

## Kajian aspek mediascapes terhadap fandom hey say jump di mancanegara = Study of mediascapes aspect on hey say jump fandom in foreign countries

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### Abstrak

Skripsi ini membahas meluasnya fandom Hey! Say! JUMP di mancanegara melalui aspek mediascapes yang merupakan salah satu dari lima ruang pergerakan globalisasi dalam teori yang dikemukakan oleh Arjun Appadurai. Penelitian ini disusun menggunakan pendekatan kualitatif dengan metode pengumpulan data sekunder serta penalaran deduktif. Hasil penelitian menunjukkan bahwa fandom Hey! Say! JUMP meluas melalui imaji-imaji yang ditampilkan melalui berbagai media. Khususnya bagi penggemar di mancanegara, media yang paling berperan adalah internet.

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This undergraduate thesis studies the spread of Hey! Say! JUMP fandom through mediascapes, which is one of the five dimensions of global cultural flows in Arjun Appadurai's theory of globalization. This research was made using qualitative research method with secondary data collecting and deductive reasoning. Study results shows that the Hey! Say! JUMP fandom has spread through images given through various media. Especially for fans in foreign countries, the media that has the biggest role is internet.;