

## Communication Network Analysis K-Pop Fans Through the *WhatsApp Group* Application

### Analisis Jaringan Komunikasi Penggemar K-Pop Melalui Aplikasi *WhatsApp Group*

Sinta Paramita<sup>1</sup>, Kumi Laila<sup>2</sup>

<sup>1</sup>Fakultas Ilmu Komunikasi, Universitas Tarumanagara, Jln Letjen S. Parman No. 1, Jakarta\*

Email: [sintap@fikom.ac.id](mailto:sintap@fikom.ac.id)

<sup>2</sup>Praktisi Media Sosial,

Email: [kumilaila7@gmail.com](mailto:kumilaila7@gmail.com)

Masuk tanggal : 01-11-2022, revisi tanggal : 17-12-2022, diterima untuk diterbitkan tanggal : 27-12-2022

---

#### **Abstract**

*Korea Pop (K-Pop) is a music industry originating in South Korea. Its existence is currently one of the largest music industries in the world. Talking about K-Pop is inseparable from the reality of its fans. The presence of passionate fans makes K-Pop even more popular. Fans have various ways to worship the idols they like, one of which is a shipper. Activities, issues, or rumors concerning their idols are always discussed by shippers through discussion rooms, such as the WhatsApp Group, to exchange opinions or equalize opinions. This study aims to find out what the mapping of the communication network structure looks like in a Jenlisa Universe WhatsApp Group. Jenlisa Universe is a shipper community that pairs Blackpink members Jennie and Lisa, known as Jenlisa, in a relationship. Shippers are K-Pop fans who pair their idols with other idols in a pairing relationship, which can be romantic, romantic, friendship, family, and emotional. They always connect the activities of each idol as if they have a relationship with one another. Currently, Jenlisa's shipper is included in the top 5 shippers worldwide. This is why Jenlisa's shipper was chosen as the subject of this study. The theory needed is an opinion leader, namely a figure or leader who influences a community. The approach in this study is descriptive quantitative. The method used is Communication Network Analysis with the Chat Stats WhatsApp Statistics application, Ucinet, and interviews conducted with participants in the group. The results of this study show that Jenlisa Universe, as a WhatsApp Fanbase Group, has 13 famous actors who act as opinion leaders who serve as discussion guides for rumors, cases, or Jenlisa activities in a WhatsApp Group network.*

**Keywords:** *communication network, fandom, opinion leader, WhatsApp Group*

#### **Abstrak**

Korea Pop (K-Pop) merupakan sebuah industri musik berasal dari Korea Selatan, keberadaannya saat ini menjadi salah satu industri musik terbesar di dunia. Berbicara tentang K-Pop tidak terlepas dari eksistensi penggemarnya, kehadiran penggemar yang dinamis menjadikan K-Pop semakin populer. Penggemar memiliki berbagai macam cara untuk memuja *idola* yang mereka sukai, salah satunya adalah *shipper*. Aktivitas, isu, atau rumor yang menyangkut *idolanya* mereka selalu diskusikan *shipper* melalui ruang diskusi seperti *WhatsApp Group*, untuk bertukar pendapat atau menyamakan pendapat. Penelitian

ini bertujuan untuk mengetahui seperti apa pemetaan struktur jaringan komunikasi di dalam sebuah *WhatsApp Group* Jenlisa Universe. *Jenlisa Universe* merupakan komunitas *shipper* yang memasangkan anggota *Blackpink* Jennie dan Lisa dikenal dengan sebutan Jenlisa dalam sebuah hubungan. *Shipper* adalah penggemar K-Pop yang memasangkan *idola* mereka dengan *idol* lain dalam suatu hubungan relasi *pairing*, bisa dalam bentuk romantis, percintaan, persahabatan, keluarga dan emosional. Mereka selalu menghubungkan kegiatan masing-masing *idol* satu dengan yang lain seolah memiliki keterkaitan relasi satu dengan yang lainnya. *Saat ini shipper Jenlisa* masuk dalam 5 top *shipper* di seluruh dunia hal ini yang menjadi alasan mengapa *shipper* Jenlisa dipilih sebagai subjek penelitian ini. Teori yang digunakan adalah *opinion leader*, yakni tokoh atau pemimpin yang memiliki pengaruh dalam sebuah komunitas. Pendekatan dalam penelitian ini adalah kuantitatif deskriptif, metode yang digunakan adalah Analisis Jaringan Komunikasi dengan aplikasi *Chat Stats WhatsApp Statistic*, *Ucinet*, dan wawancara yang dilakukan kepada partisipan pada group tersebut. Hasil dari penelitian ini adalah Jenlisa Universe Sebagai Sebuah Group *WhatsApp* Fanbase, memiliki 13 aktor yang populer yang berperan sebagai *opinion leader* yang bertugas sebagai pemandu diskusi terhadap sebuah rumor, kasus, atau aktivitas Jenlisa di dalam sebuah jaringan group *WhatsApp*.

**Kata Kunci:** fandom, jaringan komunikasi, opini pemimpin, *whatsapp group*

## Introduction

When natural resources start to decrease, the tourism sector is used as the most potential replacement industry. However, it turned out that the tourism industry was no longer the prima donna when the Covid-19 pandemic arrived in early 2020. The Covid-19 tsunami pandemic devastated human life, from social life and education to the economy and business, including the tourism industry sector, which experienced a sizeable impact from Covid-19.

The Covid-19 pandemic is included in The Black Swan, which is an unexpected event and has a powerful impact (Taleb Nassim Nicholas, 2020). Even though its presence provides input to human life, on the other hand, the Covid-19 pandemic has brought a significant change to human life. Among them are changes to a healthier lifestyle and the use of digital technology for various social and industrial needs to produce a new trend in the entertainment industry, namely the digital entertainment industry. During the Covid-19 pandemic crisis, the digital entertainment industry provides unique opportunities to replace the declining tourism sector due to the pandemic outbreak. One of the entertainment industries that has been able to exist during the pandemic is the K-Pop industry, utilizing various digital platforms to greet its fans. Even the K-Pop sector has become one of the entertainment industries that has attracted the world's attention. Even the existence of K-Pop has further established how far the K-Pop music industry has become a good business today.

## *Shippers and Fandoms*

Korea Pop (K-Pop) is a music industry originating in South Korea and its existence is currently one of the largest music industries in the world. Finding music from Korea takes effort, especially in the era of technology. K-Pop music often travels on digital platforms, one of which is music from the K-Pop *idol* Blackpink.

This girl group consisting of four members, namely Jennie, Lisa, Jisoo, and Rose, has become a K-Pop girl group currently going global. They control not only the Asian market but also America and Europe. Not long ago, Blackpink made a comeback after a two-year hiatus by releasing an album titled *Born Pink* in September 2022. Blackpink's comeback has become a worldwide trend on various multi-platforms and has been widely discussed in virtual space. Even though Blackpink has not had group activities for two years, during these two years, they have still been addressed in various virtual areas, so it is common for Blackpink members' activities to repeatedly become trending topics on social media (Paramita & Irena, 2020). K-Pop influencers, *shippers*, and other communities are a group of fans who form digital opinion movements that can lead to issues in virtual space. Their existence is an essential key to Blackpink's existence in virtual space.

In Communication Studies, the Korean Pop (K-Pop) phenomenon has become a research study from various multidisciplinary sciences. Until now, the K-pop phenomenon continues to grow and is still an attraction for researchers, including writers. Of all the forms of fan groups mentioned above, the research that the Writer will conduct regarding K-Pop will focus on the *Shipper* Community. The *Shipper* or ship community has been a phenomenon since the birth of popular culture products. The *Shipper* community is K-Pop fans who pair their *idols* with other *idols* in a relationship. It can be in the form of romance, friendship, family, and emotion. They always connect the activities of each *idol* as if they have a relationship with one another (Gerrard, 2021) *shipper* used in this research is a Blackpink fan named Jenlisa Universe. Jenlisa Universe is a *shipper* community that pairs Blackpink members Jennie and Lisa in a relationship. King Choice, which has voted for all K-Pop fans worldwide, published 100 ship couples for 2022 as of February.

The following are the top 5 *shippers* based on voting. The first Taekook pair (Taehyung and Jungkook) from the BTS group. The two Jenlisa couples (Jennie & Lisa) from the Blackpink group, the three couples (Taehyung & Jisoo) from the BTS and Blackpink groups, the fourth Taennie couples (Taehyung and Jennie) from the BTS and Blackpink groups, the fifth Chaelisa couples (Rose and Lisa) from the group Blackpink (kingchoice, 2022). Jenlisa is the second largest *shipper* community in the Blackpink group, after Taekook from the BTS group. Through the Jenlisa Universe community, this research wants to know the communication dynamics that occur through the *WhatsApp Group*. Each *shipper* community has media to communicate with the *shipper's* fans, either through the *WhatsApp Group*, telegram, or other chat media. The Jenlisa Universe community uses the *WhatsApp Group* to discuss activities related to Jennie and Lisa or rumors circulating in the virtual space.

Shipping As Popular Culture, fans of Korean culture are classified into several types. Some like to collect merchandise, some like the work of *idolized* artists, and some like to be *shippers*. Shipping is a popular culture in K-Pop fandom. They pair *idols* with *idols* from other groups or in the same group. *Shippers* are fans who pair up their *idols* in a romantic relationship. Funnily enough, they show their support via social media. Maybe their *idols* want to show their closeness in front of the camera, but fans make this moment proof that their *shipper* is actual. They were

even given a 'stamp' if their *idol* does have a special relationship. The increasing involvement of fans in *shipper* groups then triggers them to interpret the pairings they like as real things, not just media content. Their level of fanaticism also forms the basis of their behavior on social media. They sometimes attack and even insult other fans who don't support the pairing they like. This is the basis for creating debates on social media between *shippers* to show who is worthy of defending the partner they want.

Fans who do shipping usually feel excited to see their artist's interactions with other artists. Like when their artists sing together, are in one photoshoot frame, or are in a project such as a drama or variety show, fans often make videos of collections of moments. Besides making videos, fans also produce fictional stories about the two *idols*, who are said to be dating and even having a family. The story was uploaded on several reading applications, one on the Wattpad application, and will enter the alternative universe when published on the Twitter application. Surprisingly, some of the stories made had elements of 18+ or contained pornographic scenes. Apart from creating accounts and videos, some fans edit photos of their artists so that the two seem to be together. They often crop photos of other *idols* or manipulate them, which is an offense for not respecting the *idol*.

There are two types of *shippers* types there are those who typically pair their *idols* with the opposite sex and there are also those who pair their *idols* with partners in the same group. For female *idols* the most popular female *idols* are Jennie Blackpink) with Lisa Blackpink (Jenlisa), Irene Red Velvet and Seulgi Red Velvet (Seulrene), Yujin (IVE) and Minju (Actress), Winter (Aespa) and Karina (Aespa). Meanwhile for male *idols* with male *idols* are Taehyung BTS and Jungkook BTS (Taekook), Taeyong NCT and Jaehyun NCT, Baekhyun EXO and Chanyeol EXO, Guanlin (Participants) and Renjun NCT. Meanwhile, *shippers* who pair female *idols* with male *idols* include Jungkook BTS and Lisa Blackpink, Jennie Blackpink and Taehyung BTS, Suho EXO and Irene Red Velvet, Haechan NCT and Ryujin ITZY. There are even those who force their partners or who are more familiarly called ghost ships.

Then what are the consequences of *shipper* culture? Of course, as a human being, there are times when the *idol* being shipped will feel uncomfortable and will feel disturbed and cause awkwardness to be created between him and the artist he is paired with. The act of matchmaking sounds fun and just a joke, but some fans bring this to real life and end up setting up and even attacking the *idol's* real partner. They give hate comments on the artist's social media and think that the artist doesn't match the artist they *idolize*. As artists, they may not say it face-to-face because they are required to keep their feelings in front of the public, but they may express their displeasure behind the scenes. Not only that, but this culture also creates misunderstandings and seems to regulate the artist's personal life. Problems due to misunderstandings can arise if, in reality, the *idol* they are paired with is dating someone else.

Quoted from the news uploaded by IDN Times (Zahrotustianah, 2020), one uproar occurred, namely a misunderstanding of the relationship between Chanyeol EXO and Rose Blackpink, where they are a couple who often have arranged marriages. The case was created by a fan who uploaded a fake photo. Still, the

person added a watermark dispatch logo (an online media that focuses on the entertainment industry in Korea) to make it appear that the news is trustworthy. The photo caused an uproar in the morning from fans and *shippers*.

According to the Big Indonesian Dictionary (KBBI), fan communities and fandoms are organizations that live and interact with each other in a particular area. The community can also be interpreted as a group of people who have one preference for something. Fandom is considered a collective feeling of conscious sharing of a more or less intense attraction. Fans also form fandoms. They associate with each other when they become redundant and express their attachments publicly (McQuail Denis, 2011). The definition of fandom describes media relations in a way that satisfies and bridges the natural, unavoidable distance between *idols* and their fans. However, it can also be a painful experience involving high expectations and mediated emotional attachments that make fans potentially vulnerable. According to Alberoni, the Fandom concept also needs to improve for the object of interest because fans can be inconsistent and unforgiving and will eventually leave. They also treat *idols* as objects of gossip and envy (McQuail Denis, 2011). One example of the community in question is the K-Pop fan community, commonly known as fandom. In Indonesia, the K-Pop community has spread widely in all corners. They are fandoms of various K-Pop groups. The beginning of K-Pop community or fandom entered Indonesia through Korean dramas, or the general public calls it K-Drama, in 2002. The emergence of K-pop songs in 2011 followed it.

Meanwhile, talking about fans or fans means people who like or like art, games, and so on. These fans or fans are very diverse, ranging from anime fans, Hollywood fans, and Bollywood, including K-Pop fans. K-pop fans are usually nicknamed K-Popers, which, of course, is no stranger to the ears of the public, including the people of Indonesia. Moreover, the existence of K-Pop in Indonesia is still growing, especially among teenagers. Fandom is two words that combine into one, namely fan (fans) and kingdom (kingdom), which, when put together, become a word, fandom, or a collection of fan bases. This fandom has a particular calling in the K-Pop world. Each K-Pop group has its fandom name, which is certainly unique and is one of the characteristics of a K-Pop group. An example of the Blackpink fandom is called Blink, the BTS fandom is A.R.M.Y, and there are many other fandom names.

### **Communication Network Studies and *WhatsApp Groups***

The study of communication networks describes the relations of participants (can be people, institutions, companies, countries, and so on) with each other in a particular social structure. There are two main keywords of the communication network. First, the participants, namely the communication network, see phenomena or events from the micro (participant) side, not the macro. Second, the relationship is how the participants interact with each other (Hapsari, 2016). Besides that, studies related to Communication Networks are also an analytical tool to identify social structures and explain each actor involved in that social structure (Paramita & Irena, 2020). By using network communication, this research will look at demographics look at communication structures, identify individual roles in

communication structures and look at interpersonal communication networks that look at the degree of centralization, the level of closeness, and the level of togetherness, and look at the relationships between members in the Jenlisa Universe *WhatsApp Group*.

The word network or "network" is understood as terminology in information technology, such as computer science, which means infrastructure connecting specific computers or hardware to others. The network is needed to process communication and data transfer (Castells, 2010). Gonzales and Wang argue that communication networks offer a way to be interdependent and create bonds between the people in them through digital technology, the speed of communication in building a shared understanding for collective action (Susanto, 2017), Hernando Gonzales argues that a communication network is a communication that involves opinion leaders and followers who have a mutual communication relationship on a particular topic occurring within a specific social system (Susanto, 2017).

Furthermore, communication or social networks are used for at least three things: the communication network as a data analysis technique. Network analysis is used at the analysis stage, especially by using social network data processing software, such as UCINET, NodeXL, PAJEK, Python, etc. Second, the communication network is a method. Network analysis is on par with experiments, content analysis, or survey methods. Network analysis is seen as a data analysis technique and a method that is different from other quantitative methods. Network analysis has unique perspectives, assumptions, and data collection techniques that differentiate it from other methods. The communication network here is a research strategy for understanding phenomena or reality. The communication network method differs from the widely recognized quantitative research methods in communication studies. Third, the communication network is a theory. Communication or social networks can also occupy a position as a theory, namely a set of constructs that connect and explain reality, such as homophily is an example of network theory (Eriyanto, 2014).

*WhatsApp Group* Social Media brings many conveniences to human life, including communication. If in the past, communication tools were minimal and could not reach widely. It also took quite a long time to convey messages to relatives and friends far away. Still, in the era of industrial technology 5.0, as it is today, with only seconds, we can contact anyone, anytime and anywhere, using the internet through a smartphone (smartphone). Social media is considered a form of communication media that can publish many things, such as profiles, activities, and personal opinions on social networks. The current development of social media allows users to access educational, economic, and information quickly.

Currently, the need to interact very quickly and efficiently is essential for many people, especially as demanded by the times. To meet the needs of society in this fast-paced era, several message-based applications have begun to appear that can facilitate communication between individuals and individuals, as well as individuals and groups. The application provides messaging and other features, such as making voice and video calls, and can even send various kinds of files, such as images, videos, sounds, and documents.

Of the many applications for communication needs created, Whatsapp is among the most widely used applications by most people in Indonesia. Besides being easy to use, Whatsapp has exclusive and practical features compared to other social media applications. Apart from that, the Whatsapp application can attract less internet quota. This is also one of the advantages of the application. The purpose of using the Whatsapp application also varies, some only use Whatsapp as a medium of communication, and some maximize the function of using Whatsapp by using it as a medium for sharing information, looking for entertainment, and even selling. This is because the features provided are complete. Besides the part for sending messages, there are other features such as taking and sending pictures, contacts, audio, location coordinates, and even documents. All of these files can be sent instantly through this free application. Users can even access Whatsapp from other devices using the Whatsapp web feature. The many features available will undoubtedly make it easier for users of this application to communicate through online media.

The use of Whatsapp also extends to communication between two individuals. Whatsapp also provides group chat or video call features that make it easy to communicate with many people. *WhatsApp Group* is currently used as a forum for discussion to solve problems, questions, and something important to convey to the people in it. Discussions via *WhatsApp Group* help users communicate with many people in a short time. *WhatsApp Groups* are not only used by a group of people who are members of an agency or company but are also used by educational actors as a learning medium, to be used by a group of communities as a media for gathering people who have the same hobbies or goals. Through the *WhatsApp Group*, they can freely discuss whatever they like or even discuss and share information without fear of being judged because the group members have the same hobbies and goals. Not long ago, Whatsapp also updated the provisions regarding the maximum number of participants in the *WhatsApp Group*. If previously the maximum number of participants from the *WhatsApp Group* was 256 accounts, now Whatsapp has doubled the capacity of the *WhatsApp Group*, namely 516 reports. Very helpful because many organizations and agencies with hundreds of members use *WhatsApp Groups* to communicate online.

In the Connected Society era, various digital platforms have sprung up, including the Whatsapp and *WhatsApp Group* applications, which can connect one individual to different other individuals from diverse backgrounds and can even connect across countries. This shows that currently, human civilization is entering the combined society era. A connected society is not just forming a crowd but a robust community that turns consumers into active participants (Kasali Rhenald, 2019).

### **Online Opinion Leaders**

The opinion leader theory was born from Paul Felix Lazarsfeld's thoughts regarding the two-step flow of communication model. From this model, Lazarsfeld found that the strength of opinion leaders in leading information in the mass media is powerful. Currently, studies related to opinion leaders in Communication Studies have been carried out in many communication types of research. Like research on

the role of key opinion leaders in public relations strategy in crisis communication within a company, this research tells about the collaboration of key opinion leaders with community leaders and companies being the key to the success of crisis communication by delivering comprehensive storytelling (Yuanita, 2021), other research related to opinion leaders is essential in an organization. Leaders who have charisma as well as role models in an organization. This research resulted (Brown et al., 2017)

The development of opinion leader theory is not only at the organizational level but also in line with the development of information and communication technology, as research relates. The SuperedgeRank algorithm and its application in identifying opinion leaders on the online public opinion supernetwork, this study tells that using technology can find opinion leaders in virtual space. Opinion leaders on the internet are significant figures in online communities who play an essential role in encouraging the formation of public opinion (Brown et al., 2017). In addition, opinion leaders can also have the power to influence opinion leaders in e-commerce networks. The research produced simulations showing that to maximize the power of influence in e-commerce, increasing the credibility of opinion leaders is very important (Zhao et al., 2018). Only a few studies have discussed Opinion leaders in the *WhatsApp Groups* fanbase. Another article related to Investigating leadership through social media has also been carried out. This research shows that innovation affects perceptions of opinion leadership, while extraversion affects opinion leadership on social media, and this effect is moderated by country-level differences (Akdevelioglu & Kara, 2020).

The opinion leader theory is still relevant in the information and communication technology era. Even though in a different form, the study related to opinion leaders is still following the Communication Network research.

Previously, previous research related to Communication Networks, *WhatsApp Groups*, & K-Pop Fandom had been carried out by Communication Studies and various disciplines, such as the first research related to the role of communication networks in social movements for environmental preservation. This research resulted in social and ecological activities related to environmental communication, which leads to changes in individual behavior to protect the environment. Communication can be a way to influence one's behavior (Hapsari, 2016). Besides that, the second multidisciplinary study with the theme Analysis of organic vegetable agribusiness communication networks in West Bandung Regency produced patterns of distribution and concentration of clicks in farmer settlements that were far apart and farmers' access to different sources of information. Farmers who have a high capacity actively seek knowledge and can market. In contrast, farmers with a medium ability tend to make contacts and relationships more often within the community (Kusumo & Charina, 2021).

Two studies related to communication networks show that communication networks are a multidisciplinary study of science. The use of the two methods of this research is different in presenting the data. The first research should have shown the use of communication network applications specifically. At the same time, the second study results of data analysis are presented with a histogram with the Ucinet application. However, only a few use the communication network on the *WhatsApp*

*Group* application. Although research on *WhatsApp Groups*, in particular, has been carried out a lot, for example, the third research related to *WhatsApp Groups* has been carried out a lot, one of which is with the theme Strangeness and Belonging in a Neighborhood *WhatsApp Group*, this research talks about *WhatsApp Groups* being an effective practice to hold the community through a feeling of presence and collective security. In particular, this feeling of presence and security depends on acts of resistance and alienation toward strangers. Thus, as an effective medium in the environment, *WhatsApp* also becomes a venue for negotiations between participants for togetherness (Dixon Natalie, 2018). The fourth study, with the theme Thousands of Small, Constant Rallies: A Large-Scale Analysis of Partisan *WhatsApp Groups*, tells about the concerns in using the *WhatsApp Groups* social platform to push political narratives during elections in Brazil. *WhatsApp Groups* are widely regarded as the revival of specific groups (Bursztyn & Birnbaum, 2019).

The research above is related to the use of *WhatsApp Groups*. The presence of *WhatsApp Groups* has particularly impacted its utilization from a psychological and political perspective. However, not much research on *WhatsApp Groups* has focused on K-pop fandom. Even though much research related to Fandom has been carried out in communication studies, such as the fifth research with the theme Hallyu across the Desert: K-pop Fandom in Israel and Palestine, this research tells about K-pop fan communities in Israel and Palestine in the spread of Korean transcultural music. K-pop fans are cultural mediators who create the necessary bridge between the music industry and local consumers, thereby playing a decisive role in global culture. The results of this study indicate that the consumption of popular culture not only changes the lives of a handful of individuals, but these individuals themselves can play a decisive role in linking global culture with local fandoms (Otmazgin & Lyan, 2014). The fifth study, with the theme Fandom and Voluntary “ARMY”: Case Study on BTS Fans in Indonesia, tells about the Indonesian ARMY serving their *idols* with various creative events in Indonesia. They have multiple projects and events aimed at supporting BTS. For example, projects related to the environment and society, activities, donations, exhibitions, gatherings, and other projects represented by BTS and ARMY Indonesia. They aim to introduce BTS to others, show unending support for them, and help BTS’s dream reach higher heights (Utami & Winduwati, 2020).

From the two studies above related to K-pop fandom, it enters into a multidisciplinary and global cross-section of knowledge, with investigations related to K-Pop Fandom but different contexts and concepts resulting in additional research like the previous research above between Israeli, Palestinian, and Indonesian K-Pop Fandom. Methodically, both of these studies used different qualitative approaches. Even so, only a little has been discussed about K-Pop fandom through the *WhatsApp Groups* application. From the introduction above, this study aims to find out what the mapping of the communication network structure looks like in a *Jenlisa Universe WhatsApp Group*.

## Research methods

This study uses a quantitative approach using the communication network analysis method. In simple terms, the communication network method is a method that seeks to describe and explain social networks and network structures. Meanwhile, the network can be defined as a set of participants who have relationships with other participants in certain types of relationships (Eriyanto, 2014). In operationalizing the communication network method, you can use tools or tools to assist researchers in seeing the connections between participants and their relationships. The collaboration of network methods with current devices is known as Analysis Procedure by Application (DAPA). DAPA is designed to assist qualitative researchers with the benefit of data management, especially data that comes from virtual data (Bungin, 2020). The object of this research is the Jenlisa Universe Community in the *WhatsApp Group* application. The subject of this research is the communication structure formed through the *WhatsApp Group* application. The procedure used in this study will be described below. Data Collection Techniques for this study will be divided into two parts, namely primary and secondary, which will be described as follows:

### - Primary data collection

- 1) The researcher is included in the Jenlisa Universe *WhatsApp Group* as a member
- 2) Observing the dynamics of the *WhatsApp Group*
- 3) Export Whatsapp Chats
- 4) Jenlisa Universe Group Whatsapp conversation data in text form
- 5) Using the Chat Stats WhatsApp Statistics and Ucinet applications
- 6) The data from the Chat Stats WhatsApp Statistics application was taken from August 28 at 16:11 WIB to September 29, 2022, at 15:46 WIB. The reason for choosing this time was that Blackpink had just released a new album Pink Venom.
- 7) The number of Jenlisa Universe *WhatsApp Group* followers at the time of data collection was 43 participants.
- 8) Data from analysis results presented in graphical form are included in the classification.

### - Secondary data collection

- 1) Field observation
- 2) Interview with the owner of the Jenlisa Universe *WhatsApp Group* and three followers of the account, including the admin
- 3) Literature Review that is relevant to research.

After the data collection technique is collected, the next step is the data analysis technique. Data analysis techniques in this study are divided into two parts. The first part is the data processing process in the Chat Stats WhatsApp Statistics application which will be described as follows:

- 1) The data is analyzed using multiple applications, namely the Chat Stats WhatsApp Statistics Application
- 2) For data generated from the Whats Analyze application, the researcher will cover some of the telephone numbers presented in the analysis data. This is to protect the privacy of the group and research ethics.
- 3) Classifying data in the first group, Demographics. Second, Stats consist of (the most used emoticons, most sent links, sent words, sent messages, photo/video/video messages/ response time, and most used comments. Third, Graphs consisting of (by the hour, by date, by weekday, by author top 10, response time).

The second part is the data processing using the Ucinet application, which is the second stage in the analysis, as follows:

- 1) Each participant is given a code A, B, or C to AQ according to the data ranking from Chat Stats WhatsApp Statistics.
- 2) Analysis Design which includes the entire network which will be described below (Eriyanto, 2014):

**Table 1: Units of Analysis**

Complete Network Analysis Design	Data Analysis	Information
Actor Level	Degree Centrality	Who is the most popular participant (communicates the most with other participants in a <i>WhatsApp Group</i>
	Closeness Centrality	Which actor is the closest to the other actors, can connect the other participants in the closest distance
	Between Centrality	Mediating is the position of a participant in a network of actor-to-other relationships. This section is an important part related to the control and manipulation of information
	Eigenvector Centrality	How popular is the actor who has a network with the actor or how much network is obtained from relations with the actor. Marked normal value from 0 to 1.
Group Level	Clique	Grouping of actors in a network. These actors interact with other actors or are interconnected or more tightly grouped
	Component	How many groups are in a network. The component is broader than clicks, covering all actors in a network such as actors who have a network (link) or do not have a network at all (isolate).
System Level	Density	Density refers to the density of relationships between actors in a network or the ratio of the number of ties or links

Complete Network Analysis Design	Data Analysis	Information
	Reciprocity	that exist in a network. Or the number of ties and links that appear frequently. 0 and 1 (higher value indicates higher density of a network) Mutuality is the ratio of two-way links to the total number of links in the network. This size describes the angora relationship going in two directions or one way
	Centrality	A measure of network structure related to the concentration of a network, referring to how concentrated a network is on several actors. Does the relationship spread to many actors or just focus on a few actors? 0 and 1 (the closer to 1 the more centered, and vice versa)
	Diameter	The farthest distance between two actors in a network. Networks with diameters are linked by a sparse distribution of actors
	Distance	The farthest distance between two actors in a network. Or the average path needed by actors to be able to interact with each other

Research Ethics, to maintain the privacy of each follower of the Jenlisa Universe *WhatsApp Group*, the researcher will delete some of the telephone numbers recorded from the analysis results. In addition, the researcher has also obtained permission from the group owner to use the data as research data.

## Findings and Discussion

The discussion regarding the Findings section and the forum will be divided into two parts. The first is related to the Jenlisa Universe Chat Stats *WhatsApp* data. The two Structures of the Jenlisa Universe *WhatsApp Group* Communication Network, along with the explanation.

### 1. Data Chat Stats *WhatsApp* Statistics Jenlisa Universe

Figure 1 below is the result of processed data from the Jenlisa Universe *WhatsApp Group*, which was analyzed through the Chat Stats *WhatsApp* Statistics application. The data summary above was taken from 28 August 2022 at 16:11 WIB to 29 November 2022 at 15:46. The total recorded messages were 2600, the total recorded words were 18612, the complete responses recorded were 86953, the potent symbols recorded were 1316, and the total links recorded were 29.

In the message per user section, it can be seen that 34 telephone numbers were active in giving messages during that period. Message per user is the first message that appears in the group and becomes the start or key to the emergence of

feedback or responses from each participant, usually marked by a time lag. For example, at 08:00, Participant A gives the first message in the form of Blackpink information. All interested participants will respond to the message by link until no one answers at 08:15. Time is significant in the *WhatsApp Group*. Messages per user have counted again at 09:00. Participant B gave a message about the product in the form of a Blackpink album, and the other participants responded in detail until no one else responded.



**Figure 1:** Messages per user *WhatsApp Group* Jenlisa Universe

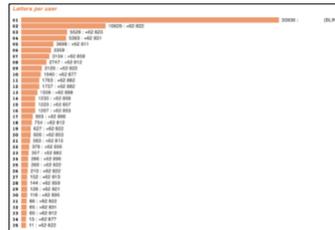
From the message per user section, rank one is dominated by Admin (1). Each Participant is given a code A, B, C to AQ according to the data ranking from Chat Stats WhatsApp Statistics. The following is the ranking of the Jenlisa Universe *WhatsApp Group* Admin based on messages per user.

- 1) Admin (1), Participant A, Rank 1
- 2) Admin (2), Participant H, Rank 8
- 3) Admin (3), Participant J, Rank 10
- 4) Admin (4), Participant R, Rank 18

The results above prove that the Admin in the Jenlisa Universe group is the gatekeeper. Next is the activity of members who need to be Admins in the message per-user section. Even though the Admin is very strict in giving the rules in the group. However, the discussion shows that each Participant is free and active in the debate. Ratings 1 to 4 in the message section per user are represented by members who are not admins. *WhatsApp Group* Jenlisa Universe opens good discussion space opportunities for all participants. It can be seen that the top 5 of the total messages per user are occupied by participants.

- 1) Participant B, Rank 2
- 2) Participant C, Rank 3
- 3) Participant D, Rank 4
- 4) Participant E, Rank 5

The word per user section or the number of words counted in each discussion. It still looks like Admin (1). Participant A still ranks first with the most number of words, followed by Participants B, C, D, and E, who must be Admins. Next is Letter per User data. This data will see the relationship or response calculated from each message posted. To find out the relationships formed in the *WhatsApp Group*, they can be estimated by Letter per User or response data. After the Participant gives, the following message is the response. The Chat Stats WhatsApp Statistics application records responses based on ratings, as shown in Figure 2 below.



**Figure 2:** Letter per User *WhatsApp Group* Jenlisa Universe

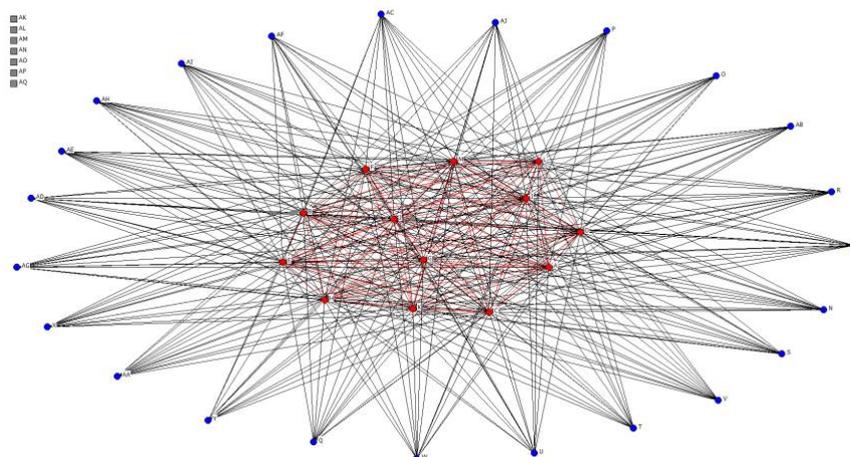
It can be seen that the top 5 of the total Letters per User are occupied by participants, as follows:

- 1) Admin A, Rank 1, Total letters 33,963
- 2) Participant B, Rank 2, Total letters 10,629
- 3) Participant C, Rank 3, Total letters 5,528
- 4) Participant D, Rank 4, Total letters 5,382
- 5) Participant E, Rank 5, Total letters 3,698

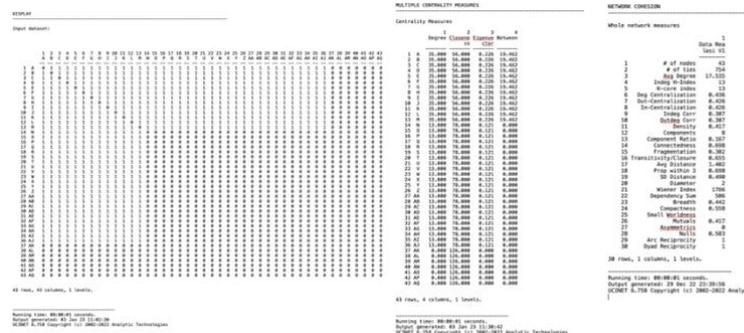
Researchers will use the processed results of Data Chat Stats WhatsApp Statistics Jenlisa Universe as primary data. The data will be processed into the Ucinet application to find out the structure of the communication network, which will be explained in the next sub-discussion.

## 2. Structure of the Jenlisa Universe *WhatsApp Group* Communication Network

The network structure formed leads to a complete network. The network structure shows all participants and the relations of all participants in a *WhatsApp Group*. The image below shows the network pattern formed in the Jenlisa Universe *WhatsApp Group*.



**Figure 3:** Jenlisa Universe Whatsapp Network Structure

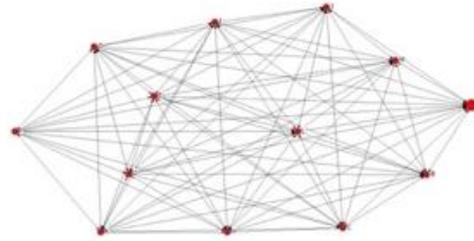


**Figure 4:** Results of Ucinet *WhatsApp Group* Jenlisa Universe data analysis

According to the metric data above, the total number of participants is 43. Each participant is given a code letter from A to AQ. The analytical design used in this study includes the Whole Network, which will be divided into three parts: the level of actors, groups, and systems.

### 3.1 Actor Levels

The first can be seen at the Actor level from the Degree Centrality data. Degree Centrality is who is the most popular participant (communicates the most with other participants in a *WhatsApp Group*). The resulting value is 35, which means that there are 13 participants, who are the most popular participants in the Jenlisa Universe *WhatsApp Group* Network, namely A, B, C, D, E, F, G, H, I, J, K, L, M can be seen in Figure 5 above. The second is Closeness Centrality data. Closeness Centrality is who is the closest participant and can connect other participants at the shortest distance close. The result is a value of 56 which means that all participants who entered the Degree Centrality totaled 13. The participant needed 56 steps to contact other participants between Centrality, which is the mediation of the position of a participant in a network of actor-to-other-actor relationships, essential matters regarding the control and manipulation of information. 19,462 were produced, which means that all participants who entered the Degree Centrality totaled 13. The participants also acted as intermediaries in the relations between actors. The higher the intermediary value, the more critical the participant is. While there are participants who do not play a role at all, namely: N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ. The fourth is Eigenvector Centrality, which is Eigenvector in language and algebraic mathematics. Still, in simple terms, it can be described how important it is for participants to have networks with actors or how much network is obtained from relations with actors. Marked a standard value from 0 to 1. All participants who entered the Degree Centrality totaling 13 participants, had the highest eigenvector value.



**Figure 5:** 13 Participants included in Degree Centrality

Jenlisa stands for Jennie Kim and Lisa Manoban, who are members of Blackpink. The Jenlisa Universe group believes a close romantic relationship exists between the two Blackpink members. As a fanbase group, the Jenlisa Universe *WhatsApp Group* provides all information related to Jennie Kim and Lisa Manoban, from activities, achievements, rumors or issues, products used, and others in the form of messages, videos, pictures, and links. Not only that, but this group also often holds face-to-face meetings with group members, thereby establishing strong solidarity. Not only related to Jenlisa, but this group also raises donations for Blink (the name for Blackpink fans) or victims of natural disasters as happened some time ago, namely victims of the Cianjur natural disaster.

*"Not everyone can join the Jenlisa Universe group. The admin is very selective in choosing who I will join in this group. There used to be some who messed up the group by entering information other than Jenlisa's information, and he had a booth from another group who didn't like Jenlisa's existence. The group conversation was a screenshot and spread in other fanbase groups, and finally, war broke out between the fans" – Admin ( 1)*

*"The conversations in the group are, of course, aspirations that believe that Jenlisa is real. If there are followers who are indicated as intruders, they will usually express contradicting opinions. This seems trivial, but, the war that occurs between fans can start from here" – Admin (2)*



**Figure 6:** Jenlisa Universe *WhatsApp Group*

Four admins own the Jenlisa Universe *WhatsApp Group*. Jenlisa Universe has several rules before joining a group, and the group's followers must obey these rules. The following are the rules:

- 1) Compulsory Intro / self-introduction
- 2) Free to share information about BLACKPINK and Jenlisa
- 3) Free to discuss as long as it is not out of bounds
- 4) You are allowed to discuss not only Jenlisa and BP but also discussions on informative and educative matters.
- 5) STRICTLY PROHIBITED from spreading HOAX!
- 6) it is strictly forbidden for WAR
- 7) It is strictly forbidden to talk to other JLS / blink influencers
- 8) For those who want to leave, you must first get permission. 🙏
- 9) Mutual respect between other members

If a member violates these rules, the admin will take action by reprimanding or removing the follower from the group. These rules are to maintain comfort and security in discussions.

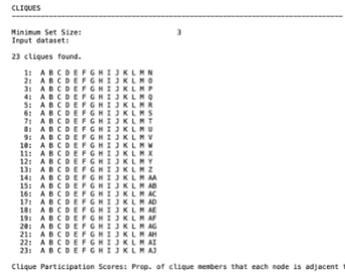
*"The discussion in this group is not only about Jenlisa, although the main thing is Jenlisa. We also have discussions with fellow followers outside Java island, asking for news and sharing what happened and what they experienced. We also provide education to followers in using social media so that nothing bad happens" – Admin (2)*  
*"To enter this group, we usually check first if she knows where Jenlisa is from IG or Tik Tok. Follow our account or not. Let's see the profile. Yes, if the profile picture only has one friend, it's clear that this is an intruder. For those who are already inside, we will also see which ones are active and which are not. We will repeatedly make a questionnaire to fill out. Yes, make data available so that we can stay connected" – Admin (1)*

The admin's role in a group is to be the gatekeeper. Not only in the mass media, but the gatekeeper is also in charge of maintaining the quality and balance of the news that will be published to the public. The gatekeeper concept also comes in another form: the *WhatsApp Group* admin. The admin's role is to guard, monitor, and protect group members by providing the applicable rules. So that members are not exposed to hoax information and provide education to members if they get information that is not necessarily true. In addition, the group admin is also selective in approving anyone who enters the group. The Gatekeeper concept in the *WhatsApp Group* by the Jenlisa Universe Group can be applied as a starting point in preventing hoax information. It can be shared with group members who need clarification over information. After discussions with the admin, researchers will look at the Jenlisa Universe *WhatsApp Group* data analysis using the Chat Stats WhatsApp Statistics application, which will be explained in the second part below.

### 3.2 Group Levels

At the Group level, the first thing to look at is the Clique data. Click (Clique) is a grouping of actors in a network. These actors interact with other actors or are interconnected. The resulting value is 23, meaning 23 clicks on the web. The second is Component data which is broader than clicks, covering all actors in a network, such as actors who have a network (link) or do not have a network (isolate). The resulting value is eight components, which means there are eight components, but

only component number 1 has 26 members. In addition, there were seven isolated participants: AK, AL, AM, AN, AO, AP, and AQ.



**Figure 7:** 23 Clique Grouping of Actors in a Network

### 3.2 System Levels

At the system level, the first is Density which refers to the Density of relationships between actors in a network or the ratio of the number of ties or links in a network. Or the number of ties and links that appear frequently. 0 and 1 (higher value indicates higher Density of a network). The resulting value is 0.417 or 41.7%, meaning each node is only connected to less than 50% or the Jenlisa WA network density is low. The second is Reciprocity, which is Mutuality, the ratio of two-way links to the total number of links in the network. This site describes the angora relationship going in two directions or one way. Reciprocity numbers from 0 to 1, which means one shows perfect Reciprocity or all actors interact with each other. The resulting value is 0.417, meaning the reciprocity value is low. Not all actors interact with each other. Third, Centrality is a measure of network structure related to the concentration of a network, referring to how centralized a network is to several actors. Does the relationship spread to many actors or focus on a few? 0 and 1 (the closer to 1, the more concentrated, and vice versa) Generates 35, which means it is the maximum degree, namely the 13 participants are participants who are the center of the network, namely A, B, C, D, E, F, G, H, I, J, K, L, M. Fourth is the diameter which is the farthest Distance between two actors in a network. A sparse distribution of actors characterizes networks with diameters. The resulting value is 2, which means the maximum Distance an actor can interact with other actors in 2-step networks. Finally, Distance is the farthest Distance between two actors in a network. Or the middle path needed by actors to interact with each other. The resulting value is 1,402, which means that each actor in the network can interact with each other over a distance of 1,402 steps.

**Table 2.** The full network of the Jenlisa Universe *WhatsApp Group*

Complete Network Analysis Design	Data Analysis	Value	Description
Actor Level	Degree Centrality	35	The 13 Participants are the most popular in the Network: A, B, C, D, E, F, G, H, I, J, K, L, M.
	Closeness Centrality	56	The 13 participants needed 56 steps to contact other participants. While the farthest participant requires 126 degrees, namely participants AK, AL, AM, AN, AO, AP, AQ
	Between Centrality	19.462	KE 13 The participant also acts as an intermediary in the relationship between actors. The higher the intermediary value, the more critical the participant is. While there are participants who do not play a role at all, namely N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ
	Eigenvector Centrality	0.226	The 13 participants also have the highest eigenvector value
Group Level	Clique	23	there are 23 clicks in the network
	Komponen	8	There are eight components, but only component number 1 has 26 members.
System Level	Density	0.417	Each Node is only connected to less than 50%, or Jenlisa's WA network density is low.
	Reciprocity	0.417	Low reciprocity, not all actors interact with each other.
	Centrality	35	Is the Maximum Degree, namely the 13 Participants are Participants who are the center of the network, namely A, B, C, D, E, F, G, H, I, J, K, L, M
	Diameter	2	The maximum distance an actor can interact with other actors in a 2-step network
	Distance	0.490	Each actor in the network can interact with each other within a distance of 0.490 steps.

## Conclusion

This study concludes that as a Fanpage group in the WhatsApp application, the Jenlisa Universe *WhatsApp Group* has thirteen opinion leaders who act as discussion leaders. Not only acting as an opinion leader but also working as a gatekeeper who monitors and filters out information that the group participants misunderstand. So the *WhatsApp Group* is selective in entering new participants, particularly in disseminating activities-related information. Even though this research succeeded in finding a mapping within a *WhatsApp Group*, this research has yet to review network analysis from the ego network side. It is hoped that future research can check the communication network in the *WhatsApp Group* with multiple aspects. This research is expected to contribute scientific advice in the field of Communication Studies, especially in the Study of Opinion Leaders, Communication Networks, and Communication and Information Technology. In addition, this research is expected to be input for Fandom in managing multi-platform discussion forums.

## Acknowledgment

Thanks are given to Tarumanagara University, the Faculty of Communication Sciences, Tarumanagara University, and the resource persons willing to take their time to discuss.

## Bibliography

- Akdevelioglu, D., & Kara, S. (2020). An international investigation of opinion leadership and social media. *Journal of Research in Interactive Marketing*, 14(1), 71–88. <https://doi.org/10.1108/JRIM-11-2018-0155>
- Brown, S., Chen, L., & O'Donnell, E. (2017). Organizational opinion leader charisma, role modeling, and relationships. *International Journal of Organizational Analysis*, 25(1), 80–102. <https://doi.org/10.1108/IJOA-10-2015-0924>
- Bungin, B. (2020). *Post-Qualitative Social Research Methods Kuantitatif-Kualitatif-Mixed Methods Positivism-Postpositivism-Phenomenology-Postmodern Filsafat, Paradigma, Teori, Metode dan Laporan*. Kencana.
- Bursztyn, V. S., & Birnbaum, L. (2019). Thousands of small, constant rallies. *Proceedings of the 2019 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining*, 484–488. <https://doi.org/10.1145/3341161.3342905>
- Castells, M. (2010). *The Rise of the Network Society: With a New Preface, Volume I: Second Edition With a New Preface*. <https://doi.org/10.1002/9781444319514>
- Dixon Natalie. (2018). Stranger-ness and Belonging in a Neighbourhood *WhatsApp Group*. *Open Cultural Studies*, 7(1), 493–503. <https://doi.org/https://doi.org/10.1515/culture-2017-0046>

- Eriyanto. (2014). *Analisis Jaringan Komunikasi Strategi Baru dalam Penelitian Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Kencana.
- Gerrard, Y. (2021). Groupies, Fangirls and *Shippers*: The Endurance of a Gender Stereotype. <https://doi.org/10.1177/00027642211042284>, 66(8), 1044–1059. <https://doi.org/10.1177/00027642211042284>
- Hapsari, D. R. (2016). PERAN JARINGAN KOMUNIKASI DALAM GERAKAN SOSIAL UNTUK PELESTARIAN LINGKUNGAN HIDUP. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 1(1), 25–36. <https://doi.org/10.25008/JKISKI.V1I1.33>
- Kasali Rhenald. (2019). *MO: Semua Dunia Baru yang Membuat Banyak Orang Gagal Paham*. Mizan.
- kingchoice. (2022). *The 100 Most Favorite KPOP Ship Couples 2022*. [www.kingchoice.me](http://www.kingchoice.me). <https://kingchoice.me/the-100-most-favorite-kpop-ship-couples-2022/>
- Kusumo, R. A. B., & Charina, A. (2021). Analisis Jaringan Komunikasi pada Agribisnis Sayuran Organik di Kabupaten Bandung Barat. *Jurnal Penyuluhan*, 17(2), 206–217. <https://doi.org/10.25015/17202132788>
- McQuail Denis. (2011). *Teori Komunikasi Massa Mc Quail*. Salemba Humanika.
- Otmazgin, N., & Lyan, I. (2014). Hallyu across the Desert: K-pop Fandom in Israel and Palestine. *Cross-Currents: East Asian History and Culture Review*, 3(3), 32–55. <https://doi.org/10.1353/ach.2014.0008>
- Paramita, S., & Irena, L. (2020). Retorika Digital dan Social Network Analysis Generasi Milenial Tionghoa melalui Youtube. *Jurnal Komunikasi*, 12(1), 137. <https://doi.org/10.24912/jk.v12i1.7558>
- Susanto, E. H. (2017). MEDIA SOSIAL SEBAGAI PENDUKUNG JARINGAN KOMUNIKASI POLITIK. *Jurnal ASPIKOM*, 3(3), 379–398. <https://doi.org/10.24329/ASPIKOM.V3I3.123>
- Taleb Nassim Nicholas. (2020). *Buku The Black Swan: : Rahasia Terjadinya Peristiwa-Peristiwa Langka yang Tak Terduga*. PT Gramedia Pustaka Utama.
- Utami, L. S. S., & Winduwati, S. (2020). Fandom and Voluntary “ARMY”: Case Study on BTS Fans in Indonesia. *Proceedings of the 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020)*. <https://doi.org/10.2991/assehr.k.201209.105>
- Yuanita, D. (2021). Peran key opinion leader dalam strategi public relations pada komunikasi krisis perusahaan. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 6(1), 23. <https://doi.org/10.24198/prh.v6i1.29693>
- Zahrotustianah. (2020). *Heboh Foto “Dispatch” Chanyeol EXO dan Rose BLACKPINK, Cek 5 Faktanya*. <https://www.idntimes.com/hype/entertainment/zahro-1/heboh-foto-dispatch-chanyeol-exo-dan-rose-blackpink-cek-5-faktanya>
- Zhao, Y., Kou, G., Peng, Y., & Chen, Y. (2018). Understanding influence power of opinion leaders in e-commerce networks: An opinion dynamics theory perspective. *Information Sciences*, 426, 131–147. <https://doi.org/10.1016/j.ins.2017.10.031>