



Analysis Of The Relationship Of Fanaticism To Consumptive Behavior Case Study of JKT48 Bogor Fans

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Abstract: This study was conducted with the aim of determining the relationship between fanaticism and consumptive behavior in JKT48 Bogor fans. To get these answers, researchers used a qualitative approach by collecting data in the form of interviews with 5 respondents. The analysis technique used is descriptive analysis. From the results of the research conducted, it was found that FJKT48 Bogor is a group of fans who are very enthusiastic and support the *idol group* JKT48. They show high dedication and enthusiasm through active participation in various promotional activities and purchasing products related to JKT48. Their fanaticism encourages the consumption of products immeasurably, sometimes even exceeding their actual needs.

Keywords: Fanaticism, Consumptive, Fan, JKT48.

INTRODUCTION

The entertainment industry, especially in the field of music in Indonesia has experienced rapid growth in recent decades. The phenomenon of celebrity fanaticism, especially among idol group fans, is part and parcel of the dynamics of popular culture. One prominent phenomenon is the fanaticism expressed by fans towards idol group JKT48, which has gained significant popularity among teenagers and the general public in Indonesia. Bogor, as one of the urban centers in the West Java region, is also not spared from this phenomenon. JKT48 fans in Bogor are actively involved in various activities related to the idol group, including participation in concerts, meet and greets, watching live theater setlists as well as purchasing merchandise products.

JKT48 is a *sister* group of AKB48 idol group which has been formed since December 2011 with approximately 15 million fans dominated by 15 to 29 years old (Rahmat, 2022). According to Aoyagi (1999) in (Damasta & Dewi, 2020) "an idol group is a group of media-promoted personalities whose occupation is singing, dancing and acting in theater or stage, appearing on television shows, and posing in magazines or advertisements". JKT48 fans have high loyalty to their idols, they will not think long to spend their money to buy products advertised by JKT48. Often the products issued by JKT48 management are sold out in a very short time. Like Birthday T-Shirt which is always in demand with orders during the preorder period. Beside of that, when JKT48 holds a big concert, often the concert tickets are sold out before the concert time arrives. Other products that are often sold out are Chekicha, Handshake, and VideoCall with JKT48 members. In August 2023, they

successfully sold their product amounting to 5 billion Indonesian Rupiah on the Shopee platform in less than 10 minutes (Anam, 2023).

This study was conducted with the aim of determining the relationship between fanaticism and consumptive behavior in JKT48 fans or commonly referred to as FJKT48, which can be used as a consideration for business owners to collaborate with JKT48.

LITERATURE REVIEW

JKT48 has approximately 15 million fans, dominated by 15 to 29 year olds. Fans under the age of 30 make up the most percentage of fans because at that age they are in the phase of finding themselves, and they are trying to break away from their parents by doing something they love Hurlock (2023) in (Hidayati & Indriana, 2022). The tendency to show excessive dedication to a particular subject can often influence consumptive behavior. This can be reflected in repeated or excessive purchases related to goods or products related to that subject or entity, as an expression of affiliation or endorsement of what they are fanatizing.

According to Marima (2011) in (Juwita, 2018) Fanaticism is a belief and dedication, even beyond generally accepted limits. Fanaticism produces a very thick attitude, so it can be said that fanaticism is the cause, while fanatics are the result or result of fanaticism. It can be stated that the fanatical individual sets strict standards in his way of thinking and tends to be reluctant to listen to views or ideas that he considers contradictory (Wajiran, 2014).

Consumptive behavior is an activity in buying goods repeatedly which is done with the aim of obtaining pleasure. According to Sumartono (2002) in (Hijrianti & Fitriani, 2020), consumptive behavior is the activity of purchasing goods without considering rationally or based on actual needs. According to Kotler and Amsrong (2002) in (Santoso & Purwanti, 2013) are four factors that can influence consumptive behavior, namely cultural, social, personal, and psychological factors. Lifestyle is one of the factors that can influence consumptive behavior, this is in line with research conducted by Hidayati & Indriana (2022) a study entitled "The Relationship Between Fanaticism and Consumptive Behavior in Teenagers Fans of KPOP in Semarang" which resulted in the conclusion that the lifestyle of KPOP fans in Semarang affects consumptive behavior.

From research conducted by Damasta and Dewi (2020), it can be concluded that there is a relationship between fanaticism and consumptive behavior among JKT48 fan members in Surabaya.

RESEARCH METHODOLOGY

This study uses descriptive research methods, where this research is carried out with the aim of identifying and describing the value of one or more independent variables without comparing or relating them with other variables (Sugiyono, 2018). This research was conducted with a qualitative approach, where data containing information was then presented based on analysis. This study was conducted with the aim of determining the relationship between fanaticism and consumptive nature in JKT48 Bogor fans.

The scale of Fanaticism refers to the scale carried out by research compiled based on (Afradhila & Indriana, 2014) aspects of fanaticism according to Ismail (2008), namely "the existence of excessive enthusiasm or enthusiasm that is not based on common sense but rather on uncontrolled emotions and solidarity". The Consumptive Behavior Scale refers to the scale of research conducted by (Hidayati & Indriana, 2022) compiled based on indicators proposed by Sumartono (2002), namely "buying products because of the lure of gifts, buying products because the packaging is attractive, buying products on price considerations, buying products just keeping status symbols, using a product because of the element of conformity to the model that advertises the product, the emergence of the assessment that buying products at expensive prices will Generate high self-confidence, try more than two similar products".

In this study, FJKT48 Bogor respondents were selected from followers of the Twitter account @JKT48BOGORRAYA with a total of 1600 followers. The researcher chose five respondents from the followers of @JKT48BOGORRAYA with the criteria of being over 20 years old, having followed JKT48 for more than two years, and residing in Bogor.

RESULTS AND DISCUSSION

JKT48

JKT48 is an *Indonesian idol group* based in Jakarta. This group is the "sister group" of the Japanese idol group AKB48. JKT48 was formed in 2011 and became one of the most famous idol groups in Indonesia. Similar to AKB48, JKT48 also has a theater concept where the members perform several times a week to greet their fans.

Currently, JKT48 theater has 4 active *setlists* every week, that is Cara Meminum Ramune, Tunas Dibalik Seraga, Aturan Anti Cinta, also Aitakatta Setlist at prices offline tickets Rp. 200,000 person in a show and for online tickets that can be watched through the Showroom platform at a price of approximately Rp. 40,000 including tax. In addition to the theater, JKT48 members can also greet their fans through Video Call activities carried out via zoom at a price of Rp. 100,000 fifty seconds, get a chat if subscribe to private messages starting from Rp. 30,000 per member, take pictures together through cekica or two shots with prices starting from Rp. 80,000 depending on the event.

JKT48 FANS (FJKT48)

JKT48 fans, or also known as "FJKT48" is a group of fans who are enthusiastic and support the idol group JKT48. They are individuals or groups who are very interested in music, performances, and activities carried out by JKT48. FJKT48 is often active in supporting group members, attending concerts, participating in community activities, and participating in various promotional activities carried out by JKT48. Recently, FJKT48 has been seen attending events held in various minimarkets such as Alfamart and Indomaret where the activity is the promotion of Nivea Men products. Not only came, FJKT48 also bought its products and some fans who bought Nivea Men products to become top 40 spenders and get benefits in the form of photos with JKT48 members who came and got prizes Specially signed for Top 5 Spenders.

FJKT48 itself consists of two categories, namely OFC FJKT48, where fans officially register and pay for membership by receiving various benefits every month such as photos white album, photopack, and can buy tickets for the show on presale.

In this study using FJKT48 Bogor respondents, that is followers of @JKT48BOGORRAYA twitter account with a total of 1600 followers. Researchers took five respondents from @JKT48BOGORRAYA followers with the criteria of following @JKT48BOGORRAYA accounts on Twitter, with aged more than 20 years and have followed JKT48 for more than two years, and domiciled in Bogor.

PROFIL RESPOND

1. Dhani

Dhani is a JKT48 fan who is currently domiciled in Bogor who has completed his S1 studies and is currently working at his family's company. Dhani began to know about JKT48 since he was in junior high school, when JKT48 advertised Indosat IM3 starter pack products by using the song Fortune Cookie. Since then, Dhani began to find out about JKT48 through youtube, internet, and twitter.

"Actually, I didn't follow JKT48 full from junior high school until now. I stopped following JKT48 when I was in vocational school until the beginning of S1. Then I followed JKT48 again in the 2020s, at that time there was one of the members passing by on my intagram explor and I thought she was really interesting, so I stalked her account and became FJKT until now".

Dhani said that apart from Chika, who is his favorite member, Dhani likes JKT48 because his songs have cheerful music but with a very deep meaning. Dhani still idolizes

JKT48 until now even with his busy schedule, he still takes the time to watch theater or just listen to JKT48 songs.

2. Novera

Novera is an optical employee in Bogor. Novera joined FJKT48 since 2021. Novera was interested in this idol group since several JKT48 members were on her FYP TikTok account, where at that time there was a covid 19 pandemic and JKT48 began to use the TikTok application to raised his name back.

"I first started to like it because of Chikara, then I started watching online theater, because at that time it was already crowded with covid, so there was an online theater. At first, it was free through RCTI+ and then over time boncos times it became paid using tiket.com application, then because the system was bad moved to YouTube which was paid too, eh now moved again to the Showroom application at a more expensive price".

Even though the ticket price is more expensive, Novera admitted that she will still watch theater performances because it can make her good mood and relieve her fatigue after work.

3. Saputri

Saputri is a S1 management student at one of the universities in Bogor. Saputri started to become a fan of JKT48 since 2015. At that time she started following JKT48 because her friend who liked JKT48 first told Saputri about the song on the Pajama Drive setlist, since then Saputri began to like JKT48's songs because he feels that his songs have deep meaning.

"In addition to following the songs, I also participated in events held by JKT48. I often go to events that have JKT48nya. I also want to go to JKT48's 12th anniversary concert later but unfortunately I didn't get the tickets, even though I had saved from a long time ago".

Beside coming to events with JKT48 guest stars, Saputri admitted that she often buys VideoCall tickets every month, she also subscribes to private messages with JKT48 members who are her oshi. Saputri said that she would rather spend her money on JKT48 than on snacks like her friends.

4. Anggita

Anggita is the owner of a beauty salon business in Bogor City. Anggita admitted that she was initially not interested in JKT48 because she thought that women should be interested in boy groups, not girl groups. Then in 2018 he had a female friend who really liked JKT48. Because she often listens to stories about JKT48, hears the song, and sees videos or photos of JKT48 members from her friend, over time Anggita began to be curious and tried to find out Go deeper into the idol group.

"I was an Army, and I wasn't interested in girl groups at all because I thought it was strange that women were fanatical to women too. Then I have a girl friend, she often makes stories about JKT48, whether it's her songs or videos of activities. After a long time, I asked why I wanted to idolize a girl group to such an extent, and she explained the fun of being FJKT48, explained about the songs, the struggles of the members and staff, also explained about what kind of group system. From there I started dancing with JKT48 and started looking at songs that turned out to have a very deep meaning in each lyric".

According to Anggita, JKT48 songs have cheerful music but have a very deep meaning. One of the songs that is never missed from the playlist is Seesaw Game which has the meaning of unrequited love experienced by a woman to her ideal man but accompanied by cheerful music and movement Fun dance.

5. Ella

Ella is an employee who has been FJKT48 since the beginning of JKT48. Ella knew JKT48 since her debut because she also likes AKB48. She admitted that she had many memories that she had passed during his 12 years as FJKT48.

"If you want to, there are already so many memories of me during my idol. At first, I used to go to the theater alone by train from Bogor. At that time the price of student tickets, so I saved my money to watch JKT48 on Sundays. In the past, I bought the ticket at Indomaret and the cashier memorized it if I went there, I would definitely want to buy JKT48 tickets.

Now it's good, I can watch theater after work, even though the ticket price is more expensive".

Ella admitted that, besides going to the theater to watch setlist performances, she often goes to the theater located in FX Sudirman just to give gifts or fan letters to JKT48 members.

Research Findings and Discussion

In this chapter, researchers will describe the findings obtained from interviews that have been conducted with five respondents who are fans of JKT48 based in Bogor. This research cannot be carried out directly face-to-face due to time constraints, so this interview was carried out online via WhatsApp Video Call on November 1, 2023.

This research was conducted by providing general questions about respondents' names, the beginning of knowing and following JKT48, favorite songs, favorite members, to asking specific questions about consumption against products sold or advertised by JKT48. The interview began with the question of how to first know about JKT48 and the beginning of becoming Fjkt48. In this question, Saputri and Angita have almost the same answer, that is knowing information about JKT48 from friends and both like JKT48 songs on the Pajama Drive setlist because they have deep meanings but are wrapped in cheerful music and dance.

Dhani and Novera admitted that they started liking JKT48 after seeing the members' posts on social media. At first, Dhani was interested in the idol group when he was in junior high school, but he admitted that he really liked JKT48 since he went to college around the 2020s. Meanwhile, Novera began to know more deeply and idolized JKT48 since members Chika and Ara were being discussed on social media.

Ella is different from the previous four respondents, she started to become an FJKT since 2011 or since the establishment of JKT48. Before there was JKT48, Ella already liked her sister group, namely AKB48.

Fanaticism is a very strong belief and dedication, even beyond generally accepted limits (Juwita, 2018). FJKT48's level of enthusiasm and loyalty is very high towards their favorite idol group. They provide support in various ways, including attending concerts, participating in community activities, buying merchandise, and actively participating in promotions carried out by JKT48. This fanaticism often encourages fans to get involved in creative projects, such as birthday projects, lastshow projects, lip-sync videos, cover videos or even setting up their own fan clubs. With strong involvement, JKT48's fans were instrumental in nurturing the group's popularity and expanding its influence among the wider public.

The fanaticism carried out by FJKT48 also encourages him to be more consumptive of the products sold and promoted by JKT48. According to Sumartono (2002) in (Hijrianti & Phytrians, 2020), consumptive behavior is the activity of purchasing goods without considering rationally or based on actual needs.

In interviews that have been conducted with Dhani, Novera, Saputri, Anggita, and Ella they admitted that they often do video call activities with *oshi* or their favorite members. At least they spend a minimum of Rp. 100,000 for 1 *video call* ticket in 50 seconds. In addition to video calls, they always subscribe to Private Messages with JKT48 members to know the daily activities of members.

Ella admitted to having a diverse collection of albums and merchandise, including T-shirts, light sticks, photocards, photopacks, as well as JKT48 albums and singles. Ella also frequently attends theater setlist performances at least once a month. However, if there is free time or a special celebration, she can attend more than three times. She does this because she feels that watching her favorite members perform on stage helps alleviate the fatigue after work. Saputri expressed a similar sentiment, stating, "I prefer to spend money on JKT48 rather than buying food like my other friends."

Novera admitted that she would not hesitate to spend money to buy products advertised by JKT48, especially if there was direct interaction with members, such as when there was a Nivea Men activity with JKT48 members. Novera admitted that she bought Nivea Men products only to be noticed by JKT48 members who were guesting, not out of necessity. Similarly with Dhani, where he bought several Erigo products in collaboration with JKT48.

Not only erigo products, Dhani also admitted several times to buy Xiaomi products that were being advertised by members he liked even though at that time he didn't need them. Dhani said, " I will do anything for JKT48, *I just go to concerts outside the city. In fact, I went out of the island several times just to watch a concert that invited JKT48 as a guest.*"

CONCLUSION

From this research, it can be concluded that FJKT48 Bogor is a group of fans who are very enthusiastic and support the idol group JKT48. They show high dedication and enthusiasm through active participation in various promotional activities and purchasing products related to JKT48. Their fanaticism encourages the consumption of products immeasurably, sometimes even exceeding their actual needs. This reflects the strong emotional bond between the fans and the idol group. In this context, purchasing activities and participating in promotional activities are a way for them to express their love and support for JKT48.

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