

Shout It Out Loud: K-Pop Fan Chants by Seventeen's Carat and Twice's Once

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ABSTRACT

This study examines the structure, function, and symbolism of K-pop fan chants within the fandoms of SEVENTEEN (Carat) and TWICE (Once). Using a descriptive qualitative approach, the study analyzes official fan chant guides, live performance recordings, and fan-made fancam videos uploaded to YouTube. The analysis focuses on how collective chanting functions as a performative expression of fandom identity and emotional participation. The findings reveal that fan chants serve not only as forms of vocal support but also as social rituals that foster solidarity, social recognition, and collective identity among fans. Once's cheerful chants reflect warmth and inclusivity, while Carat's synchronized and powerful chants symbolize loyalty and unity. In addition, concert moments documented through fancams are transformed into enduring digital memories that strengthen global fandom networks and sustain emotional connections among fans across geographical boundaries. This study demonstrates that fan chants represent a dynamic interaction between voice, emotion, and social identity, transforming concert spaces into participatory communities built upon shared experiences. The findings contribute to the understanding of contemporary digital popular culture by highlighting how fan practices function as complex social rituals that shape and maintain collective identity in both physical and virtual spaces. Furthermore, this study offers insights into the strategic role of fan engagement in building and sustaining loyal global communities.

Keywords: *collective identity; fan chants; K-pop fandom; participatory culture; ritual performance*

INTRODUCTION

The Korean Wave, or Hallyu, has emerged as a global cultural phenomenon characterized by the widespread influence of South Korean popular culture through music, television dramas, fashion, and digital media. The expansion of K-pop in particular has significantly influenced youth culture

and fandom practices across many countries, including Indonesia. As noted by Glodev et al. (2023), the Korean Wave has become an important form of cultural diplomacy that extends beyond entertainment into broader aspects of social and cultural life. In Indonesia, the influence of Korean popular culture can be observed not only in media consumption but also in lifestyle, consumer behavior, and digital fan participation. Putri (2023), for example, demonstrates how the use of Korean celebrities in Indonesian advertising reflects the growing cultural influence of Hallyu in shaping public perception and consumer identity. Alongside the rapid development of social media and streaming platforms, K-pop fans are increasingly able to establish emotional and cultural connections with idols and fellow fans across geographical boundaries. One of the most distinctive expressions of this participatory culture is the practice of fan chants, which are structured vocal responses performed collectively during live performances.

Fan chants are coordinated cheers delivered by fans at specific moments during songs, particularly in concerts and music broadcasts. Unlike spontaneous audience reactions, fan chants follow organized patterns that often include member names, lyrical responses, or synchronized phrases officially distributed by entertainment agencies through digital platforms such as YouTube. Within K-pop culture, fan chants function not only as forms of support but also as symbolic expressions of collective participation. Previous studies have suggested that fandom practices are closely related to social identity formation and participatory culture (Bennett, 2014; Kim & Hutt, 2021). In this context, fan chants can be understood as performative activities through which fans affirm their collective presence and emotional attachment within fandom communities. The synchronized nature of fan chants also contributes to the creation of shared emotional experiences between idols and audiences during performances.

Existing studies on K-pop fandom have primarily focused on fan communities, participatory culture, emotional attachment, and digital interaction among fans (Lestari & Irwansyah, 2020; Sugihartati, 2019). Other research has examined the industrial role of fandom culture and the psychological benefits of fan participation (Purba & Solekhah, 2019). However, limited attention has been given to the structure and characteristics of fan chants as performative expressions of fandom identity. Comparative discussions examining how different fandom identities influence fan chant styles and performance patterns also remain relatively scarce. In particular, few studies have explored how fandom identities associated with specific idol concepts, such as SEVENTEEN's self-producing image and TWICE's cheerful and



energetic concept, are reflected through fan chant practices. Therefore, this study seeks to address this gap by examining the structure, function, and symbolism of fan chants performed by Carats and Onces.

This study draws upon Social Identity Theory and Ritual Performance Theory to analyze fan chants as collective cultural practices. Social Identity Theory explains how individuals construct a sense of self through group membership and collective belonging (Tajfel & Turner, 1979). Within K-pop fandom culture, fan chants function as symbolic expressions of group identity that reinforce solidarity and emotional connection among members. At the same time, Ritual Performance Theory emphasizes how repeated and structured collective actions generate social cohesion and shared emotional experiences (Schechner, 2002; Turner, 1969). In the context of K-pop performances, fan chants can therefore be understood as ritualized practices that transform concert spaces into participatory environments where fans actively contribute to the performance atmosphere. The concepts of *communitas* and *liminality* are particularly relevant in explaining how synchronized participation temporarily dissolves social differences and creates a strong sense of togetherness among fans (Turner, 1969).

In addition to live performances, digital platforms also play a significant role in sustaining fandom participation through fan-made fancams and online circulation of concert experiences. Fancams allow fans to revisit performances repeatedly and preserve emotionally meaningful moments beyond the temporary nature of live concerts. Through continuous sharing and rewatching on platforms such as YouTube, fan chants become part of a broader process of digital memory construction and collective fandom interaction (Hoskins, 2018; van Dijck, 2007). These digital practices strengthen emotional attachment not only between fans and idols but also among fandom members themselves, extending participatory experiences beyond physical concert spaces.

Based on these considerations, this study aims to examine how the structure and characteristics of fan chants in SEVENTEEN and TWICE performances function as performative expressions of fandom identity. By focusing on Carat and Once fandom communities, this research contributes to the growing discussion of participatory culture, digital fandom, and collective identity formation within contemporary K-pop culture.

METHOD

This study employed a descriptive qualitative design to examine the structure, meaning, and function of fan chants as performative expressions within K-pop fandom culture. The study focused on two songs, namely Super by SEVENTEEN and Fancy by TWICE. These songs were selected because they represent contrasting musical concepts and fandom identities. TWICE is widely associated with a cheerful and energetic image, whereas SEVENTEEN is recognized for its intense performance style and self-producing group identity. The comparison between these fandoms enabled the researcher to explore how different group concepts are reflected through fan chant practices.

To ensure transparency and research rigor, the study clearly defined and organized its data corpus. The primary data consisted of three types of audiovisual materials: official fan chant guide videos, live performance recordings, and fan-made fancam videos uploaded to YouTube. These materials represented three analytical dimensions, namely normative, performative, and experiential aspects of fan chants. The official guides reflected the standardized structure of fan chants, live performances demonstrated their execution in concert settings, and fancams captured audience participation and emotional engagement. These characteristics align with the understanding of fan chants as organized and participatory practices within K-pop fandom culture (Bennett, 2014; Lee, 2022).

The study utilized two official fan chant guide videos: SEVENTEEN Super (손오공) Official Fan Chant Guide published on SEVENTEEN's official YouTube channel and TWICE Fancy Official Fan Chant Guide published on TWICE's official channel under JYP Entertainment. These videos were selected because they represent authorized and standardized versions of fan chants, making them suitable as primary references for structural analysis.

In addition, two live performance recordings were analyzed, namely SEVENTEEN's performance of Super (손오공) at the 2023 The Fact Music Awards and TWICE's performance of Fancy during the TWICE III World Tour in 2022. These performances were selected based on the clarity of audience audio, visibility of crowd participation, and representation of large-scale concert environments that facilitated synchronized fan chanting. Previous research has emphasized the importance of fan chants as forms of coordinated audience participation during live K-pop performances (Lee, 2022).

The study also included two fan-made fancam videos uploaded to YouTube by the users "핑구woozi" and "YerinTheQueen." The selected fancams documented SEVENTEEN's Super (손오공) performance at the 2023 The Fact Music Awards and TWICE's Fancy performance during the TWICE III Tour in

Atlanta in 2022. These videos were selected based on audio clarity, visual stability, and the visibility of audience participation. In this context, fancams function as participatory digital documentation that preserves temporary concert experiences and allows fans to repeatedly revisit emotionally meaningful moments. Such practices reflect the role of digital media in sustaining fan participation and collective memory within fandom culture (Bennett, 2014; Kim & Hutt, 2021).

Overall, the corpus consisted of six primary data units, including two official fan chant guide videos, two live performance recordings, and two fancam videos. The data were selected through purposive sampling based on their relevance to the research objectives, clarity of fan chant representation, and suitability for qualitative interpretation. The limited number of data units was intentional, as the study prioritized depth of analysis rather than broad generalization. In addition to the primary data, secondary sources included scholarly literature related to Social Identity Theory (Tajfel & Turner, 1979), Ritual Performance Theory (Schechner, 2002; Turner, 1969), and previous studies on fan chants, fandom culture, and participatory culture in K-pop. Supplementary materials such as fan chant guide texts shared by fan communities through Caratland, Once forums, and Twitter/X fanbases were also consulted to support contextual interpretation.

Table 1. Source of Data

Data Source	Description
Seventeen and Twice concert/live performance videos (YouTube)	Demonstrating live fan chant practices in group performances.
Journals, books, academic articles on K-pop, fandom, Social Identity Theory, Ritual Performance Theory	As a theoretical basis and supporting analysis.
Fanbase documentation (Caratland, Once forum, Twitter/X fanbase)	Chant guide circulating in the fan community.

The data in this study were analyzed using qualitative thematic analysis to identify patterns, meanings, and functions of fan chants within K-pop fandom culture. Thematic analysis is widely used to identify, analyze, and interpret recurring themes in qualitative data (Braun & Clarke, 2006). In this study, the researcher collected data from official fan chant guide videos, live concert recordings, fancam videos, and fan community materials related to SEVENTEEN's Super and TWICE's Fancy. After collecting the data, the

researcher transcribed the fan chants and repeatedly observed the performances to identify recurring vocal and performative patterns. The analysis focused on several aspects, including repetition, synchronization, vocal intensity, rhythm, member name references, emotional tone, and audience participation.

The coding and classification process was conducted based on Social Identity Theory (Tajfel & Turner, 1979) and Ritual Performance Theory (Schechner, 2002; Turner, 1969). Repetitive and synchronized chants were interpreted as indicators of solidarity and collective participation among fandom members. Loud, rhythmic, and highly synchronized chants were analyzed as representations of collective strength and fandom identity, particularly in SEVENTEEN's performances. In contrast, TWICE's lighter, cheerful, and more melodic chants were interpreted as expressions of warmth, inclusivity, and emotional engagement. Sequential chanting of member names was also analyzed as a form of social recognition that reinforced fans' awareness of idol identities and fandom membership. In addition, fancam recordings and the circulation of concert experiences on digital platforms were interpreted as forms of digital memory preservation that transform temporary live performances into long-lasting collective experiences. Through this analytical process, fan chants were examined as performative rituals that foster emotional attachment, collective participation, and fandom identity within Carat and Once communities.

This study also acknowledges several limitations related to the use of fan-made fancams as primary audiovisual sources. Variations in audio quality, dominant crowd noise, limited camera angles, and possible editing by uploaders may affect the interpretation of synchronization, vocal texture, and emotional atmosphere during performances. To reduce potential researcher bias and improve analytical reliability, data triangulation was conducted by comparing five fancams of SEVENTEEN's Super performances and five fancams of TWICE's Fancy performances uploaded by different YouTube users between 2022 and 2024. These recordings were cross-checked with official fan chant guides published by HYBE Labels and JYP Entertainment, as well as fan-generated chant transcriptions shared within Carat and Once communities on X and online forums.

The selected fancams met several criteria: (1) full performance duration, (2) relatively stable camera focus, (3) clear audience chant audio, and (4) minimal audio editing. Videos with excessive background noise or incomplete chant sections were excluded from the analysis. The researcher repeatedly reviewed the recordings to identify consistency in synchronization patterns, rhythmic



density, vocal intensity, repetition, and audience engagement. Fan chants in Super were categorized as “powerful” based on their loudness, rapid delivery, and highly synchronized audience response. In contrast, fan chants in Fancy were categorized as “cheerful” due to their melodic variation, lighter rhythm, repetitive structure, and emotionally expressive audience interaction. By combining repeated observation, multiple fancam perspectives, official chant guides, and triangulation techniques, this study aimed to strengthen the credibility and validity of the qualitative interpretation (Creswell & Poth, 2018; Denzin, 1978).

Table 2. Fandom Reasons and Summary

Fandom	Reasons	Summary
CARAT	The meaning of Carat is taken from the title of their pre-debut mini album, “17 Carat,” with the song title “Shining Diamond.” Like their song, diamonds are used as a nickname for the Carat fandom because they are considered to help Seventeen shine brightly and sparkle and be as valuable as diamonds.	The Seventeen fandom, known as Carat, has a reputation as a solid, large, and loyal community in the eyes of other fandoms. These characteristics make Seventeen's fan chant so iconic. With great enthusiasm, fans shout the group's name and the names of its members loudly and in unison to the rhythm of the song. This phenomenon not only reflects their enthusiasm but also demonstrates the close bond between Carat and Seventeen.
ONCE	At the beginning of their debut, on November 4, 2015, the members of TWICE posted a video on Instagram to announce their official fandom name, ONCE. They stated, “If you love us once (Once), we will love you back twice as much (Twice).” This message illustrates the reciprocal relationship between Twice and their fans, where their love will continue to grow.	ONCE's fan chant acts as a performative ritual that affirms the fandom's collective identity. With structured official patterns, such as the sequential mentioning of members' names and the repetition of phrases to the beat, the fan chant becomes a symbol of support as well as a means of strengthening fans' emotional solidarity. ONCE's fan chant is characterized by the sequential mentioning of member names and the use of agency patterns, with the dominance of energetic fanboy voices forming a

Fandom	Reasons	Summary
		distinctive collective atmosphere at every TWICE performance.

FINDINGS AND DISCUSSION

Sense of Togetherness

According to Luhmann (2017), a sense of togetherness can be understood as a feeling of social and emotional attachment that forms the basis of human relationships. This concept describes how individuals can feel unity and togetherness with the people around them, thereby creating a sense of belonging and closeness within a group or community. A sense of togetherness is present through values, goals, and is formed through shared experiences, not only through social interaction. Thus, a sense of togetherness plays an important role in building emotional support, mutual understanding, and social harmony between individuals.



Figure 1. Seventeen Concert in Hongkong (source: X @pledis_17)

Social relationships formed within fandom can play a role in improving emotional well-being and fostering a sense of belonging among fans, as explained by Reysen et al. (2017). This is in line with the findings of Phyo Phyo (2024), which show that the active involvement of K-pop fans can create a network of emotional support and strengthen the bond between idols and fans. Additionally, Swastika and Njotoharsojo (2025) explain that SEVENTEEN fans, known as CARAT, build a sense of closeness through parasocial interactions on platforms such as YouTube and Weverse, which can foster feelings of comfort and intimacy even without direct communication. These interactions foster a sense of comfort and intimacy even without direct communication. This emotional closeness is evident during SEVENTEEN concerts, when CARATs raise their lightsticks (Carat Bong) simultaneously, creating a sea of light (Carat

Ocean) that symbolizes unity and collective emotion. The uniformity of the light colors, coordinated movements, and enthusiastic expressions of the fans demonstrate their collective participation in creating a warm and inclusive atmosphere. This moment represents the reciprocal relationship between SEVENTEEN and CARATs, where both actively contribute to constructing a concert experience filled with unity, emotional connection, and symbolic togetherness.



Figure 2. Twice Concert in Jakarta (Source: X @starfess)

The sense of togetherness between TWICE and their fans, ONCE, is evident in the strong emotional bond and collective enthusiasm that unites them. According to Safira Alya et al. (2022), ONCE expresses their support not only by purchasing official merchandise or attending concerts, but also through social interactions with fellow fans and with TWICE themselves. These interactions foster a sense of belonging and emotional closeness within the fan community. Through various joint activities, such as waiting for TWICE's arrival at the airport or participating in various fan events, ONCE demonstrates solidarity that strengthens their collective identity as part of the fandom. The peak of unity and togetherness between TWICE and ONCE was clearly evident during the concert, where the interaction between the idols and fans became a symbol of deep emotional connection. During each TWICE performance, ONCE often raised banners with special messages when certain songs were performed. This collective action demonstrates the emotional bond between fans and idols, while also strengthening the sense of belonging within the fandom. In addition, when ONCE simultaneously raise their lightsticks and chant the names of TWICE members in unison, it creates a harmony of movement, spirit, and

collective voice that illustrates the emotional closeness between the two. Moments like these show that fan chants are not just a form of vocal support, but also a symbol of solidarity and collective participation that strengthens the collective identity within the TWICE fandom.

Social Recognition

In the context of K-Pop, the concept of social recognition refers to how fans gain social recognition through their involvement in fandom, idols, and pop culture itself. According to Axel Honneth's (1995) theory of social recognition, humans strive to be recognized as valuable individuals in society through three things: love, rights, and social appreciation. In the world of K-Pop, fans feel appreciated by fellow fans and idols for what they do for example, through streaming, voting, or supporting projects. This enhances their sense of belonging and social identity. However, when fandom is looked down upon by society, a false sense of recognition emerges that can undermine fans' self-confidence. Therefore, K-Pop social recognition is not only about the popularity of idols; it is also about how fans create identities and find self-worth through the recognition of their culture and community.



Figure 3. Tweet from X Source: X @prodchwes

As evidenced by several tweets praising their enthusiasm, the fan chant sung by Carats has been well received for its loud, energetic voices and perfect synchronization. Comments like *“Carats are truly doing an amazing job, they're turning this into their own concert again”* highlight how crucial fans are in creating the concert atmosphere. Due to this response, Carats have gained a reputation as a passionate and dedicated fandom, and they significantly contribute to the live concert experience of SEVENTEEN.



Figure 4. Tweet from X

Once's consistent and impressive fan chants have earned them strong social recognition, as seen in a tweet that says, *“BDZ is always going to be one of those songs which gets the loudest fan chants,”* which shows how much social recognition Once has received for their fan chants. The widespread social validation from live concert venues to global online platforms can be seen from the large number of likes and reposts of this tweet. With this, fan chants are not just support for Twice from Once, but also a symbol of their presence and social recognition in the international K-pop community.

Fleeting Moment Immortalization

Fleeting moments occur in interactions between idols and fans that happen only at certain points, such as when a member talks to a fan, waves, or smiles at the camera during a concert. These brief moments occur so quickly, but they leave a deep and lasting impression on fans, creating a unique sense of connection. Anggraeni (2023) states that recording fancams is a tangible way for fans to interact with idols, showing their admiration and emotional bond with them. This demonstrates the intimate relationship between the two parties. Fans also often capture moments when their idols perform live on stage. Fancams are curated recordings uploaded to social media platforms such as YouTube, X, TikTok, and Instagram. In this process, live performance moments that would otherwise pass quickly are transformed into lasting digital memories that can be accessed, shared, and enjoyed again by Carats and ONCE around the world. Thus, the emotional and visual impact of each SEVENTEEN and TWICE stage performance is amplified by these fan-uploaded videos.



Figure 5. Fancam in YouTube (source: YouTube 핑구woozi)

The first image shows a fancam recording of SEVENTEEN's performance of "손오공 (Super)" at The Fact Music Awards (TMA) in 2023. A fan YouTube account named 핑구woozi uploaded the video, which shows a live performance from the audience's perspective. In this context, the fancam represents a brief yet memorable experience filled with passion, emotion, and a sense of solidarity between the idols and their fans. It is difficult to replicate the same level of excitement from a moment that only happens once on stage. Due to SEVENTEEN's dynamic choreography, the synchronized cheers and fan chants from the SEVENTEEN fandom merged into a shared euphoria. This moment became a representation of the emotional bond and pride shared by the group and their fans.

Fans can turn their temporary experiences into digital documentation that can be accessed and shared across the global fan community by uploading fancams to YouTube. This demonstrates how fans are actively involved in preserving and spreading their collective memories through digital media. These fancams not only serve as visual recordings of SEVENTEEN's stage performances, but also function as emotional and symbolic expressions of fan participation an effort to preserve the feeling of "being with their idols" outside of the concert hall. In other words, these fancams show a brief shift from direct experience to lasting collective memories in the digital world, which enhances the sense of solidarity and identity among Carats worldwide.

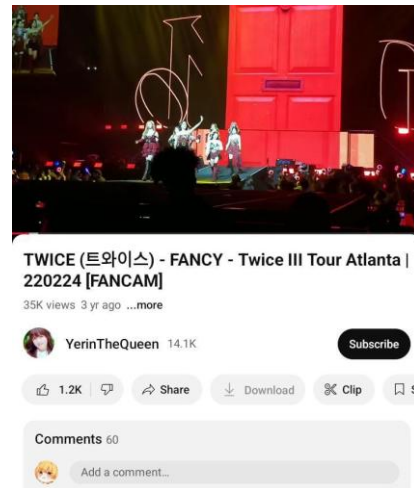


Figure 6. Fancam in YouTube (source: YouTube YerinTheQueen)

This image is a screenshot from a fan-cam video uploaded by YouTube user YerinTheQueen, a TWICE fan, titled "TWICE – FANCY – Twice III Tour Atlanta | 220224 [FANCAM]." From the audience's perspective, this video captures the group's live performance. In this context, fancams serve as a tool for preserving brief recordings of emotional moments that are difficult to repeat, such as audience cheers, fan chants, and direct interactions between TWICE and their fans, which can only be experienced firsthand during concerts. However, fans can transform these fleeting experiences into digital records that can be replayed and shared repeatedly within the global fan community by uploading videos to YouTube. These fancams not only serve as visual recordings of the concert experience, but also show how fans actively document and share their emotional experiences with the group. Thus, these fancams demonstrate how a brief moment in the concert hall becomes a collective memory that lives on through digital media.

Linguistic and Acoustic Characteristics of Fan Chants

In K-pop culture, fan chants are not only a spontaneous way to support fans but also have linguistic and acoustic characteristics that shape the fandom's identity. In a study on vocal articulation and emotional perception in music, Carr, Olsen, and Thompson (2023) explained that in the study of vocal articulation and emotional perception in music, staccato pronunciation patterns, namely short, fast, and intermittent pronunciations, tend to create a strong, intense, and energetic impression on listeners. Conversely, longer vocalizations or sustained vocalizations produce a softer, warmer, and more emotional nuance. In the context of K-pop fan chants, these differences in vocal characteristics can be found in the fandoms of Carat by SEVENTEEN and Once by TWICE. In addition, Takayanagi (2021) explains that fan chants are a form of performative participation or collective participation that strengthens the

emotional connection between idols and fans through sound, rhythm, and shared engagement during performances.

In the fan chant for SEVENTEEN's song *Super*, Carat's vocalization pattern tends to be fast, dense, and rhythmic. The members' names are pronounced briefly and follow the song's aggressive beat, resulting in a sound pattern that resembles staccato-style shouting. The chant is spoken simultaneously at a high tempo and with strong synchronization between the audience. Because fans must follow the rhythmic pattern and rapid pronunciation simultaneously, the fan chant, which is dominated by Korean phrases, enhances the impression of collective coordination and that they are working together. Acoustically, the fan chant in *Super* sounds louder, more energetic, and more percussive due to the short shouting pattern that follows the beat of the music. These characteristics support Carat's image as a solid, loyal fandom with a strong collective spirit throughout the concert. The intensity of the fan chant also shows that the fandom is not merely a passive audience, but also helps build the performance atmosphere through organized vocal participation.

In contrast to *Super*, the fan chant in TWICE's song *Fancy* exhibits more melodic and soft vocals. Once tends to use sustained vocalizations, especially when mentioning members' names or repeating certain phrases like "Fancy you." Compared to Carat's fan chant, which sounds dense and aggressive, the vocal pattern in *Fancy* is more like a sing-along that blends with the song's melody. The chant's tempo is also less fast than *Super's*, creating a lighter and more cheerful atmosphere. Furthermore, the use of several English phrases makes the fan chant easier for international fans to follow, reinforcing the inclusive feel of the TWICE fandom. Acoustically, the chant sounds warmer and more emotional because the vocalizations are delivered with longer, less choppy notes. This suggests that the linguistic structure and vocal patterns in fan chants can reflect the musical concepts and identities of different idol groups.

The linguistic and acoustic characteristics of Carat and Once's fan chants differ, suggesting that fan chants are not simply a means of audience support but also a symbol of broader fandom identity. Carat's fast, intense, and synchronized chant patterns demonstrate the strength and solidarity of the SEVENTEEN fandom. However, Once's more melodic and warm fan chant reflects the friendly, emotional, and inclusive nature of the fandom. Therefore, fan chants function as performative expressions that strengthen the emotional connection between idols and fans through the use of rhythm, language, tempo, and vocal style. These findings also support Lee's (2022) argument that fan chants are a form of collective participation that creates a reciprocal connection

between idols and fandom through shared emotional experiences during performances.

Table 3. Linguistic and Acoustic Comparison of Fan Chants

Aspect	SEVENTEEN - <i>Super</i>	TWICE - <i>Fancy</i>
Tempo	Fast and intense	Moderate and melodic
Vocalization	Staccato-style shouting	Sustained vocalization
Rythm	Dense and percussive	Smooth and sing-along
Language Use	Dominantly Korean	Korean and English phrases
Acoustic Effect	Powerful and energetic	Warm and cheerful
Fandom Identity	Solidarity and strength	Inclusivity and emotional warmth

CONCLUSION

The principal findings of this research show that fan chants are an important social and psychological practice in K-pop communities. They combine the mechanism of group establish identities with the search for existential meaning for Seventeen's Carat and Twice's once. This structured collective practice affirms identity and solidarity within the fandom community, while simultaneously strengthening the emotional connection between fans, idols, and fellow fandom members. This structured practice fulfills three main functions for Carat and Once. First, fan chants foster a deep Sense of Togetherness. This was evident when fans chanted the names of all 13 members during the performance of the song *Super*. Energetic and coordinated fan chants can form strong solidarity and reinforce a solid identity for fans. Similarly, the cheerful fan chants of Once, which follow the official pattern of members names in the song *Fancy*, generate a vibrant and warm atmosphere, successfully uniting fans from diverse global backgrounds. Second, this practice demonstrates Social Recognition. This practice explicitly states, "I am a Carat/Once, I am part of this community". This recognition is reciprocal, where idols confirm the presence and active participation of fans on stage. Third, fan chanting encourages idols to interact with fans. These moments pass very quickly, allowing for the preservation of Immortalize Fleeting Moments in the form of fan cams (videos uploaded by fans). This documentation further

amplifies the emotional impact of the performance and creates a digital archive that can be enjoyed again.

This research has profound implications for understanding contemporary popular culture, which is increasingly digital and global. It shows that fan behavior such as fan chanting is not a simple activity, but rather a complex social ritual that shapes and maintains collective identity. In the context of globalization, fan interactions do not only occur in real life, such as at concerts, but also on virtual platforms such as social media. This ritual facilitates solidarity and cross-border interaction, contributing to the study of cultural sociology and digital communication. In addition, this research also provides strategic insights for the entertainment industry, which can leverage fan engagement to build a loyal and sustainable global community. In today's era, digital content spreads rapidly and competition between platforms is high. By encouraging fan chanting rituals through interactive platforms, the industry can increase engagement, audience retention, and monetization that benefits companies such as music labels, film studios, or other streaming platforms. Thus, this research encourages the industry to invest further in researching fan dynamics to shape a more connected future popular culture landscape.

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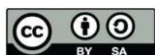
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