

ABSTRAK

Utomo, I. E. 2026. Relasi Parasosial pada Fans K-Pop. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk memahami dinamika relasi parasosial pada fans K-Pop, khususnya NCTzen. Fenomena Korean Wave yang semakin meluas telah mendorong terbentuknya keterikatan emosional antara fans dan idola, yang dikenal sebagai relasi parasosial, yaitu relasi satu arah yang dirasakan seolah-olah bersifat personal dan intim. Penelitian ini menggunakan pendekatan kualitatif dengan desain eksploratif. Informan dalam penelitian ini berjumlah lima orang fans NCT berusia 21-24 tahun yang dipilih melalui teknik *purposive sampling*. Data dikumpulkan melalui wawancara semi-terstruktur dan dianalisis menggunakan analisis tematik induktif. Hasil penelitian menunjukkan bahwa relasi parasosial terbentuk melalui beberapa proses, yaitu daya tarik awal terhadap idola, konstruksi keintiman melalui teknologi, kedekatan emosional, serta keterlibatan dalam praktik fandom. Teknologi digital berperan sebagai mediator utama yang memperkuat interaksi dan menciptakan persepsi kedekatan. Relasi ini juga memiliki fungsi psikologis, seperti memberikan motivasi, hiburan, dan regulasi emosi bagi fans. Selain itu, relasi parasosial turut melibatkan aspek sosial dan ekonomi melalui partisipasi dalam komunitas fandom serta perilaku konsumsi. Penelitian ini menyimpulkan bahwa relasi parasosial merupakan fenomena kompleks yang melibatkan aspek emosional, kognitif, sosial, dan ekonomi, serta dimaknai secara subjektif sebagai relasi yang dekat dan bermakna, meskipun bersifat satu arah.

Kata kunci: Relasi Parasosial, K-Pop, fandom, NCTzen

ABSTRACT

Utomo, I. E. 2026. Parasocial Relationships on K-Pop Fans. *Thesis*. Yogyakarta: Psychology, Psychology Faculty, Sanata Dharma University.

This study aims to understand the dynamics of parasocial relationships in K-Pop fans, especially NCTzen. The widening Korean Wave phenomenon has prompted an emotional attachment between fans and idols, known as parasocial relationships, which are one-sided relationships that are felt as if they were personal and intimate. This study used a qualitative approach with exploratory design. The informants in this study numbered five NCT fans aged 21-24 years old who were selected through purposive sampling techniques. Data were collected through semi-structured interviews and analyzed using inductive thematic analysis. Research results show that parasocial relationships are formed through several processes, namely early attraction to idols, construction of intimacy through technology, emotional closeness, and involvement in fandom practice. Digital technology acts as a major mediator that strengthens interactions and creates closeness perceptions. These relationships also have psychological functions, such as providing motivation, entertainment, and emotional regulation for fans. In addition, parasocial relations also involve social and economic aspects through participation in the fandom community and consumption behavior. This study concluded that parasocial relationships are a complex phenomenon involving emotional, cognitive, social, and economic aspects, and are subjectively interpreted as close and meaningful relationships, even though they are one-sided.

Key words: Parasocial Relationships, K-Pop, Fandom, NCTzen