

# Perilaku Konsumsi Penggemar atas Brand Kecantikan Lokal yang Menggunakan Brand ambassador K-Pop (Studi Kasus Somethinc x NCT Dream) = Fan Consumption Behavior of Local Beauty Brands Using K-Pop Brand ambassadors (Case Study Somethinc x NCT Dream)

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## Abstrak

Penelitian ini bertujuan untuk mengkaji perilaku konsumsi penggemar atas brand kecantikan lokal yang menggandeng brand ambassador K-Pop. Studi terdahulu seputar konsumsi penggemar dan relasi idola-penggemar telah dikaji dengan mengukur pengaruhnya terhadap perilaku konsumsi serta dianalisis menggunakan konsep consumer society, hiperrealitas, dan representasi identitas. Namun, studi terdahulu belum banyak membahas perilaku konsumsi penggemar yang spesifik terkait konsumsinya atas brand kecantikan lokal yang menggandeng brand ambassador K-Pop menggunakan ketiga teori tersebut secara bersamaan. Oleh karena itu, penelitian ini berusaha menjawab terkait bagaimana perilaku konsumsi penggemar atas brand kecantikan lokal yang menggunakan brand ambassador K-Pop menggunakan ketiga teori tersebut dengan pendekatan kualitatif dan studi kasus kolaborasi Somethinc x NCT Dream. Hasil penelitian ini menunjukkan bahwa konsumsi penggemar atas produk kolaborasi Somethinc x NCT Dream didasarkan atas konsumsinya terhadap tanda yang ditawarkan dan melekat pada kolaborasi tersebut, yakni NCT Dream sebagai brand ambassador beserta atribut kolaborasi lainnya (hadiah photocard dan kode unik) dan penggunaan 'konsep melokal'. Perilaku konsumsi penggemar atas kolaborasi ini menjadi wujud hiperrealitas yang meliputi proses simulasi hingga simulacra dengan adanya kedekatan semu yang dipertontonkan dan dikonsumsi penggemar. Berdasarkan hal itu, hasil penelitian ini melihat bahwa perilaku konsumsi penggemar melibatkan relasi penggemar dan idolanya sehingga mendorong konsumsi penggemar sebagai bentuk loyalitas dan dukungan mereka terhadap idola. Hal ini kemudian menjadi wujud hiperrealitas karena penggemar sulit mengidentifikasi kebenaran terkait kebutuhan mereka dan hubungannya dengan idola. Selain itu, perilaku konsumsi penggemar atas produk kolaborasi Somethinc x NCT Dream juga dapat merepresentasikan identitas penggemar (NCTzen) sekaligus menjadi motif konsumsi itu sendiri melalui interaksinya dan pertukaran tanda dengan sesama kelompok penggemar atau lainnya.

..... The aim of this study is that to examine fan consumption behavior of local beauty brands which collaborate with K-Pop brand ambassadors. Furthermore, previous research on fan consumption and idol-fan relations had been studied by measuring its influence on consumption behavior and it was analyzed by using the concepts of consumer society, hyperreality, and identity representation. However, they have not discussed the fan consumption behavior specifically related to their consumption of local beauty brands which collaborates with K-Pop brand ambassadors by using these theories simultaneously. Therefore, this study intends to answer how fan consumption behavior of local beauty brands which collaborate with K-Pop brand ambassadors by using these theories with a qualitative approach and the Somethinc x NCT Dream collaboration case study. The result of this study shows that fan consumption of the Something X NCT Dream collaboration product is based on their consumption of the sign which is offered and attached to the collaboration that is NCT Dream as the brand ambassador along with other collaboration attributes

(photocard benefit and unique codes) and the use of 'local concepts'. Moreover, the fan consumption behavior of this collaboration become a form of hyperreality which includes a process of simulation to simulacra with a pseudo-closeness which is presented and consumed by fans. Therefore, the results of this study show that fan consumption behavior involves the relationship between fans and their idols so that it can encourage fan consumption as a form of their loyalty and support for their idols. It becomes a form of hyperreality since fans find it difficult to identify the truth regards to their needs and their relationship with their idol. In addition, fan consumption behavior of Somethinc x NCT Dream collaboration product can represent fan identity (NCTzen) as well as a consumption motive through its interaction and exchange of signs with fellow fan groups or others.