

ABSTRACT

NCT is a group formed by SM Entertainment and has a unique concept. NCT uses the concept that the number of members is unlimited and comes from various countries. NCTZEN is a term used by NCT fans to identify themselves as part of the NCT group fandom. This research will focus on fan behavior depicted through X's social media.

This research uses a qualitative approach with ethnographic methods. The data collection technique used was non-participant observation of four X accounts belonging to NCTZEN which met several indicators determined by the researcher.

The research results show that the X NCTZEN account reflects a fan community that is very active, involved, and loyal to the NCT music group. Fans not only express their support verbally, but also actively participate in various online activities, such as creating daily content specifically about NCT. The use of certain hashtags is also a form of their participation in forming community identity. In addition, NCT members' birthday celebrations and special calls show the strong emotional bond between NCTZEN and NCT members.

Keywords: *Behavioral Analysis, Ethnography, Fandom, Korean Pop, Loyalty, Social Media, New Media, NCT, NCTZEN, Fan Behavior, Twitter, X.*