

## DAFTAR ISI

|  |            |
|--|------------|
| <b>HALAMAN JUDUL .....</b>                   | <b>i</b>   |
| <b>HALAMAN PERSETUJUAN.....</b>              | <b>ii</b>  |
| <b>HALAMAN PERNYATAAN ORISINALITAS .....</b> | <b>iii</b> |
| <b>KATA PENGANTAR.....</b>                   | <b>iii</b> |
| <b>ABSTRAK .....</b>                         | <b>v</b>   |
| <b><i>ABSTRACT</i> .....</b>                 | <b>vi</b>  |
| <b>DAFTAR ISI.....</b>                       | <b>vii</b> |
| <b>DAFTAR TABEL.....</b>                     | <b>ix</b>  |
| <b>DAFTAR GAMBAR.....</b>                    | <b>x</b>   |
| <b>DAFTAR LAMPIRAN .....</b>                 | <b>xi</b>  |
| <b>BAB I PENDAHULUAN.....</b>                | <b>1</b>   |
| 1.1 Latar Belakang .....                     | 1          |
| 1.2 Identifikasi Masalah .....               | 5          |
| 1.3 Tujuan Penelitian .....                  | 6          |
| 1.4 Kegunaan Penelitian.....                 | 6          |
| 1.5 Waktu dan Periode Penelitian. . .        | 6          |
| <b>BAB II TINJAUAN PUSTAKA.....</b>          | <b>8</b>   |
| 2.1 Kajian Pustaka.....                      | 8          |
| 2.1.1 Media Baru.....                        | 8          |
| 2.1.2 Media Sosial.....                      | 9          |
| 2.1.3 X.....                                 | 10         |
| 2.1.4 Korean Pop.....                        | 12         |
| 2.1.5 Fandom.....                            | 13         |
| 2.1.6 Loyalitas .....                        | 14         |
| 2.2 Penelitian Terdahulu .....               | 15         |
| 2.2.1 Jurnal Nasional.....                   | 15         |
| 2.2.2 Jurnal Internasional .....             | 18         |
| 2.3 Kerangka Berpikir .....                  | 21         |
| 2.4 Ruang Lingkup Penelitian.....            | 21         |

|  |           |
|--|-----------|
| <b>BAB III METODE PENELITIAN.....</b>              | <b>22</b> |
| 3.1 Metode Penelitian.....                         | 22        |
| 3.2 Paradigma Penelitian.....                      | 22        |
| 3.3 Subjek dan Objek Penelitian .....              | 23        |
| 3.3.1 Subjek Penelitian.....                       | 23        |
| 3.3.2 Objek Penelitian .....                       | 23        |
| 3.3.3 Metode Analisis Data .....                   | 23        |
| 3.4 Unit Analisis Data .....                       | 24        |
| 3.5 Teknik Pengumpulan Data .....                  | 24        |
| 3.6 Teknik Analisis Data.....                      | 25        |
| 3.7 Teknik Keabsahan Data .....                    | 26        |
| <b>BAB IV HASIL DAN PEMBAHASAN PENELITIAN.....</b> | <b>27</b> |
| 4.1 Gambaran Umum Objek Penelitian .....           | 27        |
| 4.1.1 Profile NCT .....                            | 27        |
| 4.1.2 Profile Akun X NCTZEN .....                  | 30        |
| 4.2 Analisis Konten.....                           | 30        |
| 4.3 Hasil Analisis .....                           | 37        |
| <b>BAB V PENUTUP .....</b>                         | <b>40</b> |
| 5.1 Kesimpulan .....                               | 40        |
| 5.2 Saran.....                                     | 41        |
| <b>DAFTAR PUSTAKA .....</b>                        | <b>42</b> |
| <b>LAMPIRAN.....</b>                               | <b>43</b> |