

ABSTRACT

This study aims to analyze parasocial interactions and loyalty behavior among K-Pop fans, focusing on users of the fandom app Weverse. Parasocial interactions refer to the one-way relationship that fans feel towards their idols, which although not directly reciprocal, can influence the level of fan loyalty. This study used a qualitative method with a netnography approach, involving in-depth interviews with a number of active Weverse users from various fandoms. The results show that the parasocial interactions that occur in Weverse have a significant impact on fan loyalty behavior. Fans who experience a high level of emotional engagement with their idols through the content provided on Weverse tend to show greater loyalty, which is manifested in various forms such as participation in events, purchase of merchandise, and other online activities. In addition, aspects such as internal involvement, external involvement, desire to acquire, and interaction play an important role in shaping and strengthening such loyalty. This research reveals that Weverse serves not only as a communication platform, but also as a medium that deepens the emotional connection between fans and their idols. In conclusion, parasocial interactions facilitated by Weverse contribute significantly to the loyalty behavior of K-Pop fans, demonstrating the importance of this platform in marketing and fan management strategies for the entertainment industry.

Keywords: *K-Pop, loyalty behavior, parasocial interaction, Weverse*