

# Fandom Dynamics: Conflicts in Korean and American, European, and Southeast Asian Fans in Reaction to K-pop Idol Scandals

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# INTRODUCTION

## Why Korean vs American, European, and Southeast Asian Fans?

- Korean fans are the root of K-Pop Fandom.
- International fans, in this case, coming from America, Europe, and Southeast Asia, are part of the growth and spread of K-pop fans and they have many differences in various aspects from Korean fans.

## What Are The Conflicts and Why Studying Them is Important?

- The conflicts are mostly caused by negative responses in reacting Idol Scandal.
- Studying this object provides insight into how individuals from different backgrounds interpret and respond to celebrity behavior.
- understanding these conflicts can enhance cultural awareness within the global fan community.

# LITERATURE REVIEW

- Kpop fandom and Fanaticism in social media (Amri, 2019)
- Kpop fandom with Social Identity (Abd-Rahim, 2019; Laffan, 2021).

# METHOD

- **This research used a qualitative approach based on the research objectives which are:**
  - To examine the social and cultural factors that caused conflicts between Korean fans and International fans.
  - To explain the importance of understanding cultural diversity in shaping fan reactions within global fan communities

**Observe, Identify, Analyze, Connect with the theory.**

- **Effective Multicultural Teams (Halverson & Tirmidzi, 2008);**
- **Fanaticism and Conflict in the Modern Age (Hughes & Johnson, 2004)**
- **Article containing exclusive interview with Professor Lee Gyu Tag entitled Cultural appropriation and K-pop's unbalanced give and take, (Haley & Sooyeon, 2022)**

# FINDING AND DISCUSSION

## Scandals, Conflict and the Factors Behind Them.

- Dating Scandals and Cultural Appropriation Scandals are scandals that frequently trigger different responses and led into conflicts.
- Cultural differences, various dimensions of fanaticism, lack of cultural knowledge are the main factors that caused conflicts



# FINDING AND DISCUSSION

## The Importance of Understanding Cultural Diversity

- Understanding cultural diversity plays an important role in K-pop fandom since fans come from all cultural backgrounds and may have different expectations and experiences.
- Ways to increase the understanding of cultural diversity in K-pop industry:
  - Respect the use of cultural symbols and practices
  - Learn different culture



# CONCLUSION

Conflicts between two different background communities happen because of social and cultural factors such as cultural differences and fanaticism

Developing cultural awareness and promoting respectful interactions are essential to bridging the gap between fan communities and fostering a more inclusive and harmonious fan culture in the K-pop fields.

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