



Analysis of Preferences and Behavior of K-Pop Fans in Consuming K-Pop Content on Youtube

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Abstract. *This journal analyzes the preferences and behavior of K-Pop fans in consuming K-Pop content on YouTube. Through an online survey of 50 active fan respondents, this study aims to understand preferences for music genres, favorite K-Pop artists, frequency of visits to K-Pop YouTube channels, preferred types of content, and interactions with content. The results show a wide variety of fan preferences and behaviors, with particular inclinations towards music genres, favorite artists and types of content. Fans actively engage through comments and shares. This study provides important insights to understand consumption of K-Pop content on YouTube.*

Keywords: *Analysis, Behavior, Fans, K-Pop, YouTube*

Abstrak. Jurnal ini menganalisis preferensi dan perilaku penggemar K-Pop dalam mengonsumsi konten K-Pop di YouTube. Melalui survei online terhadap 50 responden penggemar aktif, penelitian ini bertujuan untuk memahami preferensi genre musik, artis K-Pop favorit, frekuensi kunjungan ke saluran YouTube K-Pop, jenis konten yang disukai, dan interaksi dengan konten. Hasilnya menunjukkan berbagai preferensi dan perilaku penggemar, dengan kecenderungan khusus terhadap genre musik, artis favorit, dan jenis konten. Penggemar secara aktif terlibat melalui komentar dan berbagi. Studi ini memberikan wawasan penting untuk memahami konsumsi konten K-Pop di YouTube.

Kata Kunci : Analisis. Fans, K-Pop, Perilaku, Youtube

INTRODUCTION

This research related to the title is the first research that focuses on the definition of preference analysis and behavior of K-pop fans on YouTube. Wulan and Widhiastuti (2021) state that the Kpop industry influences popular culture in Indonesia, especially in terms of music consumption and lifestyle. Second, according to Damayanti and Rasa (2021) the K-pop phenomenon in Indonesia influences the development of music and the

tendency to consume digital content. Third, according to Zakiyah and Hidayat (2020), factors such as attitudes, subjective norms, and behavioral controls influence the intention to buy K-pop merchandise among consumers of K-pop fans in Indonesia. Fourth, according to Izzah and Setiawan (2020), fan culture influences consumer behavior in consuming K-pop content in Indonesia. K-pop fans in Indonesia tend to actively participate in fan culture, including through social media and direct meetings with other fans.

Subsequent research that focuses on demand and topics analyzes the preferences and behavior of K-pop fans in consuming K-pop content on YouTube, according to Wicaksono and Safitri (2019) stating that YouTube use has a positive influence on consumers. behavior of K-pop fans in Indonesia. . Second, according to Cind yana and Febriani (2019), the use of YouTube has a positive effect on the behavior of K-pop fans in Indonesia in terms of watching videos, seeking information, broadening horizons, and building relationships with other fan communities. Third, according to Nuriyati and Jannah (2018) that YouTube is the main means for K-pop fans in Indonesia in consuming K-pop music content. The fourth Fajar and Saputra (2021) explain that K-pop fans in Indonesia tend to prefer watching official video clips and live stage performances, and the most active time to consume K-pop content on YouTube is on Saturdays and Sundays. Fifth, according to Khairiyah and Nurchayati (2020), the main motivation for K-pop fans to consume content on YouTube is to get the latest information about artists and their music. Sixth, Hastuti and Firmansyah (2019) show that BTS and BLACKPINK are the two most popular K-pop groups in Indonesia, with their videos and stage performances that are the most watched on YouTube.

The reasons for choosing kpop content objects on YouTube are, first, because YouTube is one of the platforms most widely used by K-Pop fans to access various kinds of K-Pop content. The second reason is because YouTube offers various features such as comments and view calculations that allow further analysis of the preferences and behavior of K-Pop fans in consuming K-Pop content. Thirdly because kpop content on YouTube includes various types of content such as music videos, dance, interviews, and reality shows, which makes it a great choice for more fully identifying the preferences and behavior of K-pop fans. The reason the researcher chose the subject of preferences

and behavior of K-pop fans is, first, understanding the preferences and behavior of K-pop fans in greater depth can help the music and entertainment industry develop more effective promotion and service strategies. Second, the increasingly popular phenomenon of K-Pop gives rise to a desire to understand why so many people have become loyal fans of the South Korean music and entertainment industry. Reason three The preferences and behavior of K-Pop fans are key to understanding what makes K-Pop music so popular among global fans.

BASIC THEORIES

Following are the basic theories that support this research, namely first, the theory of reporting from McQuail, et. Al. (2010) mentioned the criteria that make news interesting and important to be presented by the mass media. In the context of this study, this theory is relevant to explaining why K-Pop content on YouTube is popular among fans and attracts media attention. The second agenda setting theory by McCombs, M. (2004) explained that the mass media has the power to determine topics that are considered important to the public through their reporting. In the context of this research, this theory is relevant for explaining how mass media influences the preferences and behavior of K-Pop fans in consuming K-Pop content on YouTube. The third theory of Uses and Gratifications by Katz, et. Al. (1974) said that humans use media to fulfill certain needs, such as entertainment, information, or social interaction. In the context of this research, this theory is relevant to explaining why K-Pop fans consume K-Pop content on YouTube and what they seek from this consumption. The fourth framing theory by Entman, RM (1933) explains how the media chooses a point of view or way of presenting an issue. In the context of this study, this theory is relevant for explaining how the media frames K-Pop content on YouTube and its influence on the preferences and behavior of K-Pop fans. The fifth broadcasting theory by Crisell, A. (2022) explains the function and role of broadcast media in conveying information and entertainment to the public. In the context of this study, this theory is relevant for explaining how K-Pop content on Youtube and social media in general affects the music and entertainment industry.

There are several challenges faced in understanding the preferences and behavior of kpop fans in consuming kpop content in today's digital era, namely. First, why is YouTube one of the most popular platforms used by kpop fans to access various types of kpop content? Second, what features are offered by YouTube that allow further analysis of the preferences and behavior of kpop fans in consuming kpop content? Third, why can understanding the preferences and behavior of kpop fans in greater depth help the music and entertainment industry develop more effective service promotion strategies? Fourth, how are the preferences and behavior of K-pop fans the key to understanding what makes k-pop music so popular among global fans?

METHODOLOGY

The research design is planned to analyze the preferences and behavior of K-Pop fans in consuming K-Pop content on the YouTube platform. The purpose of this research is to gain a deeper understanding of how K-Pop fans select and enjoy content on YouTube, as well as what factors influence their preferences.

The source of this research data will be obtained from an online survey aimed at K-Pop fans, focusing on their experience consuming K-Pop content on YouTube. In addition, data will also be collected through content analysis that is popular on the YouTube platform related to K-Pop.

The data collection technique used in this study was an online questionnaire which was distributed to K-Pop fans through relevant social media platforms and online forums. The questionnaire will consist of structured questions covering topics such as K-Pop content preferences, frequency and duration of watching videos on YouTube, as well as the influence of social and cultural factors in choosing K-Pop content on YouTube.

To support data analysis, this study will use a qualitative method by conducting content analysis on several popular K-Pop videos on YouTube. Qualitative data obtained from content analysis will be analyzed using content analysis techniques to identify patterns and themes in popular K-Pop content on YouTube. The results of this content analysis will be used to gain deeper insight into the preferences and behavior of K-Pop fans on the YouTube platform. Data collected from online questionnaires will be analyzed

using descriptive and inferential statistical methods to identify trends and patterns of preferences and behavior of K-Pop fans in consuming K-Pop content on YouTube. In addition, qualitative data from online interviews obtained from respondents in a certain way will be analyzed thematically to gain deeper insights into the preferences and behavior of K-Pop fans on the YouTube platform. The results of the qualitative analysis will be used to support and enrich the results of the quantitative data analysis.

RESULT & DISCUSSION

This discussion section will highlight findings related to the preferences and behavior of K-pop fans in consuming K-pop content on YouTube. We dig deeper into the most watched types of content, fan interactions and comments, and the impact consumption of K-pop content on YouTube has on the popularity and exposure of K-Pop artists and groups.

In this discussion, we analyze the results of our research and compare them with theories and results of similar research in order to obtain a more comprehensive understanding of the preferences and behavior of K-pop fans in consuming content on the YouTube platform. In this study, the authors used an online survey method of 50 K-pop fans, and collected data from questionnaires distributed using a scale of 1 = strongly agree (SS), 2 agree (S), 3 disagree (T), 4 strongly disagree. agree (ST). Characteristics of respondents based on age.

From the conclusions above, it can be concluded that the majority of respondents like and enjoy consuming K-pop content on YouTube. They prefer watching content from certain groups or artists and following their social media accounts. Respondents also tend to prefer watching K-pop content with translated lyrics, high video quality, and the use of Indonesian subtitles.

In addition, they often interact with other K-pop fans and are active in sharing K-pop content on their personal social media. Respondents were also interested in different concepts, the process of producing music videos, collaborations with other artists, and the creative visualization of K-pop videos. They consider it important to have access to the latest content and have a collection of merchandise from K-pop groups or artists they like.

However, there were some respondents who felt that the presence of advertisements on K-pop videos interfered with their viewing experience. Apart from that, there is also a small number of respondents who don't really like watching K-pop videos without subtitles or in a language they don't understand.

These conclusions are based on the results of the questionnaire administered and represent the views of the majority of respondents, but it is important to remember that these results depend on the sample of respondents used in the questionnaire.

In closing this research journal, it can be concluded that an analysis of the preferences and behavior of K-Pop fans in consuming K-Pop content on YouTube provides important insights into the dynamics of content consumption in the digital era. The results show the diversity of music preferences, loyalty to artists, and the active interaction of fans with content. This deeper understanding of preferences and behavior can be used to optimize the provision of content that meets fans' expectations and strengthens the bond between K-Pop artists and their fans. It is hoped that further research in this field will keep abreast of content consumption trends and contribute to the music industry and the K-Pop fan community.

Table 1. Characteristics of respondents based on age

No.	Age (Years)	Number of Respondents	Percentage
1	13 - 17 years	16	32%
2	18 – 24 years	32	64%
3.	31 years >	2	4%
Total		50	100%

Source: Based on table 1, there are more respondents aged 18-24 years than those aged 31 years > the largest percentage is 64%

Table 2. Results of the answers to the questionnaire that has been made

NO	Questionnaire Questions	SS	S	Q	st
1.	Do you like consuming K-pop content on YouTube.	44%	40%	18%	
2.	I prefer watching K-pop music videos than other K-pop related content.	12%	34%	50%	
3.	I prefer to watch content from specific groups or artists over a wide variety of groups and artists.	28%	40%	22%	10%
4.	I prefer watching K-pop content with translated lyrics.	44%	46%	10%	
5.	I often follow the social media accounts of K-pop groups or artists that I like.	56%	28%	16%	

6.	I like discussing with other K-pop fans about groups or artists that I like.	36%	48%	16%	
7.	I prefer watching K-pop videos recommended by YouTube rather than finding the videos I want to watch myself.	10%	28%	52%	10%
8.	I prefer watching K-pop content on YouTube with high video quality.	36%	48%	16%	
9.	I consider the use of Indonesian subtitles on K-pop videos on YouTube very important.	10%	28%	52%	10%
10.	I often share K-pop content that I like on my personal social media.	48%	38%	14%	
11.	I prefer watching K-pop videos with a different concept than usual.	64%	32%		
12.	I prefer watching K-pop videos that show the process of making songs or video clips.	38%	40%	20%	
13.	I prefer watching K-pop videos with interesting choreography.	30%	52%	16%	
14.	I follow the official YouTube account of a K-pop group or artist I like.	32%	52%	16%	
15.	I often read comments from other K-pop fans on the K-pop videos I watch.	36%	48%	16%	
16.	I prefer watching K-pop videos with clear and interesting storylines.	52%	34%	10%	
17.	I find K-pop videos that use creative visualization very interesting.	24%	36%	38%	
18.	I prefer watching K-pop videos that feature collaborations with other artists or musicians.	40%	48%	12%	
19.	I find the behind-the-scenes content of the video clip production process very interesting.	52%	44%		
20.	I often watch K-pop videos that don't have subtitles or are in a language I don't understand.	38%	54%	8%	
21.	I consider it important to have a collection of merchandise from K-pop groups or artists that I like.	34%	58%	8%	
22.	I prefer to watch K-pop videos with a more serious concept and convey a deep message.	16%	30%	40%	14%
23.	I consider it important to have access to the latest K-pop content as quickly as possible.	16%	28%	44%	12%
24.	I consider the presence of advertisements on K-pop videos to not interfere with my viewing experience.	26%	48%	26%	
25.	I really enjoy consuming K-pop content on YouTube.	20%	28%	30%	22%

Source: Data from the results of the Questionnaire

THANK YOU NOTE

Thanks to all the respondents who participated in this research and to the previous researchers who have provided a solid research foundation. Hopefully, this research can provide a better understanding of the preferences and behavior of K-Pop fans on the YouTube platform and become the basis for developing better strategies in dealing with developments in popular culture.

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