Utilization of @NCTDreamINA X autobase account as interaction media among NCT Dream Fans in Indonesia

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ABSTRACT

Keywords

Social Media
Interaction
Twitter
NCT Dream
Fans

The utilization of autobase accounts on X (formerly known as Twitter) is quite phenomenal for X users in Indonesia, including fans of the South Korean boy group NCT Dream in Indonesia as a forum for interaction and exchange of information for fans through existing autobase accounts. This study aims to determine how the utilization of the autobase account @NCTDreamINA on X as interaction media among NCT Dream fans in Indonesia. This research uses descriptive qualitative research methods with a netnography approach. The results showed that the @NCTDreamINA autobase account on X was well utilized by its followers (NCT Dream fans). In this case, the @NCTDreamINA account is able to realize the information needs of its followers.

1. Introduction

Social media as a result of technological development that is certainly related to the evolution of technology. Everyone can easily access their social media account from any location. Moreover, users can filter the information based on their interest and needs. According to survey data from the website datareportal.com until Frebruary 2022, out of Indonesia's population of 277.7 million, 204.7 million are internet user and 191.4 million actively use social media. The usage percentage of social media platform in Indonesia are as follows: WhatsApp (88.7%), Instagram (84.8%), Facebook (81.3%), TikTok (63.1%), Telegram (62.8%), and Twitter (58.3%). Twitter or X is ranked fifth as the most popular social media in Indonesia, with a 6.4% usage rate (Datareportal.com, 2022).

The Twitter app provides users with the option to communicate and share the latest information on devices connected to the internet (Sulianta et al., 2019). Users can disseminate information or content in the form of images or videos. Twitter allows for concise, real-time communication with a 140 character limit per tweet. According to Puntoadi, influential elements on Twitter include: 1. Following and Followers refer to the number of Twitter users a user has followed and the number of Twitter users who follow that user, respectively. Updates indicates the frequency at which a user posts on the platform. Mention or Tag users denotes the mention of other users in a conversation. Retweet pertains to the reposting of other users' Twitter posts (Flores-Yeffal et al., 2019). Engagement refers to the level of interaction between users in various conversations on Twitter. Speed pertains to the ability to keep up with changes in information circulating on Twitter (Puntoadi, 2011).

The utilization of autobase accounts is now phenomenal at X (formerly known as Twitter). Autobase itself is a base account or a place that accommodates the distribution of information and interaction by followers anonymously through a third party intermediary, namely the Telegaram bot automated system that functions as a menfess delivery channel. Messages sent automatically through the bot are called menfess (Harry Fajar Maulana et al., 2022). The autobase X @NCTDreamINA account is one of the choices for fans of the South Korean boy group NCT Dream in Indonesia as a place to exchange information in real time and interact online with other fans. The @NCTDreamINA

account has joined X since April 2020 with 464.1 thousand followers as of October 01, 2023. This autobase account has a backup account if the main account is suspended so that the continuity of interaction and transmission of information from the account followers continues to run normally.

Based on the explanation in the background of the problem above, the researcher wants to find out how the utilization of the @NCTdreamINA autobase account as interaction media for X @NCTDreamINA followers so that the account is able to fulfill the information needs of its followers. Researchers chose to examine the X @NCTDreamINA autobase account because X as one of the social media has the advantage of spreading information in real time and also the intensity of communication activities and exchanging information for NCT Dream fans in Indonesia is mostly done on the autobase account. Researchers will use basic research with qualitative-descriptive research methods with a netnography approach and data collection techniques in the form of participant observation of active users of the @NCTDreamINA account, and documentation to find out the utilization of the X autobase account as a medium of interaction for @NCTDreamINA followers.

2. Method

Researchers use a type of basic research (basic research) using descriptive qualitative research methods. Aminuddin in (Harahap, 2020) explains that qualitative research is research that starts from an inductive mindset, based on participatory objective observation of a social phenomenon. Researchers use this type of research because it aims to solve problems in depth and describe a phenomenon with accurate data collection (Amanova & Andryani, 2023).

The approach used in this research is virtual ethnography or netnography. Netnography is a way to conduct anthropological research through the internet where everyone is free to share or use any information that is publicly available through social media (Bakry, 2017). Researchers conduct netnographic research by retrieving information and data online based on observations of the activities of active followers of the @NCTDreamINA autobase account, and documentation as complementary data.

Data collection techniques in this study were obtained through observation and documentation (Wenerda, 2022). In this observation stage, researchers conduct regular participant observations to observe, collect data and information about the utilization of the @NCTDreamINA autobase account as a medium of interaction for NCT Dream followers or fans in Indonesia. In this study, researchers only observed the ongoing activities of autobase account users and were not involved in these activities. This data observation is done virtually.

The data collection technique through documentation used by this researcher serves as a complement to the data collection obtained as well as evidence of research that can be trusted for its authenticity. Sugiyono (Sugiyono, 2013) explains that documents are records of past events that can be in the form of pictures, writings, or the work of other people.

3. Result and Discussion

3.1 Utilization of Autobase X @NCTDreamINA Account as Interaction Media

Social interaction is a relationship formed between individuals, between groups, or between individuals-groups. When two people meet, social interaction happens. They greet each other, shake hands, and communicate. Sudariyanto explains the characteristics of social interaction, namely communication that occurs with more than one person, there are symbols in the communication process, there is a dimension of time (past, present, future) as a determinant of ongoing action, and there are certain goals in addition to the presence or absence of other estimated goals (Sudariyanto, 2020). Sudariyanto explained the characteristics of social interaction, which are: 1) Communication that occurs with more than one person. 2) There are symbols in the communication process (Ni Luh Desi In Diana Sari, 2013). 3) There is a time dimension (past, present, future) as a determinant of ongoing action. 4) The existence of certain goals in addition to the presence or absence of other estimated goals.

Human interactions processed over computer networks can be activities, pursuits, games, places and metaphors, and include mobile applications. Some are supported by specialized software, while others work through commonly acquired web protocols, for example blogs, social networks, bulletin board systems, ecommerce, peer-to-peer networks, games, chat, and virtual worlds (Nugroho, 2020). In this study, the interaction of NCT Dream fans who are followers of the @NCTDreamINA autobase account can be seen through the social network, namely X (the previous name is Twitter). Through the autobase account, fans who are part of the followers of the @NCTDreamINA autobase account can send messages and get message feedback without being hindered by place and time, so that the process of interaction and exchanging information runs effectively.

Information regarding how to use the @NCTDreamINA autobase account as a media of interaction itself can be accessed through the Carrd link, where this information is divided into six sections. The first section contains **"Do"** and **"Don't"** rules for menfess senders. The **"Do"** rules contain sending menfess all about NCT Dream members; sending menfess looking for new friends at 06.00 WIB-08. 00 WIB; sending menfess selling and WTB (want to buy) on the @LapakBaseDream account; always include credit, especially photos or videos taken by fans (fantaken), while if there is already a credit in the fancam there is no need to write it again in the tweet; sending informative menfess regarding information, voting, and streaming; wise in the choice of words to be used when sending menfess; sending menfess overproud dreamies without dropping other parties. **"Don't"** rules contain out of topic from NCT Dream and NCT Dream members; sending menfess that cause chaos; sending menfess that compare dreamies with other units or other groups; sending menfess that can bring down and humiliate other parties and lead negative opinions; sending other people's works without credit; spreading vague rumors; using hashtags in every menfess; selling things that are not related to NCT Dream; sending bubble or Lysn content; sending menfess that are romantic (shipper); sending halu oc menfess; sending boy x boy shipper menfess.

The second section is the rules of reply and quote tweet, which consist of prohibited selling in reply tweets, prohibited replies that lead to romance (shipper); prohibited from sending hashtags, prohibited from sending tweets that contain hatred to any group and members. The third section, namely criticism and suggestions, is requested to provide criticism and suggestions with polite language; if there are suggestions regarding the management of base @NCTDreamINA, you can notify the @snowdreamies account with polite language. The fourth section is the blocking provisions which consist of violating the rules that have been set; not having the same vision and mission; giving criticism and suggestions with impolite language. In this case, the interactions that occur on the @NCTDreamINA autobase account can be seen from the likes, quote tweet, reply, and retweets features. These likes, quote tweets, replies, and retweets features are public and can cross over to the homepage of other followers' X accounts. Other followers can also interact through quote tweets of their mutuals who are interacting and answering menfess questions.

In the fifth section related to information about the @NCTDdreamINA autobase account in the form of important notifications, namely all forms of complaints can be through tags or DM @snowdreamies; if follower find a menfess that violates the rules or causes a disturbance and the admin has not responded, followers can reply to the source of the menfess with /DELVOTE with a minimum of 20 comments with different accounts so that the menfess will automatically be removed; to delete the menfess itself through the /unsend format with a time limit of 120 minutes; send menfess using the keyword /Dreamies or member names such as -Mark, -Renjun, -Jeno, -Haechan, -Jaemin, -Chenle, -Jisung in the DM account @NCTDreamINA. The last part is Twitter contact or X, namely @snowdreamies (tag or DM). Through the Carrd link provided by the @snowdreamies admin as well as the manager of the @NCTDreamINA autobase account, fans who want to follow the autobase account read and understand the rules that have been set, so that fans are aware of their limits regarding what can and cannot be done, and the continuity of interaction and information exchange among account users can run well.

Followers who have received a followback from the base can send menfess according to the terms and conditions that apply. Meanwhile, to get a followback, fans who become followers need to meet the requirements of having a Telegram application and must be a dreamstan or fans who only support NCT Dream. If the sender of the menfess is proven to have committed an offense, the menfess can be complained to the admin of the @NCTDreamINA autobase account manager through the admin tag

in the problematic menfess reply column or can delete the menfess independently through the Telegram bot provided by the manager. The menfess sent also have varied topics of interaction.

Through the @NCTDreamINA autobase account on X, senders of menfess can provide various forms of support for NCT Dream and interact through their menfess reply column. Forms of interaction and support that often appear are about streaming music videos and NCT Dream music, menfess appreciation for the achievements of NCT Dream members, menfess donations to support the success of NCT Dream's comeback.
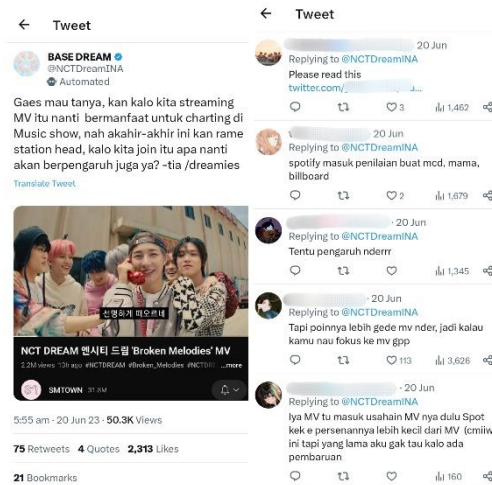
Source: @NCTDreamINA autobase account

Fig. 1. Menfess about feedback on MV streaming questions and interaction in the reply column

In the image above, the sender sent a menfess question related to the impact of joining music streaming on the Stationhead streaming application. With this question, followers of the base account who are currently active can interact by answering the menfess sender's question, which is to provide an explanation of the effect of streaming activities of NCT Dream songs on the Billboard music chart. In addition, some of them suggested focusing on MV (Music Video) streaming by explaining that MV (Music Video) streaming points are greater than streaming on music streaming applications such as Spotify or Stationhead. This is also an example of a form of help between fans or followers of the @NCTDreamINA base.

We can see how interactions occurred in the menfess tweet from the number of retweets, quotes, likes, and bookmarks. 75 fans who retweeted the tweet shared this post publicly and can be seen by others who are followers of the account that reposted the post. 4 quotes indicate that there are 4 fans or followers who interacted to answer menfess' question by quoting menfess. Furthermore, 2313 likes of the menfess post indicate that there are thousands of likes of the menfess. This likes feature has the same function as the retweets feature, where posts that they retweets and likes will appear publicly in the timelines of their fellow followers. Furthermore, from these retweets and likes, other followers can repost the information they receive. This kind of thing can happen in rotation, from fans who are followers of autobase accounts to other fellow fans.

Source: @NCTDreamINA autobase account

Fig. 2. Menfess about supporting NCT Dream through the link for the hashtag.

Not only that, fans can also send menfess to support their idols in the form of greetings and edits for NCT Dream's 7th Anniversary through a tweet link to raise the hashtag provided by the menfess responder. This hashtag activity is routinely held every year with a different hashtag format each year. With the menfess and a place to raise the hashtag, fans can interact with each other through a place provided by followers. Hashtagging is also beneficial for NCT Dream's brand reputation.

Fans using the hashtag symbol (#) before keywords relevant to their tweets helps in categorizing posts and makes searching for posts easier. Fans can tap on the hashtag in various other fan posts that include the relevant hashtag. The hashtag can be inserted anywhere in each post. As more fans use the hashtag, it can become a trending topic on X. Fans usually insert their edited images or videos when posting their support tweets for NCT Dream. These support tweets contain touching messages and good wishes for NCT Dream. It represents an expression of affection and sincere feelings from fans to their idols, especially if the fans have been NCT Dream fans for years and still support them until now and in the future.

In addition to sending menfesses of support for their idols, followers can also ask about the official activities of NCT Dream members. NCT Dream as a K-Pop group has a busy schedule of activities this year. Their official activities can include being a guest star at various foreign festival activities, organizing world concert tours ranging from Asian to European countries, holding fansign and fanmeeting schedules, attending well-known brand events, making comebacks, attending music events, attending activities as Brand Ambassadors, as guest stars in YouTube content and variety shows on South Korean TV channels. These activities are usually divided into group activities (all NCT Dream members) and individual activities of each NCT Dream member.

The number of activities can make fans who are not updated on the schedules of NCT Dream members can ask for information on group and individual activities through the @NCTDreamINA autobase account. Before that, followers or fans have warned senders and other fans not to participate in sharing the personal schedules of NCT Dream members that are spread on the internet. This is done because the personal schedule of NCT dream members is the realm of privacy and it is hoped that fans can understand their limits as a fan.

Fans who are also followers who have received followbacks from the base can also utilize the @NCTDreamINA autobase account as a place to find new friends fellow NCT Dream fans who are in various parts of Indonesia. In this case, the sender will usually use several keywords to make new friends through the @NCTDreamINA autobase account. Some keywords that can be found in the menfess include the use of the words "let's be [cow emoticon]ts" which is cow emoticon represents the word "**mu**tuals", rep with your bias, dreamstan only, member initials (MK, RJ, HC, JM, CL, JS) with the addition of the word "biased get free". The language generally used in menfess to find new

friends among NCT Dream fans is Indonesian, English, or a combination of the those two languages. After seeing the menfess, the followers of the autobase account will interact by answering in the reply column according to the conditions set by the sender of the menfess. For those who answer according to the conditions, they will get mutuals or new friends. Some senders are very selective in finding new friends because they want to avoid online disputes with certain fans and keep their X account timeline relevant to their interests.

Donation activities to support NCT Dream's comeback can also be found in the menfess on the @NCTDreamINA autobase account. This donation activity aims to support NCT Dream's comeback through the distribution of funds from NCT Dream fans and followers of the autobase account to fanbases that organize donation projects and fans who take the initiative to raise funds. In the case of fans who do fundraising, the money that has been collected from various kinds of digital transactions is distributed to the fanbase that handles the donation. In this donation activity, there are generally two conditions: there is no minimum amount to donate and there is a minimum donation amount template. This donation activity is channeled to facilitate fans who want to stream NCT Dream's music and MV (music video) on various music streaming platforms or applications. Interaction and response can be obtained directly or indirectly by the sender of the menfess. Autobase account followers who want to donate after seeing the menfess information they get, can contact the sender or other fan accounts that hold donation projects. Direct interaction occurs through answering sessions in the reply column of the donation link sender or can send messages via the DM (direct message) feature. While this indirect interaction is obtained from the retweets or likes history of followers or fans, after which the recipient of the information can interact through conversations in DM.

The @NCTDreamINA autobase account is also used to encourage NCT Dream idols and sub fandoms where there is fan interaction to provide support to each other. Menfess allows its followers to interact with each other even though they do not know each other both in cyberspace and in real life. Even so, the existence of interactions like this makes fans feel emotionally close and causes fans to be more compact to support NCT Dream and also other fellow fans. The responses given by the responders of the menfess were different based on how the expression or feeling expressed by the sender of the menfess. Responses in the form of witty and humorous reply tweets are obtained if the menfess contains sentences that contain elements of humor. The response is in the form of an emotional, happy answer if the menfess contains elements that touch the hearts of the followers of the autobase account.

The utilization of the Autobase @NCTDreamINA account on X as a media for interaction is also used as the dissemination of information on events for fans and fanbases that are held online and offline. In this case, interactions can occur virtually or face to face with fellow fans. This virtual interaction occurs through the retweets, quotes, and likes features. The three features contained in the tweet post are utilized by fans and followers to share information about the event with other followers. Then fans and followers who are interested in participating in the activity can start a conversation and register as event participants through a contactable source. After the registration stage, fans and followers can interact directly in real or face to face when attending the event being held. Events that are held such as NCT Dream member birthday events, watching together events with other NCT Dream fans according to the domicile of each fan, giveaway events from NCT Dream fanbase members or giveaways from local Indonesian brands in collaboration with NCT Dream, content posting challenge events on social media, or donation events from fanbases to support NCT Dream.

3.2 Relation of Cyber Media Theory with the Use of Autobase X @NCTDreamINA Account as a Media for NCT Dream Fans Interaction

Originally, cyber media functioned as a term for the study of conventional media such as TV and radio, but cyber media switched to being used by the internet along with technological changes. This development provides easy and flexible movement of digital information between media. The emergence of cyber media is a leap for every individual in searching, opening access, producing, and reacting to the information obtained. In addition, cyberspace can expand access to communication tools through communication technology in this digital era (Abdurrahman, 2018).

Interaction in cyber media is one of the characteristics of new audiences. Interaction that seems to have no room in traditional mass media so far. People are seen as only getting news/information from the media and have no authority to give back. Cyber media and the emergence of social media finally

provide a kind of process for the community to interact not only among the community, but also to the media. Technologically, especially online media provide sufficient space at the bottom of the message for comments or criticism from the public (Nasrullah, 2018).

Holmes in (Nasrullah, 2018) explains some of the main characteristics of the difference between the broadcast media era and the interactivity media era. First, media sources become many from what was originally gathered in one place and information spreads to the public. Meanwhile, interactive media provides many sources of information and is spread to more people. Second, message reception in the broadcast media era is dominated by most media as information producers. While in new media, there is reciprocity and many directions in communication. Third, information source opportunities in the first media era were very open and anyone could have authority if they had a model. In the second media, media channel shortcuts appear, controlled information sources become smaller and smaller to implement and the public is free to control information sources. Fourth, the new media provides a means for each audience to control the social, using the media as a public space, to the awareness of equality in social strata. Fifth, the society of the first media era was divided homogeneously and considered as a mass, which is contrary to the new media era. Sixth, the media used to be considered as a tool to incite public awareness. In the second era, people can participate and have experiences in both space and time.

The utilization of the @NCTDreamINA autobase account as a medium of interaction among NCT Dream fans in Indonesia is an example of the practice of cyberspace, which is the social space of cyber media itself. Users do not have to meet face to face to simply interact and share information with other users. The existence of this space allows users to access interaction and information needs quickly, especially since the X application supports the concept of short and real time communication. The application can be operated through a compatible smartphone that can send interaction media and information in the form of uploaded photos, videos, and gifs (moving images).

The utilization of the @NCTDreamINA autobase account in X shows that there are greater opportunities for fans to interact through media that connects two-way communication between users and the internet system. Fans or followers have an important role in providing control over the production and consumption of information they need. This contribution can be in the form of creating menfess according to customized interaction topics. The result of this contribution is feedback from fans and followers of the @NCTDreamINA autobase account. Followers can send menfess with a wide range of interaction topics according to what they are thinking at that time.

The interactions that occur in the @NCDreamINA autobase account have various directions that indicate the characteristics of the new media era. Where in the era of broadcast media, communication that occurs is only one way. Every NCT Dream fan who is a follower of the @NCTDreamINA account can interact with other followers through automatic menfess and is equipped with tweet features that help in spreading access to interaction and exchanging information. This is a remote possibility in the first media era. In addition, information production and interaction are not as flexible as information production and interaction in this new media era. In the @NCTDreamINA autobase account, both the @NCTDreamINA account admin as the owner of the account's power and followers can control every source of information that appears in the autobase account. Control over every source of information that appears can be in the form of providing rules that must be obeyed by followers and senders of @NCTDreamINA account menfess. If there are followers and message senders who commit violations, they can be complained to the admin of the @NCTDreamINA autobase account manager through the admin tag in the problematic menfess reply column or can delete the menfess independently through the Telegram bot provided by the manager.

4. Conclusion

Based on the results of the discussion that has been explained, the @NCTDreamINA autobase account on social media X presents interactions for its followers with a wide range of topics, and is able to realize the information needs of its followers. This @NCTDreamINA autobase account on X is well utilized by its followers. Aiming to support their idols as well as being a free access to interact and exchange information, followers of the autobase account can send menfess how to stream mv (music video) and NCT Dream music on various available streaming sites, ask about the official activities of NCT Dream members, make new friends fellow NCT Dream fans, disseminate

information related to donation activities to support the success of their idol's comeback or for other positive things, disseminate event info online and offline, increase NCT Dream's brand reputation through mentions and hashtag fields provided, encourage NCT Dream idols and sub fandoms, and provide feedback on menfess sender questions through the tweet reply column.

In this study, researchers found several differences between the new media era and the first media era of Cyber Media Theory by conducting research on the @NCTDreamINA autobase account. The utilization of the @NCTDreamINA autobase account on X as a medium of interaction reviewed through this Cyber Media theory shows interaction through media that connects two-way communication between followers with each other. Fans or followers play a role in controlling every production and consumption of the desired information. This contrasts with the first media era where communication was only one-way and control over the production and consumption of information was limited.

5. Acknowledgement

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