

Abstract

This research aims to describe how the K-Pop fan community STAY utilizes platform X (formerly known as Twitter) as a primary medium of communication in preparation for the DOMINATE Stray Kids 2024 concert in Jakarta. In the context of digital communication, social media has become a crucial space for fan communities to build networks, exchange information, and foster collective participation and solidarity. This study employs a qualitative approach using a case study method. Data were collected through in-depth interviews with members of the STAY community who are part of the “SKZ DOMINATE TOUR IN JAKARTA” forum on platform X. Data analysis was carried out using the interactive model by Miles and Huberman, consisting of data reduction, data display, and conclusion drawing. The findings reveal that communication within the STAY community operates in a decentralized and multi-directional manner. Community members actively utilize various features on platform X, such as Communities, tweets, replies, quote tweets, and visual media, as their main communication tools to share information, engage in discussions, and build emotional closeness. The communication serves multiple functions—informative, interactive, expressive, and participatory—which contribute to strengthening digital solidarity among members. The use of platform X not only facilitates technical coordination ahead of the concert but also reinforces the collective identity of STAY as a fandom.

Keywords: Communication, Concerts, Group Communication, Media Utilization X,