

ABSTRACT

This thesis is research that examines the influence of the use of K-Pop by political actors on the political awareness and perception of one K-Pop fan in Indonesia called NCTZEN. This research is aimed at seeing whether the use of K-Pop has an influence on the political awareness and perception of NCTZEN K-Pop fans. The choice of NCTZEN K-Pop fans is because NCTZEN K-Pop fans are a fandom that is currently experiencing development and one of the largest K-Pop fans in Indonesia and the target market is Indonesia.

The method used in this research is a quantitative method with a descriptive approach and there is one variable. Supporting theories to prove this theory in this research are Surbakti's theory of political awareness and Bimo Walgito's theory of perception. In collecting data using a questionnaire technique via Google form which was distributed to NCTZEN K-Pop fans. The number of samples in this study was 385 respondents where sample determination was based on the formula from Cochran with an unknown population and used an error rate of 5%. Testing in this research uses a simple regression test.

The results of this research show the influence of the use of K-pop by political actors on the knowledge and political awareness of NCTZEN K-Pop fans. Based on the regression test, it shows that the use of K-Pop by political actors has an influence on the political awareness of NCTZEN K-Pop fans by 46.2% and on political perceptions by 47.9%.

Keywords: Political Awareness, Political Perception, K-Pop in Politics, and NCTZEN