

## Ketika fandom bertemu pemasaran: pemanfaatan fan economy dalam pemasaran Mcdonald bts di Indonesia = When fandom meets marketing: the use of the fan economy in marketing McDonald's bts in Indonesia

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### Abstrak

Pesatnya akses internet di Indonesia membuka kesempatan masyarakat untuk mengeksplorasi dan menikmati

berbagai topik dan minat. Eksposur dinamis media digital melalui algoritme ini menciptakan penggemar yang

mempraktikkan budaya fandom. Sementara penelitian sebelumnya berfokus pada bagaimana sosok budaya partisipatif melalui para penggemarnya bekerja pada budaya fandom, Liang dan Shen (2016) secara unik meneliti lebih lanjut peran budaya fandom pada model bisnis bagi publik yang mereka minati secara signifikan;

Fan Economy. Di sini, penelitian ini akan secara eksplisit mengkaji fenomena sukses besar dan terbaru dari penggemar dan pemasaran di Indonesia, yaitu penjualan BTS Meal, yaitu menu kolaborasi antara Bangtan Boys

(BTS) dan McDonald. Penelitian ini ingin melihat efektivitas budaya penggemar dengan mengikuti bagaimana

Fan Economy mengiringi konsumen atau perjalanan pembelian penggemar melalui Model Perkembangan dari

Hierarki Efek. Metodologi yang digunakan ada analisa kuantitatif dari hasil survey.

.....The rapid accessibility of the internet in Indonesia exposed the public to explore and enjoy various subjects

and interests. This dynamic exposure of the digital media through algorithms creates fans that are practising fandom culture. While previous research focuses on how the figure of participatory culture through its fans labour on fandom culture, Liang and Shen (2016) uniquely further examining the role of fandom culture on the business model for the public they have significant interest; fan economy. Here, the research will explicitly examine the latest and massive success of fan and marketing phenomenon in Indonesia, which is the sale of BTS Meal, i.e. the collaboration menu between Bangtan Boys (BTS) and McDonald. The research would like to see the effectiveness of fan culture by following how the fan economy accompanies the consumer or the fan buying journey through the Developed Hierarchy of effect model. The methodology of collecting data will involve analysis of quantitative research from survey responds.