

ABSTRACT

Social media product of the development of communication technology supports globalization in spreading culture very quickly. Likewise with K-Pop (케이팝) is a genre of pop music from South Korea. SEVENTEEN is one of the K-Pop boy groups that use Twitter to interact with their fans. SEVENTEEN's success in holding the Be the Sun Jakarta concert through promoter @mecimapro, made the hashtag #BETHESUNinJKT the first trending thanks to the enthusiasm of its fans (CARAT). This study aims to determine the form of communication patterns and CARAT netspeak based on topics with the hashtag #BETHESUNinJKT on Twitter. This study uses netnographic studies with qualitative methods collected through observation, interviews, documentation, and literature studies, then analyzed using cyber media analysis (AMS), as well as the validity of triangulation methods (sources and methods) and research persistence. As for the results of this study, the topic of CARAT's tweets with the hashtag #BETHESUNinJKT consists of eleven topics that are still related to the Be the Sun in Jakarta concert; The CARAT communication pattern on the #BETHESUNinJKT hashtag on Twitter is divided into three, namely the wheel pattern, the chain pattern, and the all-way pattern (star pattern); netspeak which is present in the topic of CARAT tweets with the hashtag #BETHESUNinJKT on Twitter is divided into three types, namely emoticons, acronyms, and text.

Keywords: Communication patterns, CARAT, Netspeak, Netnography, Twitter