

ABSTRACT

KPop fans use disguised identities in presenting their identities on X. This allows them to express themselves freely as KPop fans on X. However, this is used as an opportunity by unscrupulous fans to arbitrarily communicate, to disturb other users on social media. This study aims to find out the communication identity of KPop fans on X. The findings of this study were analyzed using Michael Hecht's communication identity theory. The method used in this research is qualitative with a case study approach. Data collection was conducted by semi-structured interviews and observation of research informants selected based on purposive sampling. The results found that the communication identity of K-Pop fans is formed by four interrelated layers. The personal layer of K-Pop fans views themselves as normal K-Pop fans, likes to hammer and confidently admits that they are K-Pop fans on X social media. In relation to the communal layer, fans who view themselves as normal and confident K-Pop fans are open about their identity on social media X despite being stigmatized by other communities on social media X. Meanwhile, fans who are hazy are more closed on social media X. Meanwhile, fans who are hazy are more closed on social media X, because they are worried about the stigma given by others on social media X. Relational layer K-Pop fans are influenced by their surroundings when they decide to like K-Pop, so they are more open about their identity as K-Pop fans to fellow K-Pop fans. This is related to the enactment layer as shown by K-Pop fans showing their identity on social media X by using profiles related to K-Pop idols and the activities they do on social media X.

Keywords: *Identity of communication, K-pop, K-Pop fans.*