

EXPLORING THE IDENTITY OF INDONESIAN K-DRAMA FANS THROUGH LANGUAGE USE AND SOCIAL MEDIA FEATURES ON X (TWITTER)

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Abstract: Korean Wave has become a significant phenomenon in Indonesia, particularly through K-Dramas that attract young audiences and lead to the formation of fandoms. This study was conducted to examine how members of these fandoms express their identity and make their presence visible in Indonesian society. Using a descriptive qualitative approach, the research explores language use and social media features as tools of identity expression. The findings indicate that Indonesian K-Drama fans employ slang and code-mixing in their interactions on X, and highlight their identity through bios and hashtags by mentioning Korean actors, drama titles, and fandom names. Another finding is the use of three languages, which are Indonesian, Korean, and English, with English serving an important role for building connections, seeking support, and sharing drama reviews. These results contribute to the understanding of language use and identity construction within online fandom communities.

Keywords: Code-mixing, Indonesian K-Drama fans, Language and Identity, Slang words, Social media

INTRODUCTION

Korean dramas, which are part of “Hallyu” or Korean Wave, receive popularity among youngsters and have become a phenomenon in Indonesia since early 2000s (Hening et al., 2024). The term “Hallyu” or Korean Wave describes the Korean culture that gained popularity in Mainland China and Southeast Asia in the late 1990s (Kim, 2015). The Korean Wave covers several Korean works and culture such as drama, music, dance, culinary and fashion. As time went by and with the help of technological developments, the spread of the Korean Wave became wider and reached the Indonesian market. The popularity of the Korean Wave in Indonesia increased during COVID-19 pandemic occurred (Aritenang et al., 2024). It is because Korean Wave content, such as K-Drama, is considered as a means to provide comfort and reduce stress during the isolation period, where people cannot freely do their daily activities outside and they must stay home (Drianda et al., 2021).

Korean dramas receive more love and popularity in Indonesia compared to other Korean cultural items such as music or dance (Rosidi, 2022). Korean pop music is also highly appreciated in Indonesia, but this is thought to be possible because Korean dramas often feature Korean soundtracks. This is what makes drama viewers easily feel familiar with Korean pop songs. Apart from that, Korean dramas are also considered helpful in introducing Korean fashion. This can be seen from several people who imitate the clothing styles of the characters in the drama, from accessories to hairstyles.

The popularity of Korean drama is also proven by a survey report held by the South Korean government in 2023 regarding the Korean Wave. Reported from goodstats.id (2024), Indonesia is ranked first as the country with the highest level of interest in Korean content, reaching 86.3% in a survey involving 700-1600 respondents in foreign countries. These percentages show Indonesian people’s interest in Korean contents which have led to many

Indonesian television channels starting to broadcast Korean dramas. Apart from that, the development of public interest in Korean dramas and the accompanying development of technology has encouraged the emergence of Korean content on Over-the-top (OTT) platforms which makes it easier for many people to access Korean film and drama content easily and legally. Based on a survey conducted by Jakpat (2024) regarding Indonesian's habits in using social media and mobile entertainment in the second half of 2023, it is known that the content most watched by Indonesian users on OTT platforms is a content originating from South Korea with a percentage of 73% from 1084 OTT platform users.

The huge popularity of Korean Wave, including K-Drama, has led many researchers to conduct research on Korean Wave. Yuliawan and Subakti (2022) analyzed the influence of the Korean Wave phenomenon on the consumer behavior of fans. The research shows that the Korean Wave has positive impacts such as the desire to learn English or Korean, new cultures, and to provide self-motivation on achieving their dreams. On the other hand, the result of Yuliawan and Subakti's (2022) research also indicate that Korean Wave also has negative impacts to the viewers: they often lose track of time, are addicted to buying merchandise, delay their prayers, are consumptive and impulsive, and so on. In addition, Drianda (2021) conducted research about the relation of Korean Wave content and people's mental health during the pandemic of COVID-19. The results show that Korean Wave content such as K-Drama could help bring comfort to the viewers and maintain their mental health during the pandemic.

The fame of Korean waves, including Korean drama, also comes from its fandom since they show their support as fans and make Korean dramas be widely recognized by a lot of people. Fans are often considered as people who show a large amount of admiration for an activity, for example football or badminton, and for public figures or stars (Longhurst, 2008). K-Drama fans show their support by watching Korean dramas, and they also create a special community or fanbase on social media. Maharani's (2024) study revealed that a large-scale community of fandom usually exists in the form of an online community that is connected via social media, such as twitter or X, since social media is not limited by distance and time. It means all people from different areas can easily communicate with the same members of the community. The community or fan base social media is used to share information about Korean films and dramas. Not only that, these fans can also interact with other fans to discuss film, drama or actor issues. When the fandom talked about the drama, it turned out that something unique happened, especially on how they use the language as many slang words and code-mixing phenomenon are known among the fandoms.

Members of fandom communities come from a variety of cultural backgrounds and language use. However, when they join in one community, they have their own way to communicate so that other members of the fandom community can understand the language (Malik & Haidar, 2021). This process has an impact of a fandom community to the use of language to create the fandom members' identity. Identity can be interpreted as "who you are" and it implies "sameness," with the most noticeable identity occurring when people share similarities within a community or social group (Joseph, 2004; Bucholtz & Hall, 2005). The sameness can appeared because when people interact in their community, they can share their community cultures or values to other members and it makes them have similarities when they start to implement the cultures. Through the language used, people can understand whether an individual is part of a particular group or community. This is because language can be a symbol that reflects any cultures or values (Tektigul et al., 2023).

During their communication, the members of this community can use multiple languages such as Korean and English, since they watch a lot of Korean dramas. They may also use the platform features provided to show their identity or support such as using hashtags so

that it can easily be recognized by others. This is what makes the author interested in conducting research on Indonesian K-Drama fans on social media. What differentiates this research from previous research is that this study was conducted on one of the communities in Indonesia, namely Indonesian K-Drama fans who are active on social media Twitter (X). Previous studies on K-Drama fans in Indonesia have discussed how K-Drama influences fandom consumptive behavior and how K-Drama affects their mental health (Drianda et al., 2021; Yuliawan & Subakti, 2022). However, so far, attention to how K-Dramas influence language use in the construction of identity among Indonesian K-Drama fans on social media is still very limited. Research in this area is important because it not only examines language use among Indonesian fans but also explores how social media features are utilized to express their identity. Moreover, the use of three languages which are Indonesian, English, and Korean in a single post shows an interesting linguistic dynamic that has rarely been the focus of previous research. Through this approach, the author seeks to explore how language and social media features contribute to identity construction.

Therefore, the aim of this research is to explore the identity of Indonesian K-Drama fans through language use in post which are slang words and code-mixing and the language use in social media X features which are bio and hashtag. It can be seen from the way people use some Korean drama dialog as a meme in social media. This phenomenon triggered the curiosity of how the community show their identity as Indonesian K-Drama fans through their use of language so their existence is widely known by the public. Research on language use among Indonesian K-Drama fans is important to do because it can review how a community member interacts with each other. It also can provide new knowledge about how the use of language can express fandom's identity and see how the influence of a cultural phenomenon, particularly for Korean Wave, influences language use in Indonesian society. This research focused on answering two questions, which are:

- 1) How do Indonesian K-Drama fans express their identity through the use of language which are slang words and code-mixing in their posts in X?
- 2) How do Indonesian K-Drama fans utilize X features which are bio and hashtag to reinforce their identity?
- 3) How is the relation between the use of language and social media features in expressing the identity of Indonesian K-Drama fans on platform X?
- 4) What is the role of English in the interaction of Indonesian K-Drama fans in the @kdrama_menfess X community?

The significance of this study lies in its potential to contribute to the theoretical understanding of sociolinguistics, especially regarding language use and identity construction in digital fandom communities. In addition, the findings may serve as a reference for future research on fandom studies, media discourse, or digital communication practices among youth communities in Indonesia. From a practical perspective, this research may also offer insights for social media managers, content creators, or entertainment industry stakeholders who want to engage more effectively with K-Drama fans in Indonesia.

Literature Review

This research explores the identity of fandom through the language on social media. It means the use of language is important to show their identity. The language use of fandom can be observed by the way they interact with others in their posts on social media X. We probably can see the uniqueness of the fandom's language such as the use of slang words or mixed language.

Language and Identity

Language is frequently considered as the main factor behind identity creation and transformation, particularly in situations with multiple languages (Hu, 2014). Identity is something that can be simply put as “who you are.” (Joseph, 2004). It can be interpreted that identity is an attribute that can define yourself or how you are known. An example of this is that every single person has their own name to be known by other people and a name can be considered as an individual identity or personal identity. On the other hand, Bucholtz and Hall (2005) argue that the concept of identity essentially implies “sameness.” This means it seems reasonable that when people are most similar, identity ought to be most noticeable. It can happen in the community or social group; the members of the community could possibly have similarities that make them have the same identity. This definition also indicates that identity does not only belong to individuals, but there is also an involvement with social groups or communities.

Personal identity is formed in a number of different group identities that a person claims, even though the person feels that there is still an element that goes beyond the overall amount of these elements (Joseph, 2004). It explains that individual identity is also formed by the social construction of the group identities they follow. People’s individual sense of self can be nurtured by the groups identities they join in, but it can also be smothered by it. Their relationship with other members of the same group helps to define their identity. Therefore, the existence of social groups or communities is important because it can determine each individual identity that participates in it. This can happen because there are interactions between members in the group or community. Through the language, people can understand whether an individual is a part of a particular group or community. This is because language can be a symbol that reflects any cultures or values, they follow (Tektigul et al., 2023). By using language, every member of the group can share their opinion, values, or cultures that exist in the group or community. This is what possibly forms the identity of a community or social group.

Slang Words

There are some ways to know someone’s identity by the use of language. One of them is by the use of slang. Slang refers to various kinds of languages that tend to have non-standard, trendy, and informal words or vocabulary (Katamba, 1994). Slang can be used to show the characteristics of the words that are often used by the members of the group and can be understood by them. Mattiello (2008) argued that slang is a language that is used by individuals in order to express their association with a certain community, to convey familiarity or solidarity with the members of the group, and also to establish their own identity. By using slang words, they can create their own characteristics and identity that can be recognized by other people. Slang words can be analyzed based on how the words are formed. Yule (2020) explained that there are some types of word formation. One of the types is borrowing, the act of adopting words from different languages. The example of this is there are some Indonesian words that are adopted from English words such as “Abstrak” which is originally “Abstract” and “Aktor” which is originally “Actor.” Next, there is compounding, which is merging two different words to create one form, for example, “Ice Cream.” The word “Ice” is a noun to name the frozen water, meanwhile “Cream” is like the topping in cake. However, when those two words are combined, it creates a new name for new food. Then, blending is almost similar to compounding which is merging two different forms to create one new form. However, in the process of blending, it commonly just takes the first part of a word and merges it with the other part of another word. The example of a blended word is “Brunch” from “Breakfast + Lunch.” Another example is “Staycation” from “Stay + Vacation.” The other type of word formation is clipping. The process of clipping is usually happening

when a word consisting of several syllables is shortened, for example, the word “fan comes from the word fanatic” and “ad from advertisement.” There is also conversion which is the general term for a change in a word’s function, such as when a noun becomes a verb without any reduction (Yule, 2020). An example of this is the word “Referee”, which is a noun, which becomes a verb in the sentence “who will referee this match?” Meanwhile, coinage is the process of creating or inventing a new word or term, for example “google” that refers to finding information by using the internet. Next, acronyms can be defined as new words produced by combining the first letters of a group of other words. An example of acronym is “ATM” that is produced from the phrase “automatic teller machine.” Then, derivation is the act of producing a new word from an existing word by adding a prefix or a suffix, for example the word “Unhappy” is made from the word “Happy” by adding the prefix un- to create a new word with different meanings. The last type of word formation is multiple processes are the creation of a word by using more than one process described previously about word formation.

Code-Mixing

Other than the use of slang words, people can show their identity with the use of code-mixing. Code-mixing is the practice of speaking two or more languages smoothly at the same time by switching between them in a single sentence (Wardhaugh, 2006). This phenomenon usually occurs to people who can understand and speak more than one language. The reason why people use code-mixing when speaking is to express their group identity (Hoffmann, 1991). This happens when members of a group or community want to show their identity as part of that group. They tend to mix languages so that other people can recognize that they are part of a certain group. It can also help to communicate with the same members of the group. According to Muysken (2000), code mixing has three types as discussed in the following.

1) Insertion

Insertion is the process of code mixing by inserting lexical items from one language into another language’s structure. There are three types of insertion: insertion of phrase, insertion of word, and insertion of hybrid. For example, in the sentence “Hari ini kita lunch pakai apa?” which means “What are we going to have for lunch today?” The word “Lunch” is added to sentences using Indonesian. Another example is “Apakah kita ada jadwal meeting hari ini?” which means “Do we have a meeting scheduled today?” The word “Meeting” which is an English vocabulary is included in an Indonesian sentence or utterance. The concept of insertion is borrowing (Dwiyota, 2018). So, to create a complete sentence, the words or phrases borrowed from other languages are needed.

2) Alternation

Alternation is a situation where one sentence has the alternation of two languages with grammatical structures and lexical elements. An example of utterance from alternation is “I don’t say kalau kamu itu yang salah,” which means “I don't say that you are wrong.” The clause “I don't say” is added and completes the sentence written in Indonesian. Another example of alternation is in the sentence “Kalau kamu mau, I will give it,” which means “If you want, I will give it.” The expression “I will give it” is added to the sentence to perfect the sentence written in Indonesian.

3) Congruent Lexicalization

Congruent lexicalization is the situation when elements of one language’s grammatical structure are shared by multiple languages (Sagala et al., 2022). The grammatical structure is fully shared by switching from one language to another (Dwiyota, 2018). An example from this type is “Help, aku need banget money sekarang,” which means “Help, I

really need money now.” In this sentence, English and Indonesian continue to be used interchangeably in one utterance.

METHODOLOGY

This research involved a descriptive qualitative method. The qualitative method focused on the meaning, basic thinking, characterization of a particular situation or phenomenon (Rukin, 2019). The qualitative method was chosen for this study because it aligns with the objective of exploring and understanding how Indonesian K-Drama fans construct their identity through language use and social media features. Qualitative research is considered appropriate when the researcher aims to interpret the meaning of human behaviour and social phenomena within a specific context (Creswell, 2014). This approach allows the researcher to capture patterns and meanings behind the fans’ language choices and their use of platform features. The design or strategy of this descriptive qualitative method involved observation as a research instrument. Since the author explored the identity of Indonesian K-Drama Fans through language use and social media features on X, the author observed their use of language on X’s post to answer the question related to how they show their identity.

Data Source

This research took data from an auto-base account and regular fan accounts on X. X, or previously known as Twitter, is an essential social media platform for fandom because it is used to connect and communicate with the members (Highfield et al., 2013). Fandoms show their contribution in supporting their idol or interest by actively using X (Nugraha & Komsiah, 2023). There are some features in X, which are hashtag (#) to signify phrase in a short message and bio to express user’s interest (Antonakaki et al., 2021; Walker-Ford, 2014). Not only regular account that is handled personally, X also provide auto-base accounts, which is an account where the posts are managed by bot (Riauan & Salsabila, 2022). It is different from a regular account who is managed by real person. On auto-base accounts, people usually send *menfess* or *mention confess*. *Menfess* (*mention confess*) are messages that are sent to the base account by direct messaging the account or other apps like Telegram. These messages are then posted automatically by employing the services of bot providers to send *menfess* (Riauan & Salsabila, 2022). For the auto-base account, the author observed the posts from @kdrama_menfess. This account is an auto-base for K-Drama, K-Movie and actor lovers which has been established since June 2018. Auto-base is an account where people who have the same interests or hobbies gather to provide information or send messages (Riauan & Salsabila, 2022). The @kdrama_menfess account was chosen as the data source based on analysis of posted content, showing that this account uses Indonesian as the main language. This can be seen in the use of Indonesian in the *menfess* delivery rules and announcements made by the admin. The consistent use of Indonesian, indicates that this account is aimed at a predominantly Indonesian-speaking audience, and is likely managed by someone from Indonesia. The reason why this account was chosen is because this account is one of the auto-bases that is famous among Indonesian K-Drama fans. This account has around one million followers. Apart from that, until now, this account is still actively used to discuss and interact about Korean drama. The author have not seen other K-Drama auto-base accounts that are still active until now and have bigger followers than @kdrama_menfess. That is why the author chose this account to be the data source of this research.

Data Collection

To collect the first data collection for this research, the author involved an auto-base account on Twitter (X) called @kdrama_menfess and the interactions that occur in that account. The author chose one auto-base account only to be observed because this account

is still active until now. This auto-base account is enough to be the representative of the fandom since it has around one million followers. The author made observations on posts or tweets uploaded from January 2024 to December 2024 on @kdrama_menfess account. This timeframe is selected to make sure that the language that they used is still relevant and enough to represent their current situation. If other timeframe were chosen, there would be a possibility that the data is too old and not relevant enough with the language style that they use now. Then, the author copied the link of posts that used code-mixing or slang words and avoid data that did not involve code mixing and slang words. The focus of this research is only on the use of code-mixing and slang because these two forms are most relevant in digital contexts, especially on social media. As explained by Mattiello (2008), slang is a form of language that individuals use to show affiliation with a particular community. Meanwhile, code-mixing also functions similarly. According to Hoffmann (1991), one of the reasons someone uses code mixing is to express group identity. In digital spaces such as social media, the simultaneous use of two languages not only reflects users' linguistic abilities, but also shows their social identity as part of a global community. Because the data analyzed is in the form of writing on social media, other forms of language variation such as dialect or intonation cannot be observed accurately. Therefore, choosing code-mixing and slang as the focus of analysis is the suitable choice and is relevant to the characteristics of digital data. The author collected 40 post that involved code mixing and 25 post that involved slang words. The amount total of posts that are posted in the timeframe chosen cannot be known as X did not provide the feature to see it. However, to make sure that the data chosen are representative enough, the author chosen the posts that appeared in top post or popular post section to be analyzed. The problem that is found while collecting the data is X sometimes cannot load the full posts and it stuck after scrolling few times. That is why the author can only collected this amount of data. Next, the posts are captured and collected in a different folder for code-mixing and slang words. For the post that contain both code-mixing and slang words, the author categorized it as code-mixing to avoid duplication and maintain consistency in data grouping.

For the second data collection, the author compiled 20 regular accounts of K-Drama fans. The criterion of the account is the accounts that are following a base account @kdrama_menfess to make sure that the account is a part of the community. These regular accounts were chosen by selecting it from the followings section of the @kdrama_menfess account. As the author explained before, since X sometimes stuck and cannot load all the data, the author only chose the accounts that appeared in the followings section.

Data Analysis

After the data is collected in two different folders that divided slang words and code-mixing, the author analyzed the use of slang words based on the theory word formation by Yule (2020). Then, the author explained the type of word formations that are used to create the slang words. The explanation of word formation used some sample data as an example. Next, the author analyzed and categorized the other folder of data based on the theory of three types of code-mixing by Muysken (2000), which are insertion, alternation, and congruent lexicalization. After categorizing the type, the author highlighted the words, phrases, or utterances that used other languages. Then, the author explained the use of each type of code-mixing with attached sample data. The author also counted the percentage of language combination that is found. To calculate the percentage of language mixing combinations, for example Indonesian-English, Indonesian-Korean, and so on, researchers first identified which languages appear in each utterance that contains code-mixing. If there is more than one language in one post, for example Indonesian and English, then the combination is recorded as Indonesian-English. After all the data was classified based on the

language combinations that appeared, the researcher counted the number of occurrences of each combination. The percentage is then obtained by the formula: (number of occurrences of a particular combination ÷ total code-mixing data) × 100.

The author also analyzed the use of platform features which are the bio caption and the use of hashtag from the data regular fan accounts. The reason why the author only chose these two features was because bio and hashtag is the features that can be accessed openly by the public without having to violate the user's privacy. Then, the author explained the same pattern or characteristic that is found, such as the use of multiple languages or terms that are related to K-Drama. After that, the author analyzed the most frequently used language other than Indonesian language and analyzed the role of the language in fandom by looking at how the fandom used it in auto base accounts. To ensure the reliability and validity of the author's analysis, this research invited interrater or the person who helps in judging the value of data analysis. The author asks for help from an alumnus of Universitas Negeri Malang as an interrater. She was majoring in English Language and Literature and understanding about the theory that is used in this research. Moreover, the interrater is also a fan of Korean Wave, so she understands better about slang and fandom environment on social media. She also analyzed and evaluated the data so that the author's analysis is valid and reliable. The interrater checked the reliability of the author's analysis by doing the analysis on 26 sample data. After that, we compare the results from the interrater with the author's analysis to see the total data that has the same result. Then, the interrater and author discussed about the analysis to clarify about the results. Then, the author counted the sample data that has the same result between the interrater and author and counted the percentage. From the 26 sample data, there are 25 data agreement with the percentage of 96%.

FINDINGS AND DISCUSSION

FINDINGS

Based on the analysis that has been conducted on community auto-base account's posts, it can be seen that Indonesian K-Drama fans use slang words and do code-mixing when interacting with others.

The Use of Slang Words by Indonesian K-Drama Fans on X

Based on the data collected from auto-based accounts, Indonesian K-Drama fans use slang words when interacting with each other as K-Drama fans community. There were 25 occurrences of slang words as found in Table 1. This large number of occurrences was found considering that the data was only taken from the top post and the weakness of the X feature was that sometimes it could not load all posts after scrolling several times. The slang words have different ways of formation. The types of word formation in the use of slang words were 12 words formed by compounding, 6 slang words by blending, 1 slang word by borrowing, 4 slang words by derivation, 1 slang word by acronym, and 1 slang word by conversion. Compounding slang word appears to be the most frequently used with the percentage of 48%. Of 25 slang words found, English slang word appears to be the most frequently used with 13 occurrences (52%). The dominance of English slang in K-Drama fandom in Indonesia is understandable because English functions as an international language commonly used in global digital communication. Even though the fans come from Indonesia, they are exposed to international pop culture which uses many terms in English. The use of English slang also makes it easier for them to interact or connect with the global community. Therefore, even though the focus of their fandom is Korean, English remains the main choice for expressing themselves on platforms like X.

Table 1. Slang Words Used by Indonesian K-Drama Fans on X

Slang Formation	Frequency	Percentage%
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Compounding	12	48%
Blending	6	24%
Borrowing	1	4%
Derivation	4	16%
Acronym	1	4%
Conversion	1	4%
Total	25	100%

Table 2. Language Used in Slang Words

Language Used	Frequency	Percentage%
Indonesian	5	20%
Korean	7	28%
English	13	52%
Total	25	100%

Each word formation of the slang words is described in the following.

Compounding

Compounding is merging two different words to create one form (Yule, 2020). Related to this, the author found 12 slang words that are formed by the compounding process and written in English and Korean language. Here are the examples:

Data 1: Pick me

This phrase is formed from the combination of the words “Pick” and “Me”. This phrase is used by fans to refer to the character in the drama, which is an individual who likes to ask validation and attention from others. This slang adds a unique characteristic in this fandom since they have certain terms to describe their interest in Korean drama characters. In the context of digital slang, this phrase can be understood as a form of pragmatic compounding. In this term, the verb “pick” and the pronoun “me” form a unit of idiomatic meaning that is used stably to refer to a certain type of social identity, namely individuals who try to gain validation by presenting themselves as different from their group. This phenomenon is in accordance with what Mattiello (2008) calls creative compounding in slang, which is the formation of new units of meaning beyond the boundaries of conventional morphology, but which are widely accepted in the linguistic practices of the user community. Therefore, in this research, “pick me” is analyzed as a slang-based compound which represents slang that is often used by the community when describing a character.

Data 2: Daebak

Daebak is a slang word that is often used by Indonesian K-Drama fans. *Daebak* is formed from the combination of two words, “Dae (대)” and “Bak (박)” in Korean. Based on kumparan.com (2022), “Dae” means big, while “Bak” is the word that is used when people get a jackpot when playing cards. *Daebak* is usually used when people find something amazing.

Blending

Blending is merging two different forms to create one new form but it commonly just takes the first part of a word and merges it with the other part of another word (Yule, 2020). In this study, the author found 6 slang words that were formed through the blending process. Some of the examples are:

Data 3: Mukbang

Mukbang is the slang word that is often found when it is related to food. This slang is the combination of two Korean words which are “Mukneun (먹는)” that means eating and

“Bangsong (방송)” that means broadcast. *Mukbang* is known as eating broadcast or refers to the event that shows the eating scene. *Mukbang* is considered as blending because it only took a part of each words word which are “Muk (from mukneun)” and “Bang (from bangsong)” and then it is combined into one new form which is *Mukbang*.

Data 4: Nobar

Nobar is the slang word that formed from the combination of two Indonesian words which are “Nonton” that means watch and “Bareng” that means together. This slang refers to the situation when the fans want to watch the drama together with others. Nobar is considered as blending because it combines the first part of word “Non (from nonton)” and “Bar (from bareng).”

Borrowing

Borrowing is the act of adopting words from different languages (Yule, 2020). Based on Table 1. There is 1 slang word that is found. Here is an example of slang words that were formed by the borrowing process.

Data 5: Maraton

Based on Etymonline, Marathon is a term borrowed from Greek which means long-distance running. In this case, Indonesian K-Drama fans use the word maraton to describe the activity of watching Korean dramas with many episodes without a break.

Derivation

Derivation is the act of producing a new word from an existing word by adding a prefix or a suffix (Yule, 2020). The author found 4 slang words that were formed by the derivation process and here is an example.

Data 6: Spoiler

Spoiler is an English vocabulary formed from the word “Spoil” with the suffix “-er”. Spoiler is used by Indonesian K-Drama fans to refer to information about a plot in a drama that was supposed to not be told to people until they watched it by themselves.

Acronym

Acronyms are new words produced by combining the first letters of a group of other words (Yule, 2020). As stated on Table 1, there is 1 slang word found in the analysis. Here is an example of slang words that were created by the acronym process.

Data 7: AU

AU stands for Alternative Universe. This word is used to describe fan fiction that tells stories about actors who live different lives than the original. AU is the way to channel fans’ creativity.

Conversion

Conversion is the general term for a change in a word's function (Yule, 2020). Here is an example of conversion.

Data 8: Chungmuro

Chungmuro is the name of one of the areas in South Korea. In the past, the place was famous for having many cinemas that showed films (Times & Ginting, 2023). However, over time the word Chungmuro is now used to describe the skill of famous actors who have worked a lot in the film industry.

The Use of Code-Mixing by Indonesian K-Drama Fans on X

Other than expressing their identity by using slang words, Indonesian K-Drama fans also code-mix when interacting on X. In this research, the use of a foreign language that appears in the middle of an Indonesian sentence is categorized as code-mixing. This is because the English language elements used are usually only words or short phrases that are inserted without changing the main sentence structure. According to Muysken (2000), code-mixing occurs when elements from one language, such as words or phrases, are mixed into

sentences from another language, usually in intra-sentential form, that is they occur within one utterance. Setiawan (2023) explains that code-switching tends to be systematic, because it involves moving clear language structures, both between sentences and between clauses, and often shows mastery of the grammar of two different languages. In other words, code-switching is not just inserting words, but involves more structured and conscious switching. Because in the data there was no complete change in sentence structure between the two languages, and because the foreign language elements used were only small parts and integrated into the Indonesian language context, this form is more suitable called code-mixing. From the 40 data related to code-mixing that have been collected, it is found that Indonesian K-Drama fans use two types of code-mixing which is insertion with the total amount of 17 data and congruent lexicalization with the total amount of 23 data and it makes congruent lexicalization appears to be the most frequently used with the percentage of 57.50%. Code-mixing that happens also involves some languages, such as Indonesian-English (57.5%), Indonesian-Korean (17.5%), and Indonesian-English-Korean (25%).

Table 3. Code-Mixing Used by Indonesian K-Drama Fans on X

Code-Mixing	Frequency	Percentage (%)
Insertion	17	42.50%
Congruent Lexicalization	23	57.50%
Total	40	100%

Table 4. Language Used in Code-Mixing

Language used	Frequency	Percentage (%)
Indonesian, English	23	57.50%
Indonesian, Korean	7	17.50%
Indonesian, English, Korean	10	25%
Total	40	100%

Each type of code-mixing process is described in the following.

Insertion

Insertion is the process of code mixing by inserting lexical items from one language into another language's structure (Muysken, 2000). When interacting with other fans on the social media X, Indonesian K-Drama fans often insert the vocabulary from other languages to an utterance that is written in Indonesian.



Figure 1. Insertion of English Vocabulary

[Translation: Suggest a Korean drama that is currently on going, and tell what it is about]

In this example, it seems a fan asked for drama recommendations that are still airing when the post is sent. The post is written in Indonesian language but there is an English vocabulary inserted in it, which is "on going." This phrase is used to describe the drama that is still airing currently and has not reached the last episode. The phrase that is written in English is inserted in an Indonesian utterance. Because of that, this utterance is considered an insertion type of code-mixing.

Besides the insertion of English vocabulary, it is also found in the utterance with Korean vocabulary in it.

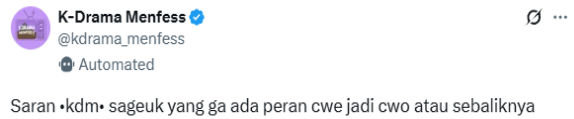


Figure 2. Insertion of Korean Vocabulary

[Translation: Suggestions for •kdm• sageuk (historical drama) that does not have the role of the girl becoming the boy or vice versa].

In this example, a fan asking for recommendations about a drama that did not have a gender-switch theme. However, the fan inserted Korean vocabulary which is “Sageuk.” “Sageuk” is the term that fans use to describe the historical drama genre. So, what the fans mean is they ask for the recommendation of a historical drama that did not have a gender-switch theme.

Congruent Lexicalization

Congruent lexicalization is code mixing when elements of one language's grammatical structure are shared by multiple languages (Sagala et al., 2022). It means they mix one sentence with the elements of other language but still following the grammatical structure of the main language. This type of code mixing is also used by Indonesian K-Drama fans on social media X. They mixed two languages with flexibility when interacting with other members.



Figure 3. Congruent Lexicalization, Indonesia Mix English

[Translation: Anyone who is hyping on going Doubt Netflix, Let us be friends who follow each other's account. Drop your review/theory about the drama then follow someone who like your reply, do not forget to follow back]

The example describes a fan who is looking for friends who watch the same Korean drama with them. The fan asked for the review and theory about the drama and also wanted to be friends with them. This utterance shows the use of elements from two languages which are Indonesian and English, in one speech. The word "yang" is an Indonesian element that functions as a referent (relative clause) and in this context means "who is...". Words like "hype" and "on going" are English vocabulary that is often used in the fandom community to describe something that is currently popular or in the process of being broadcast. Furthermore, "Doubt" refers to the title of the Korean drama currently being broadcast, while "Netflix" is the name of the OTT platform where the drama is being broadcast. The speech closed with the phrase "yok mutualan", which is an informal expression in Indonesian which means an invitation to follow each other's Twitter accounts. The use of two languages in one utterance it make this data considered as code-mixing. The expressions in this post mix two languages, which are Indonesian and English continuously. This can be seen from the use of

English vocabulary such as "on going", "hype", "review", "follow", "follback", then vocabulary combined with Indonesian affixes such as "ngelike" and "replynya." The flexible use of two languages in one expression is what makes this post included in the congruent lexicalization type of code-mixing.

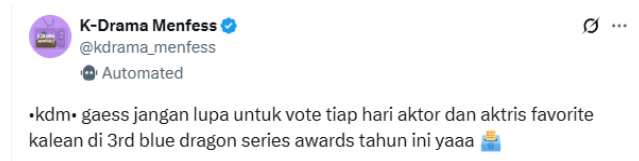


Figure 4. Congruent Lexicalization, Indonesia Mix English

[Translation: Guys, do not forget to vote for your favorite actor and actress every day at the 3rd Blue Dragon Series Awards this year.]

This post is about a fan who reminds other fans to vote for their favorite actor in an award show. The utterance in this post also includes some English vocabulary such as “vote”, “favorite”, and “awards.”

Other than the mix of two languages, the data indicate the use of code-mixing that involved three languages which are Indonesian, English, and Korean.

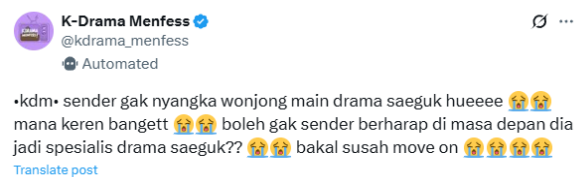


Figure 5. Congruent Lexicalization Code-Mixing Involved Three Languages

[Translation: •kdm• the sender did not expect Wonjong to star in a saeguk drama (historical drama) and he's so cool. Can the sender hope that in the future he will become a saeguk drama specialist?? It will be hard to move on]

This data describes the feelings of a fan who is amazed to see an actor playing in the historical drama. The fan hopes that the actor will become a specialist in dramas with that genre. There is something unique about this finding, which is that there are three languages used. In this sample data, there are English vocabulary such as "sender" and "move on", then there is also vocabulary in Korean, namely "Saeguk (Sageuk)" which means historical drama. The mixing of three languages alternately in this post forms a code-mixing type of congruent lexicalization.

The Use of Social Media Features by Indonesian K-Drama Fans on X

After doing an analysis on 20 regular fan accounts of Indonesian K-Drama fans on X, there was the sameness in their use of features to express their identity as a part of fandom. This is related to the statement that identity is the sameness that can be found in the community (Bucholtz & Hall, 2005). From the analysis, it is found that Indonesian K-Drama fans tend to mention the name of Korean actors, Korean drama title, and the name of fandom on the bio or hashtag.

Bio

Bio is used to express what user’s interest (Antonakaki et al., 2021; Walker-Ford, 2014). Indonesian K-Drama fans show their identity as a part of fandom by mentioning the name of Korean actors, Korean drama titles, or the name of fandom on their account bios with each percentage of 37.93%, 34.48%, and 27.59% from 29 total frequency.

Table 5. The Use of Bio by Indonesian K-Drama Fans on X

Bio Characteristics	Frequency	Percentage (%)
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Mention Actor Name	11	37.93%
Mention K-Drama Title	10	34.48%
Mention Fandom Name	8	27.59%
Total	29	100%

Figure 6 shows how a fan wrote that this account is talking about Byeon Wooseok who is a Korean actor. Then the account owner also mentions that they love Han Sohee and Hwang Minhyun. Through the bio, the fan can tell others who is their favorite actor. Not only by mentioning the name of the actor, but there are also fans that mention the titles of Korean dramas that they are currently watching or like.



Figure 6. Bio of Indonesian K-Drama Fan that Mention Actor Name

Similarly, Figure 7 showed that the fans not only mentioned their favorite actor, but also mentioned the drama that they are currently watching. The fans mention some dramas such as Undercover High School, Buried Hearts, and The Witch. The mention of Korean dramas is enough to show that the account owner is interested in Korean dramas. Besides, the mention of fandom names is also a way to show their identity as fans.



Figure 7. Bio of Indonesian K-Drama Fan that Mention K-Drama Title

Figure 8 showed how a fan wrote that they are K-Drama fans in the bio. Not only that, but they also even mentioned the name of fandom of the actors that they like, such as Tongtong which the fandom name of Byeon Wooseok, Pauljjak for the fans of Ahn Hyoseop, Withjs for the fans of Lee Jongsuk, and joohyukfans for the fans of Nam Joohyuk. By mentioning fandom names in the bio, it makes it easier to know that the account owner is a part of K-Drama fans.



Figure 8. Bio of Indonesian K-Drama Fan that Mention Fandom Name

Hashtag

Not only on bio, but fans also expressed their identity as part of fandom by the hashtag that they use when writing a post. Hashtag is used to signify phrases in a short message (Antonakaki et al., 2021; Walker-Ford, 2014). In this case, fans use hashtags that are related to K-Drama such as mentioning the actor name and K-Drama title with each percentage of 42.31% and 57.69% from 26 total frequency.

Table 6. The Use of Hashtag by Indonesian K-Drama Fans on X

Hashtag Characteristics	Frequency	Percentage (%)
Mention Actor Name	11	42.31%
Mention K-Drama Title	15	57.69%
Total	26	100%

Figure 9 showed how the fans use the hashtag of a Korean actor's name #kimjiwon when they talk or post the picture of the actor. It can be easier for the audience to know that the account owner is interested in certain K-Drama actors. Besides, it could help other fans to find the information related to the actors and the K-Drama titles.



Figure 9. Indonesian K-Drama Fans Use Hashtag about Korean Actor

Figure 10 showed an account user who used a hashtag related to the Korean drama's title #UndercoverHighSchool while posting the picture of the drama. The user even uses another hashtag that includes the details of the episode. It would be easier to categorize the topic of the post and people who look at it would also be able to know what's the interest of the account owner.



Figure 10. Indonesian K-Drama Fans Use Hashtag about K-Drama Title

[Translation: Help! It is too cute! #UndercoverHighSchoolEp6 #UndercoverHighSchool]

DISCUSSION

This part discusses how multiple languages that existed in slang words and code-mixing were the essential part on their way to express their identity. It also discusses how fandom shows their characteristics and identity through the social media features.

Expression of K-Drama Fan Identity through the Use of Language on X

After the analysis is conducted, it is found that Indonesian K-Drama fans do code-mixing and use slang words when interacting on social media X to express their identity as fandom. Besides, it is found that there is the use of multiple languages such as Indonesian, English, and Korean. These three languages can be found in slang words and code-mixing that they did in the community. It is related to the theory of Hu (2014) where language, particularly in situations with multiple languages, is considered as the main factor behind identity creation. In this case, Indonesian K-Drama fans use three languages to express their identity as K-Drama fans. The existence of other languages such as the Korean language in this fandom is in accordance with the theory of Tektigul (2023) that stated language can be a symbol that reflects any cultures or values they follow. Since what they follow are Korean dramas that show Korean language and culture, the fandom also starts to reflect it in the way they interact with other fans. The Indonesian slang words that they use are such as “Nobar” as stated in Data 4. For English slang words, they use words such as “Pick me girl” as stated in Data 1. Then, they also use Korean slang words such as “Daebak” in Data 2.

Something interesting was found during the analysis of code-mixing. The code-mixing was usually using the combination of two languages such as Indonesian and English as stated in Figure 1 or Indonesian and Korean as stated in Figure 2. However, the data showed that Indonesian K-Drama fans also use three languages in one post, for example in Picture 5. In this post they use Indonesian, English, and Korean in doing code-mixing. The way they use three languages can add sameness to their way to express their identity. Moreover, it makes them have different characteristics that other communities did not have.

Utilization of X Features in Forming K-Drama Fan Identity

Based on the findings, it indicates that the Indonesian K-Drama fans tend to show the same characteristics when it comes to showing their identity by the use of social media. As stated before, identity is about the sameness that can be found from the community (Bucholtz & Hall, 2005). In this case, the sameness or characteristics that can be found is from the way they mentioned keywords related to K-Drama in the bio and hashtag. In the bio, they tend to mention the Korean actors’ name as stated in Figure 6, which can be a sign that this account owner has interest in Korean actors. Then, they also tend to mention Korean drama titles. As we can see from Figure 7, the fans show what drama they like or watch recently by putting it on the bio. Other people easily noticed their interest and it also shows that the account owner has high interest in K-Drama to the point they show it off on the bio.

They also have a direct way to show their identity as fans by putting fandom names on the bio like in Figure 8. It makes everyone who looks at the bio immediately know that the account owner is part of the K-Drama fandom. Indonesian K-Drama fans also express their identity on hashtag. From the findings, they use hashtags related to Korean drama titles and actors' names like in Figure 9 and Figure 10. By using the hashtag on their post, we can know that they're interested in certain Korean actors or dramas. Bio and hashtags can be said to support each other in conveying fan identity because both are used consistently to show attachment to certain actors or dramas. In the research findings, both in the bio and hashtag sections, many users mentioned the names of K-Drama actors and drama titles. This shows that the two features work in parallel to emphasize the user's position as part of a particular fan community.

The Relation between Language Use and X Features in Expressing Fandom Identity

The use of language which are slang words and code mixing, as well as the use of social media features which are bio and hashtags, both play a role in expressing the identity of K-Drama fans on the X platform. Slang and code mixing show how fans adapt their language style to feel more familiar and relevant to the community. This language is often used to show support for an actor or drama, invite interaction, or simply express opinions as a fan. On the other hand, features such as bio and hashtags are used to convey identity directly and consistently. In their bio, users often include the name of their favorite actor, the title of the drama they are currently following, or a particular fandom. Hashtags are also used to tag topics, establish trends, or show involvement in fandom activities such as discussing the latest episodes. Even though the delivery methods are different, they complement each other. Language is used to build closeness and interaction, while features help strengthen the user's position as part of a particular community.



Figure 11. Indonesian K-Drama Fans Use Hashtag and Code-Mixing

[Translation: Really cannot move on from this tragic couple #onedollarlawyer #cheonjihun #leejooyoung]

In this data, the account owner use hashtag about Korean drama title #onedollarlawyer and also use code-mixing in writing posts which is using English term “Couple” in Indonesian utterance. This example shows that using language and social media features together can create a stronger representation of identity. Language helps convey personal and emotional expression, while features clarify affiliation and position within the fandom.

The Role of English in Indonesian K-Drama Fan Interaction in X Community

Based on the findings in Table 2 and Table 4, English is the language that often appears other than Indonesian, this could be because English is an international language used for communication (Gunantar, 2016). Even though the objects they like are Korean dramas, the existence of English is still very important for them in interacting because the use of English in auto-base accounts or Indonesian K-Drama fan communities shows the identity of fans who remain connected to global culture without abandoning their local roots. Although Indonesian is used in daily interactions, English is used to express openness to the international community, considering that K-Drama is a global phenomenon. Using English, Indonesian fans express their involvement in global trends, while still maintaining their national identity. After analyzing the way they interact in the community, the role of English plays a role Indonesian K-Drama fans as they use it in these three situations, which are:

- 1) It is used to find friends in the community

When they want to find friends in the community, they use some English words on X such as “Follow”, “Like”, and “Reply”. It is stated in Figure 3. The fans post “•kdm• DOUBT Yang hype on going doubt netflix, yok mutualan. Drop review/teori kamu tentang drama ini terus follow yg ngelike replynya, jan lupa fallback ya.” In that data, the fan is looking for friends who have the same preference in Korean dramas. The fans also ask them to follow the fan account so that they can be close friends. The fans use some English words which are “follow”, “like”, “reply”, and “fallback (follow back)” to help them in finding friends.

- 2) It is used to ask support from the fandom to support Korean dramas or actors, such as participating in voting

English language is also used when the fans ask for help to give support. The example of this is Figure 4 that stated “•kdm• gaess jangan lupa untuk vote tiap hari aktor dan aktris favorite kalean di 3rd blue dragon series awards tahun ini yaaa.” In this post, fans give reminders and encourage other fans to participate in voting for the actor that they like. The vocabulary that is used is also written in English which is “Vote” to ask them participating in voting. This can also expand the target audience if the post is read by international fans. Because posts on X are public and can be accessed by anyone, the use of English is thought to make their content more easily understood by international fans. For example, the use of words like “vote” in a post can help readers from outside Indonesia understand the meaning of the invitation, and even participate in activities such as voting. Therefore, even though the focus of their fandom is Korea, English remains the main choice in expressing identity and expanding the reach of communication on social media.

- 3) It is used to ask for reviews about K-Dramas.

When they want to watch a drama or after watching the drama, fans usually ask for reviews from other fans who have watched the drama to find out other fans' opinion about the drama such as stated in Figure 3, “•kdm• DOUBT Yang hype on going doubt netflix, yok mutualan. Drop review/teori kamu tentang drama ini terus follow yg ngelike replynya, jan lupa fallback ya.” In these sample data, fans tend to mix Indonesian with English phrase which is “Drop review” to help them in asking reviews from others.

CONCLUSION

Indonesian K-Drama fans have a unique way to express their identity in @kdrama_menfess community on social media X. They use slang words and code-mixing that involves multiple languages which are Indonesian, English, and Korean when interacting in @kdrama_menfess. The use of three languages in one post when doing code-mixing is adding to the uniqueness of their community and it makes them have different characters with other communities. Other than slang words and code-mixing, Indonesian Some K-Drama fans on X also utilize the features of X to show their identity which are through bio and hashtag. They

tend to mention Korean actors' names, Korean drama titles, and fandom names so that other people can know that they are part of K-Drama fans. Even though there are multiple languages involved, English dominates in the use of slang words and code mixing processes other than Indonesian, the first language of fandom. English has an important role to their community, such as for finding friends, asking help or support, and asking reviews about K-Dramas.

This research is useful for increasing insight into how global popular culture such as K-Drama is adapted and impacts the use of language by fans on social media. Apart from that, the results of this research can also be used by companies or brands that want to attract the attention of the K-Drama fan market. By understanding the language styles used by fandoms, companies can adjust their communication strategies to make them feel more familiar and relevant in the eyes of fans, so that the messages conveyed are more easily received.

This research has several limitations which are it only uses two features of X to be analyzed which are bio and hashtag it is because these two features have open public access. Moreover, the analysis data for slang words and code-mixing was only conducted on one auto-base account which is @kdrama_menfess. The total amount of data that is collected is also relatively small since it is only 25 data of slang words, 40 data of code-mixing, and 20 data of regular accounts to be the representation of how Indonesian K-Drama fans express their identity on X. Further research can be done by analyzing other features that exist in social media and several auto-base accounts to broaden the insight about the identity of Indonesian K-Drama fans. It can also be done by collecting more data to make sure that the data is representative enough to be analyzed. Since the author only observed Indonesian K-Drama fans for this research, next researchers can compare how the difference between Indonesian K-Drama fans and K-Drama fans from other country in the way of expressing their identity on social media.

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