan group that aims to be a forum for fans to represent a participatory culture in supporting K-Pop idols where through this fandom some fan activities can be realized. Through this fandom, usually K-Pop fan groups gather to carry out several activities such as fan gatherings, fan projects, K-Pop festivals, idol concerts. To show his identity is usually when attending K-pop events, one of which is attending concerts, K-pop fans like to use and bring a lot of idol trinkets and imitate his idol's dress style, so that there are many needs of K-pop fans. In this research, I am interested in further researching the needs of K-pop fans in Bandung when attending K-pop concerts in Indonesia.

Keyword : community, K-Pop, Fashion.