

## Parasocial Interactions in Online Fan Applications (Qualitative Study on Nctzen use of the LYSN application)

Anisa Siti Muthaharah<sup>1</sup>, Rina Sari Kusuma<sup>2</sup>

<sup>1</sup>Faculty of Communication and Informatics, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

### Abstract

The phenomenon of fanaticism towards the K-pop industry is increasingly widespread and easy to find. Compared to a few years ago when interacting with celebrities could only be mediated by sending letters at press conferences or opportunities to meet their idols. Now with online social media making it easier for fans to interact with their idols all over the world, this can lead to parasocial relationships being established. One platform that connects fans and their idols is the fandom application, namely the Lysn DearU Bubble application which is the focus of this research. This research also aims to determine the formation of parasocial relationships in a paid service application called LYSN DearU Bubble. With data analysis techniques in this research using in-depth interviews and documentation with fans who have Bubble accounts with a type of virtual ethnographic data collection. By using the attraction-addiction theory, this research shows that fans who subscribe to the LYSN fandom application tend to feel closer to their idols compared to fans who do not subscribe to LYSN, the content presented by the artist is what makes this application special and still used by fans even though this application is paid

### Introduction Section

Current technological developments mean that everyone can access anything wherever and whenever they want. This allows us to easily find out what is trending in the world today. Korean cultural trends are currently becoming a focus of world attention. Starting from music, drama, variety shows to TV shows to fashion and Korean. This is also known as the Korean Wave, where Korean culture began to skyrocket and become the center of the world (Rachma, 2021). Korean fans spend their time thinking about and interacting with their favorite media objects. Usually fan groups or fandoms are used by fans as a tool to find information about the idols they support. Apart from that, fandom is also used as a forum for fans to communicate with other individuals who support the same idol. Fans provide active, enthusiastic, partisan and participatory involvement in cultural texts. Fans not only enjoy media but also identify themselves with the object of their enjoyment (Fuschillo, 2020)

Fandom provides several sites and media that are used to communicate with other fans who have the same interests. In the world of K-Pop entertainment itself, there is a group with a big name and fans called NCT. NCT fans have the name Nctzen, in this research NCT fans are the main component in this research, because parasocial interactions between fans and idols are the main point of the research. NCTzens as fanatical fans usually want more information to find out the activities carried out by their idols through interactions via various platforms and social networks. In this research, researchers used an application called LYSN DearU Bubble (Smutradontri & Gadavani, 2020).

DearU Bubble is a popular paid application that provides a private messaging service where fans can send messages to their idols and vice versa (Y. Zhang, 2022). The idol can also see the fans' responses that he sent. This service is used by many agencies in South Korea, one of which is SM Entertainment which was launched through the LYSN application. LYSN or Bubble is shaped like a private conversation application for fans with the idols they subscribe to every month (Agarwal et al., 2011). Idols can send posts to all fans who subscribe to them, fans can also send private messages to the idols they want (L. Zhang et al., 2021). Many idols rarely or never send bubble messages for a whole month, and this is detrimental to fans who have paid to send messages with the idol. This is also a concentration in this research (Halimahyani, 2019).

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\*Corresponding author: [1100194274@student.ums.ac.id](mailto:1100194274@student.ums.ac.id)



(Photo 1.1 Bubble Chat Display with Jaemin NCT)

This research has high urgency because it raises the problems that many people often face due to the rise of the Korean Wave. In the midst of the widespread Kpop Wave circulating, it is very interesting to discuss things that are relevant and widely discussed by many people. Moreover, this research also discusses the close relationship between fans and idols in a chat application which concerns the welfare of fans, whether fans feel happy when they receive direct messages from their idols.

Based on research conducted by Novia Indiani and Rina Sari Kusuma entitled "Fandom Army Social Interaction on Weverse Social Media", there are similarities between previous research and this research, namely that they both use a qualitative descriptive approach with phenomenology, this research uses data collection in the form of interviews with five sources using purposive sampling and documentation techniques. Meanwhile, the difference is that this research aims to find out the social interaction process that is taking place between fellow ARMY fandoms. This research aims to determine the parasocial interaction process that occurs in the LYSN Dear U Buble online fan application. The object used in previous research was ARMY, while in this research the research object was NCT. The results of analysis of social interactions on Weverse show that certain fans become digital gatekeepers for other fans. Interaction is not only to provide associative (positive) support but also functions as a message filter from other fans' disassociative (negative) behavior.

Apart from that, there is research entitled "Phenomenological Study: Use of the Weverse Shop Application by ARMY" which has differences and similarities with this research. The difference is that previous research aims to analyze the social construction of technology in technological developments that occur in new media and the use of the Weverse Shop application. Previous research had a research object in the form of ARMY, whereas in this research the research object is ARMY. Previous research used a quantitative approach while in this research used a descriptive qualitative phenomenological approach, the data collection technique in previous research was in the form of a questionnaire while in this research data was collected using interviews using purposive sampling and documentation techniques. Meanwhile, the similarity is that they both research parasocial interactions

Based on this explanation, there has not been much research examining the LYSN DearU Bubble application because this application is a new launch from an agency in South Korea and this application tends to be different from fan applications for other idols. Here, the researcher wants to know the form of parasocial interaction among teenage NCT fans in a paid chat application called Lysn DearU Bubble, whether parasocial interaction through this chat application fosters greater closeness between fans and the idol. With the above

background, the researcher describes the problem in the form of how the Interaction Parasocial Works in Online Fan Application?

### ***Parasocial Interaction***

The concept of parasocial interaction was first coined by Horton Wohl in 1956 as a friendship or intimate relationship with a media figure based on a person's feelings of effective bond with that figure. Parasocial interaction is the tendency of viewers to imitate the behavior of their favorite media figures, discuss these figures with others, engage in imaginative interactions and try to make direct contact with media figures (Giles, 2002). This relationship also seems to be based on an agreement between media figures or celebrities and television viewers where television viewers will assume that the relationship is a relationship with a direct meeting (face-to-face encounter) not a relationship through an intermediary (Gary Gumpert, n.d.). Viewers can form parasocial interactions with celebrities, fictional characters or cartoon characters with parasocial interactions. The term parasocial interaction was created to describe the closeness that viewers feel when watching programs such as talk shows, dramas, music, and so on.

Meanwhile, according to Stever (2013), parasocial interaction is a form of interaction where a person responds to media figures on television and intermediary media as if the figures were in the room where he was. Fans who like celebrities are shown by various behaviors, such as watching dramas or films starring them or watching concerts of their idols, even collecting collections related to their idols, such as posters, DVDs, CD albums, photobooks and so on. Fans will even continue to update information and developments about their idols through news broadcast on television, reading online articles, or just looking for information through social media (Halimahyani, 2019). Parasocial interactions also have a tendency for viewers to imitate the behavior of their favorite media figures, discuss these figures with others, engage in imaginative interactions and try to make direct contact with media figures (Giles & David, 2003)

From the explanation above, it can be said that parasocial interactions are formed between fans and idols, where fans respond when the idol appears in the media which makes fans feel like they know the idol closely, as if the idol is responding to what fans say, interest and addiction to it responds to the interaction. deep parasocial so that fans always want to know things related to the idol (G. Stever & Tukachinsky, 2018). In this research, fans used the Lysn DearU Bubble application to get exclusive information directly from the idols they like.

### ***Attraction Addiction***

Attraction means attraction, in this research attraction to someone through virtual media is a supporting factor for parasocial interactions (Ortlieb & Evan, 2014). There are 4 factors that cause interpersonal attraction, researchers determine what influences attraction to other people through:

1. Attraction, physical attraction can be influenced by race, gender identity, preferences, and also culture. Many people may think appearance is not important, but research says otherwise. Most people tend to want others who are physically attractive.
2. Proximity, there is a concept created by Dr. Robert Zajonc called the exposure effect. This theory of attraction states that the more we interact with someone, the more likely we are to view them positively. Sharing the same environment, both real and virtual, tends to increase feelings of sympathy between people
3. Similarity, people tend to be attracted to partners with similar attitudes, interests, age, culture, background, and socioeconomic standing. This principle also shows that people tend to be attracted to people who are similar to their personality. People tend to like people who have the same interests, concerns or motivations. Resembling each other to validate who we are, and what we think.
4. Reciprocity, reciprocal relationships are about give and take. This factor shows that someone tends to be attracted to people who agree with us. In other words, one is more sympathetic towards those with whom one feels empathy (Ortlieb & Evan, 2014)

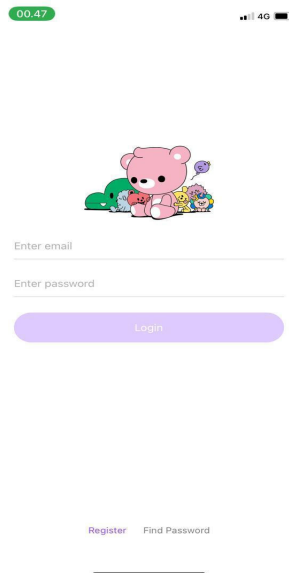
Addiction or what is usually called addiction can involve a loss of control when involved in addictive behavior and a feeling of being unable to stop. In the context of this research, addiction arises from a deep interest in someone in virtual media which creates an addiction to obtaining in-depth information about that person (Griffiths, n.d.).

From the explanation above, it can be said that the attraction-addiction theory can be a factor that influences parasocial interactions that occur between fans and idols, this is because parasocial interactions can occur because fans' interest and addiction to their idols is too excessive, because fans feel they have to know. all of the idol's personal information thus allowing fans to do whatever it takes to achieve the parasocial interactions they desire with the idol (Earp et al., 2017).

## ***Lysn DearU Bubble Application as an Online Communication Media***

In the beginning, interaction between fans and idols occurred through traditional communication using letters written on paper and could only be sent by post or fans gave them directly to the idol if they had the opportunity to meet in person, then as the era developed online communication between fans and idols occurred. Idols develop by using information technology such as paid fan clubs which can only be accessed by a few fans. Technological developments also introduce a new medium, namely the internet (Mulya & Mulyana, 2022). The internet can function like a newspaper by providing the latest information. The internet also makes it easier to access celebrities or idols with fans. Through social media SNS or Social Networking Services such as Instagram and Twitter fans can connect directly with their favorite celebrities (Phelps, 2011).

The emergence of SNS or social media has brought changes to the audience's relationship with celebrities. Through social media, viewers can find out about idols' daily routines and can even try to communicate with their idols but sometimes it doesn't work. Fans will always look for ways to connect with their idols that they don't get on other social media (Shahbaznezhad et al., 2022). In Late 2019, an application called Weverse appeared which made it easier for fans and idols to exchange information through this application, but the use of Weverse is considered the same as other social media. Then LYSN appeared, which is an application created to make it easier for fans and idols to exchange information and messages sent directly by the idol. Initially LYSN was opened in 2019, for fans of SM Entertainment artists throughout the world. LYSN exists as a forum for fan communities to gather based on interests in their respective idol groups (Ningtiyas, 2023). Lysn is a special application for SM Entertainment artists and fans. Fans who want to join simply download the LYSN application on the App Store or Play Store and register via email or telephone number (Gershon, 2013).



(Photo 1.2 Appearance of the LYSN application)

The features in the LYSN application can be obtained by fans paying IDR. 58,000 and Rp. 65,000 per month depending on the user's device. This ticket is intended for the number of artists you wish to subscribe to. One ticket is valid for one artist only, but as the application develops, tickets can be obtained in bundling form. The package price can subscribe to 2-3 or more artists.

In the LYSN application there is a feature to make friends with fellow LYSN users, apart from artists, users can also interact with fellow users in the application. Apart from the chat feature, things you can get are the voice note feature, videos and photos sent from artists. Apart from that, language limitations can also be overcome with the translation feature which can be obtained by setting the language from Korean to English so that international fans who do not understand Korean can understand easily.

The special feature that is now LYSN's main focus and is a fan favorite is the DearU Bubble or bubble chat feature. This feature was launched in February 2020, is an exclusive and more private feature because it allows fans to communicate directly with SM Entertainment artists. Messages are sent directly from the artist to fans using a broadcast message system, where when the artist sends a message, it will automatically be sent to all fans who subscribe to the artist's bubble chat (Datta et al., 2001). Messages sent by fans will appear in the form of a group chat on the artist's bubble chat display. So, fans who subscribe join the group chat with the artist. Meanwhile,

the appearance in the fans' chat bubble will appear in the form of a personal chat so that fans can only be seen chatting alone with the idol (Maharddhika, 2022).



(Photo 1.3 Display of fan chat with idols)

In bubble chat, fans' names can also appear in the greeting chat sent by the artist and of course adds to the feeling of closeness with them. A translation feature is provided in the chat bubble to make it easier for fans who cannot speak Korean. In it, the idol can also share stickers, photos, videos, voice messages directly with fans (A et al., 2023). However, to use this bubble chat feature, fans must buy a ticket for IDR. 58,000.00 to Rp. 65,000.00 per month depending on the user's device. This ticket is intended for the number of artists you want to chat from. One ticket is valid for one artist only, but there are packages for fans who want to subscribe to more than one artist with a cheaper subscription fee (Utami & Laiyenes, 2023).

## Method

This research uses a qualitative approach. Qualitative research emphasizes data quality and does not take into account the amount of data (Kriyantono, n.d.). This research wants to find out more about the parasocial interactions of NCT fans with other dimensions through the DearU Bubble application. This aims to find NCTzens' point of view regarding how parasocial interactions occur between NCTzens and their idols. The five resource person was determined based on criteria, namely female or male, an NCT fan who had subscribed to the DearU Bubble application for months, and had been an NCT fan for approximately three months. Based on predetermined criteria, researchers will take two informants who are fans of the boy group NCT. What differentiates the two informants is the NCT member bubble they follow and how long they have been subscribed to. The object of this research is the LYSN DearU Bubble application.

The data analysis technique in this research uses in-depth interviews and documentation with fans who have Bubble accounts with a type of virtual ethnographic data collection. Ethnography is a typical research that involves ethnographers participating as observers, either openly or secretly, to observe what happens in people's daily lives (Bate, 1997)

In this study, researchers and ethnographers observed the chat application on LYSN Bubble between artists and fans, whether the artist regularly sends messages, whether the information conveyed by the artist can make fans happier and closer, and how fans respond to messages delivered by the artist.

In its development, the field of ethnographic practice experienced increasingly obvious changes. Ethnography cannot be interpreted simply as a method or technique for collecting data. Not just as a culture-based research discipline, but as a combination of organizing concepts between observation and interview techniques to record the dynamics of community behavior (Mariampolski, 1999). So ethnography can explore digital relationships.

Because virtual ethnography is closely related to digital relations, in testing the validity of the data, researchers use the time triangulation method because this research observes changes in human behavior from time to time, and to obtain valid data through observation, researchers need to make more than one observation. This research method was chosen by the researcher because it is very relevant to be implemented on the research object, the paid chat application between fans and idols, namely Lysn DearU Bubble. The focus of this research is to examine computer user networks or virtual media environments.

The research area is limited to communication that only takes place on virtual media. Researchers focus on paid chat applications that have quite high communicative activity by looking at message posts through meaningful text and images and getting rich descriptive data, as well as interactions between media user members.

## **Result and Discussion**

In this chapter the researcher will explain the results of data findings obtained from interviews with five sources regarding the dynamics of the communication process between idols and fans as well as the relationships that exist in the application. Researchers conducted direct and online interviews with each informant for 2 weeks. The data findings obtained are quite similar between sources. This interview aims to find out the informant's stages in receiving messages sent by the idol via a paid chat application called Lysn DearU Bubble.

Researchers looked for five sources through social media Instagram, Twitter, and other social media which gave researchers the opportunity to become informants. With several resource persons who were also assisted by fellow researchers, the five resource persons were willing and carried out by five resource persons including Antania Hanjani Nugraheni, Yona Putri Ramadhani, Azkya Falabiba, Maulidya Rania, and Andrea.

### **A. The Informant's Stages in Using the LYSN Application**

The presence of the LYSN application is considered to facilitate interaction between fans and artists which can be accessed by anyone, anywhere, and at any time with an internet connection. When using the LYSN application, there are several stages that users must go through to get exclusive content in it. This content can only be done if fans go through the steps to subscribe as explained by the informant:

*"...if you want to use Lysn, first you have to pay. Now it's up to 69,000,- that's up from previously 58,000,- as I remember. And actually they sell it per ticket, so 1 ticket is 69,000 and 2 tickets is 119,000 and so on FYI the prices on Android and IOS are different, it's more expensive on IOS" (Azkya Falabiba, Informant 3)*

As Azkya said, the LYSN application costs 70,000 for one member per month to be able to access the features it contains. The feature in LYSN is bubble chat where in this feature fans can send messages with members they subscribe to. After making payment, fans are asked to choose a member to then get exclusive content. An explanation regarding member selection was also provided by the next informant who subscribed to more than one member.

*"I subscribe to 3 members, there are Mark, Jungwoo, and Jaehyun. it's 70,000 for one member, the package for 2 or 3 members are cheaper than buying individually. So I subscribed to 3 members just to save money even though the difference isn't actually that much. The NCT member package has up to 14 members, you can choose whoever you want," (Antania Hanjani, Informant 1)*

Informant Antania explained that she subscribes to more than one member because there are profitable packages for fans who like two to three or more NCT members. This was explained by the informant because the informant felt that he could save money by getting exclusive content from more than one member. The interactions that occurred in LYSN were explained by the next informant.

*"There are a lot of interactions that occur in it, starting from being able to get updates directly from Haechan in the form of text (chat), photos or voice messages. I get quite a lot of photos of him. Our conversation can also be said to be real-time because when an idol sends a message, we immediately get a notification and we can reply straight away." (Azkya Falabiba, Informant 3)*

Informant Azkya also explained the things she got from interacting in the LYSN bubble with his idol. She admitted that she got information directly from the artist, from text messages, and voice messages to getting exclusive image content in it. Messages sent by idols also occur in real-time, when an idol sends a message, fans can immediately reply because they got a notification from the LYSN application. Apart from interacting via chat rooms provided by fans who subscribe, the features found on LYSN were also explained by other informants.

*"I was confused at first because usually they (idols) chat in Korean, and I don't really understand it, but it turns out there is a translation feature in English so we can understand what they are talking about, but sometimes the translation doesn't work properly. And then in the Bubble chat, we can answer the idol's message only 3 times."* (Andrea, Informant 5)

In the explanation of informant Andrea, there are additional features in the LYSN chat room, namely translation feature for international fans, as well as being able to reply to messages sent by the idol only three times. Apart from that, the image, video, and voice message saving features are also additional points for LYSN, the informant also added that Conversations with the idol can be screenshot for iOS devices and saved in the gallery.

## **B. Informants Impression and Formation of Parasocial Relationships Regarding the LYSN Application**

Interaction between idols and fans which is facilitated through online subscription applications such as LYSN makes the formation of parasocial interaction relationships among fans more intense and structured. It becomes easier for fans to get information directly provided by their idols by providing a chat feature like chatting with friends. One of the informants stated that he had subscribed since he started to really like NCT and wanted to get more exclusive information.

*"I subscribed to NCT a year ago, I think this Lysn application can make me feel close to idols because idols are the type who can't predict when they will come, like suddenly they can come and talk about this and that. So we also feel like we are following their daily lives."* (Yona Putri, Informant 2)

One informant admitted that subscribing to LYSN makes her feel close to the idol because the content presented by the idol tends to be exclusive and the appearance of the messages sent also tends to be sudden so that fans feel like they are following their daily lives.

*"... other than text messages. The photos, videos, voice message they send are really straight from their cell phones, so it's like we're getting news from our boyfriends hehe"* (Maulidya,, Informant 4)

The exclusive side of subscribing to the LYSN application itself also lies in the content presented by the idol, such as exclusive information in the form of videos, images, voice messages, and other messages. Content that is presented directly from the artist's cellphone is only available on the LYSN application so the fans feel more emotionally close to their idols compared to fans who do not subscribe to the application

*"It's different from their personal Instagram, Twitter, or other social media, the content on LYSN is really real-time, at that time the idol was online and surfing the LYSN application, at that time there was an incident where Mark Lee was there. Launching event, lots of fans were waiting for him in front of the venue which was blocked by big glass, then Mark Lee asked his fans to look at their cellphones. Apparently Mark appeared on Bubble Lysn to say thanks to his fans."* (Maulidya, Informant 4)

From the informant's explanation, it is evident that LYSN can also be an intermediary between fans and idols in real-time and can make this a means for good communication between idols and fans. This is proven in certain situations such as events attended by the artist and fans who have been waiting for a long time outside the venue, the artist informs thanks to the fans there so they can connect with each other.

*"Lysn is really useful for fans like me because sometimes there are idols who often send chats, it feels like we are communicating with friends. At that time, Haechan once gave recommendations for delicious food and even mentioned them one by one so that the fans also knew what the idols liked or whatever they felt. At that time, Chenle also mentioned that he was watching Korean dramas via Bubble Chat"* (Andrea, Informants 5)

Lysn has also proven to be an intermediary for idols and fans to exchange personal information such as the things their idols are like and doing lately. The informant's statement was also consistent with other informants regarding personal information sent by the idol

*"Usually they update where they are, after a concert abroad, then they chat 'thanks for watching' and when they're busy, they do PAP (post a picture) while having free time. Jungwoo usually takes photos after he's mc-ing. But Mark is more attentive, he usually reminds me not to forget to drink. He also always comes on time, like in the evening when i'm feeling sad, so it's like having a friend who always wants to listen when i'm sad."* (Antania, Informant 1)

In the explanation of informant Antania, she felt that the formation of her parasocial relationship with her idol was really formed in the LYSN application because, in her activities of subscribing to NCT members, she felt things that she could not feel if she did not subscribe to LYSN. The idol she subscribed to who came at the right time, such as when she was sad, and needed a friend she got that from the NCT members on the LYSN application.

### **C. Post-Use Actions Using the LYSN Application**

After the informant carried out the steps to subscribe and get the features in it, as well as building a parasocial relationship between fans and idols, an action after using the LYSN application became a reference for whether this LYSN application had much impact on NCT fans. The LYSN application makes parasocial relationships between fans and artists more well-established, giving rise to actions after informants use the application

*"I often take screenshots of what they say on Bubble LYSN, and then I become interested in buying and trying whatever they recommend. Examples include food, perfume, and many more so you can share with them. I also often show off myLYSN screenshots on my social media."* (Antania, Informant 1)

Thus, emotional ties are shown through the actions she takes after interacting with idols on the fandom application. She also maintains these relationships by saving pictures and recommendations she gets from the LYSN application. She also often shows the photos she gets to her social media.

*"Once I was so excited to get a photo from my bias, I made that photo to chat wallpaper, cellphone wallpaper, I was even so excited I showed it off on my social media, and then I made a reaction video. I edited the photo because the photo is really cute."* (Maulidya, Informant 4)

This proves that the formation of parasocial relationships have been formed when fans think the content is exclusive until they feel very happy and want to show this to the general public. Fans' sense of pride in their relationships with celebrities through the LYSN application often also has an impact on the things fans do afterward, such as the goods they buy or the places they visit, as well as recommendations from the artists.

*"I once chatted on Bubble, "I missed my bias" and then it didn't take long for him to appear, that was the first conversation I had with my bias on Bubble Lysn, then I uploaded it on WhatsApp Story and lots of my friends replied saying it was like chatting with my boyfriend. It also has an effect on my daily mood if I suddenly hear a bubble notification from the idol"* (Azkya, Informant 3)

Usually, informants upload memorable moments regarding replies from the celebrities they subscribed to, because usually, the conversations that occur between fans and idols seem disjointed and not two-way. So when the conversation seems related, the fan also feels responded to by the idol, the text message is also proven to have an effect on the informant's mood in going about her day, this grows the fan's parasocial relationship even bigger.

## **Discussion**

Turner said celebrity images are culturally pervasive, they have become part of our day-to-day lives and the findings presented in the previous chapter underline the fans' experience in interacting with the LYSN application. The five informants had almost the same experience in surfing the application. The use of the LYSN application is considered to be able to foster parasocial relationships between fans and idols with the content and messages presented as well as fan responses which are considered very enthusiastic in activities on the LYSN application (Turner, 2004).

If we look at the theory used in this research, namely Attraction Addiction Theory, where attraction means attraction. In this research, attraction to someone through virtual media is a supporting factor for parasocial interactions and addiction where fans have an addiction to obtaining more information through the fan application, namely LYSN DearU Bubble (Taruna, 2021).

Someone who knows them only from cyberspace will tend to search for information about people they like to reduce feelings of curiosity and uncertainty. This feeling of uncertainty is usually felt due to a lack of information about each other. One way to reduce this uncertainty is to search for someone's information through social media and in this research the social media used was LYSN DearU Bubble. Charles Berger also said that collecting information is a natural thing and is an effort by each individual to find out more about the people they will meet so that later it can help reduce uncertainty and create effective communication. Someone who gets to know or communicates online will get benefits and intimacy such as positive perceptions which will make the exchange of messages warmer, more intimate and focused. This new intimacy is different from face to face



The LYSN application offers added value for fans, one of the main things is the exclusivity value which further strengthens the parasocial relationship formed between fans and idols. Stever (2017) mapped parasocial relationships in the categories of need, imaginary, and affective. Data findings from informants, some of whom mentioned access to idols as fulfilling entertainment needs, which was also supported by the imagination that emerged between the informants and their idols. Apart from that, it is not uncommon for the exclusivity value brought by the LYSN application to make informants feel happy and pay more attention to idols who fall into the affective category (G. S. Stever, 2017).

Thus, it can be seen that the technology owned by the LYSN application increasingly gives the impression of personalization which makes fans even more emotionally touched and make decisions to obtain more in-depth information by consuming content that strengthens the parasocial relationships they already have.

## Conclusion

The results of this research show that the 5 informants have a parasocial relationship with their idol (NCT) through the LYSN DearU Bubble paid service application. Based on the discussion in this research, the researcher concluded several research results as follows: There are informant stages in using the LYSN application. In this stage, the five informants have subscribed to the LYSN application, this is done so that they get exclusive content from their idols. There are impressions and formation of parasocial relationships between informants in the LYSN application. In this stage, the informants admitted that they had more parasocial interactions with their idols than before they subscribed to the LYSN application. In this stage, the formation of parasocial relationships has been formed in a structured manner as proven by the informants' impressions when using the LYSN application. There are post-actions for using the LYSN application. In this case, the informant felt that the LYSN application was very profitable because in this application fans got exclusive information directly from the idol. The messages sent by NCT members are very important for fans. With this application, parasocial relationships between fans and idols will certainly grow. These three things are parasocial relationships that have been established between fans and their idols in the LYSN DearU Bubble application.

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