ABSTRACT

This study aims to determine how lifestyle of JKT48 Lampung FC members as a fan of idol group that is unique in a way to support their idol. The method used is descriptive qualitative, using data collection techniques such as interviews, observation, documentation and library research. Symbolic Interaction Theory is used to discuss the symbolic interaction in a group that has become a common agreement on the basic ideas in shaping the meaning of the human mind about self, its relation in social interactions, and interpret the meaning in society.

The results showed that forming process of lifestyle of an idol group fan is very complex. There are many varieties of lifestyles in JKT48 Lampung FC members. JKT48 Lampung FC members’ personality and self-concept have a strong influence which appears the diversity of lifestyles.

It can be seen that from the communication perspective, lifestyle becomes a medium to deliver the message both verbally and nonverbally to what they enjoy. Delivery of messages does not always use the words, but either through accessories or clothing worn.

Keywords: Lifestyle, Fan Clubs, Idol Groups, Japanese Popular Culture, JKT48 Lampung FC.