

# **Consumptive Culture in BTS Fandom (ARMY) in D.I.Yogyakarta**

## **ACADEMIC JOURNAL RESEARCH PAPER**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of  
Strata I Communication Studies Program Faculty of Social and Political  
Sciences University of Muhammadiyah Yogyakarta



Arranged By:  
Vivian Vebryanti

20190530030

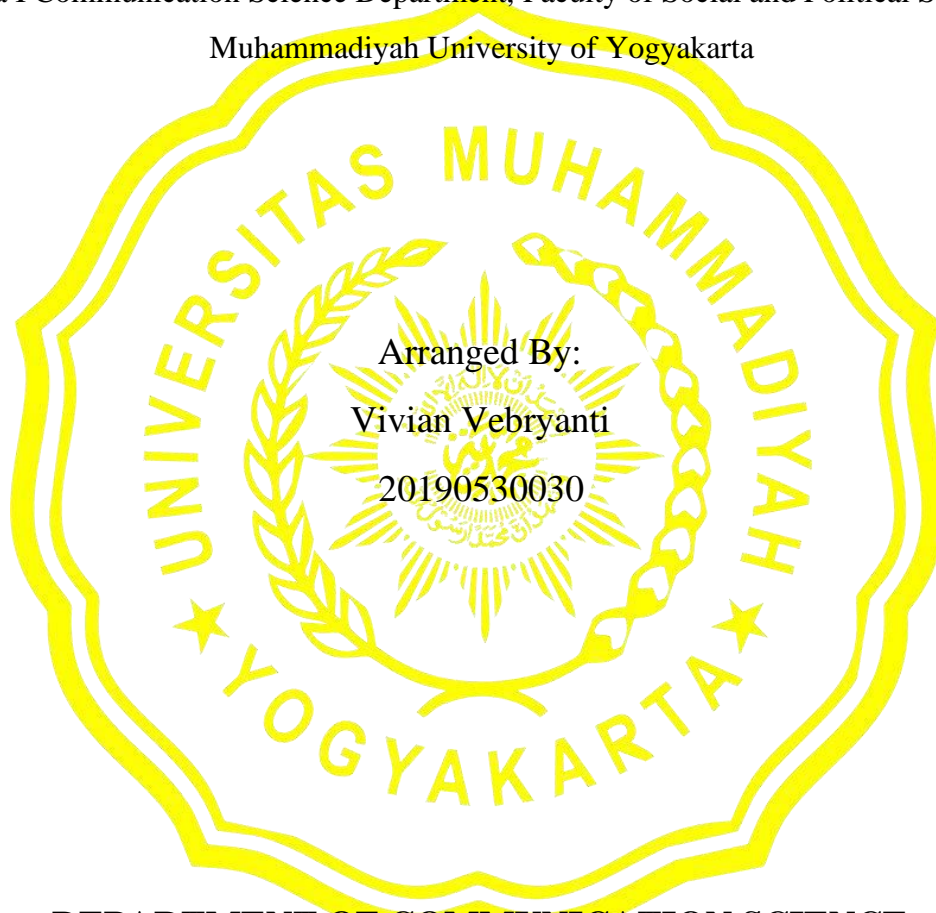
**COMMUNICATION SCIENCE STUDY PROGRAM  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

**2023**

**TITLE PAGE**  
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**DEPARTMENT OF COMMUNICATION SCIENCE**  
**FACULTY OF SOCIAL AND POLITICAL SCIENCE**  
**MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA**

**2023**

## RESEARCH AUTHENTICITY STATEMENT PAGE

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Study Program	Communication Studies
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With this, I'm stating that the article with the title "Consumptive Culture in BTS Fandom (ARMY) in D.I.Yogyakarta" contains no works that has ever been submitted for a bachelor's degree at any university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those who are referred to in writing this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript is found that there are some works or opinions that have been written or published by other people, I am willing to take down this journal manuscript.

Yogyakarta, 27<sup>th</sup> February 2023



The image shows a rectangular postage stamp from Indonesia. The stamp is orange and yellow, featuring a portrait of a man in a military-style uniform. The text on the stamp includes 'SEULOGAMBU RIUPAH' on the left, '10000' in large numbers, and 'METERAI PAJAK' on the right. At the bottom, there is a unique identification number 'E1752AKX327609860'. A black ink signature is written across the stamp.

Vivian Vebryanti

## PREFACE

### *Bismillahirrahmannirahim*

All praise to Allah SWT who has given His mercy and blessings in writing a thesis with Consumptive Culture in BTS Fandom (ARMY) in D.I.Yogyakarta as a title, so that the author can complete the thesis. This thesis was prepared to fulfill one of the requirements in obtaining a bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Program, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT the Almighty who has given His mercy, gifts and blessings to the author, so that this thesis can be completed. My parents who paid for my tuition fees until this semester.
2. Both of my parents who have paid for my tuition fees since first semester until now.
3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of this study period.
4. Mr. Taufiqur Rahman, S.IP, MA, Ph.D as my thesis adviser who helped me and guides me patiently through all this thesis process.
5. Committee of JCC 2023 who give author the chance to participate in JCC 2023, and for providing the conference.
6. Fellow JCC 2023 participants especially Aziza, who always working on this thesis together with me and accompanied me until the conference day.
7. My dear friends, Salma, Mila, and Ara who always listened to my rants, and always supporting me through high and low.
8. ATEEZ who helped me emotionally through all semesters with their songs, especially Choi San and Song Mingi my beloved idol that always inspired me and lighten up my mood.

Yogyakarta, 27<sup>th</sup> February 2023



Vivian Vebryanti

## **PRESENTATION PAGE**

All praise to Allah SWT who has given His mercy and blessings in writing a thesis with Consumptive Culture in BTS Fandom (ARMY) in D.I.Yogyakarta as a title, so that the thesis could be completed.

This thesis was prepared to fulfill one of the requirements in obtaining a bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Program, University of Muhammadiyah Yogyakarta. The author decided to take this topic in addition to provides knowledge or information for academic's purpose or for the public consumes, especially the one that related to a fandom and a consumptive behavior.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT the Almighty who has given His mercy, gifts and blessings to the author, so that this thesis can be completed. My parents who paid for my tuition fees until this semester.
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