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The Fanatical Comments of NCT (Neo Culture Technology) Fans in Instagram and Twitter Pragmatic Analysis

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Abstract

This study discusses the different ways of communicating between fanatical fans and ordinary NCT fans and discusses the speech acts used. Fanaticism is always present in every activity or in every community, this research is a study of the pragmatic elements of speech acts seen from the illocutionary locutionary and perlocutionary using the theory of Stephen C. Levinson. This study aims to analyze the speech acts used by fanatic fans and ordinary fans of NCT (Neo Culture Technology). This research was conducted using a qualitative research method. The data analysis method in this study was carried out by classifying the comments on Instagram and Twitter social media. The data subjects are comments from fans from social media Instagram and NCT Dream's official twitter from posts posted on May 10 to May 12, 2022. The results show that there are 27 findings at the locutionary form of fanatical fan comments 17 ordinary fans 10, 33 illocutionary fan commentary form 19 ordinary fans 14, 24 perlocutionary fan commentary form 19 ordinary fans 6. It can be concluded that the dominant speech act used is illocutionary and is dominated by NCT (Neo Culture Technology) fanatical fans.

Keywords: Locutionary, Illocutionary, Perlocutionary, Fanatik Fans, Ordinary Fans, NCT (Neo Culture Technology)

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I INTRODUCTION

The development of Korean culture or *K-pop* is currently very popular among teenagers and adults both among women and men in their teens to thirties. Communication behavior is a habit of individuals or groups in which they receive or convey messages by actively seeking

information, or knowledge about new things (Khairani,2019).

Korean pop (*K-pop*) with the dance pop genre is one type of music in South Korea that is sung and danced by idols with charming visuals and sung with lyrics that combine Korean and

western languages in certain parts. In South Korea there are several agencies or entertainment companies that oversee these *K-Pop* idols (Nasution, 2021).

NCT (*Neo Culture Technology*) is one of the *K-pop* boy groups that is sheltered by the biggest entertainment in South Korea, SM Entertainment. Lee Soo Man as the founder of SM Entertainment formed NCT in 2016 to make this boy group a strategy in culture contents. Different from boy groups in general, NCT has its own uniqueness, NCT has infinity members or without limits, now NCT members have 23 members. Nct is a boy group whose members are mostly from various countries and have many units. NCT has 3 sub units, namely NCT 127, NCT Dream and Way V, as well as another sub unit, namely NCT U. This NCT unit is not only based in South Korea but in the future other NCT sub units from around the world will be formed (Sultania, 2019).

Identification of the problems

According to the title of the research proposal thesis, namely the difference in the way of communication between fanatical fans and ordinary fans of the NCT Boyband group, the researcher wanted to examine how the differences in the way of communicating or how to comment between NCT fans among teenagers from several social media such as Instagram and Twitter as seen from speech acts locutionary, illocutionary and perlocutionary. Researcher also include research on the differences in social life between the two forms of NCT fans.

Limitation of The problems

This study focuses on the different ways of communication and social life of fanatical fans of

the boy group NCT. To limit the problems, this research only focuses on how to communicate with NCT fanatics teenagers in response to boy group NCT dream's comeback album, who are NCT fans who be the object of this research. Researcher also observe from several social media such as Instagram, and Twitter.

Purpose of The Research

1. To describe the locutionary, illocutionary and perlocutionary speech acts of the different ways of communicating between fanatical fans and ordinary NCT fans comments on instagram and twitter among teenagers.
2. To explain how differents the social life of NCT fanatics is among teenagers.

Significance of The Research

Every research should have benefits both for itself and for others. This research is expected to provide theoretical benefits and practical benefits. The theoretical benefits in this research are expected to be used as a reference for research on fanatical fans of NCT, and can also broaden the reader's insight to find out how different *K-pop* fanatics communicate.

The practical benefit of this research is that later other *K-pop* fans can be wiser in speaking and not be too fanatical and excessive in liking something. Teens who like NCT or other *K-pop* groups can think more carefully in commenting on a media platform that doesn't cause war between other fans.

II RESEARCH METHOD

3.1 Method of Collecting the Data

The method used in this research is observation, analysis data and take a screenshot. The tool used in conducting this observation is a mobile phone. This tool is used to see the commenting fans of NCT, both on Instagram and on twitter. The researcher used the descriptive qualitative method because it is a method for gathering information based on

facts and more detail, identifying problems, developing, and interpreting data.

3.2 Method of Analyzing Data

According to Arikunto (2010), "the data source is the subject where the data is obtained". According to Arikunto (2010), "the source of qualitative research data is presented orally or in writing which is accurate by the researcher". The data in this study are utterances of words

between fanatical fans and ordinary fans in a community of *K-pop* fans, especially NCT. The source of data in this study is communication between NCT fanatics, where the limit in collecting data taken is from the beginning of the boyband group NCT Dream releasing their latest album which will be seen from the side of the teenagers.

3.3 *Technique of Collecting the Data*

This research began by looking at posts that are shared on a social media platform called Instagram and Twitter. On NCT Dream Instagram account, researcher will see comments from NCT fans starting from posts 10 May 2022

to posts 12 May 2022, and NCT's twitter account, researcher will filter some comments that are considered as fanatical comments and ordinary fans by taking screenshots and take some comments that will be analyzed speech acts. The data collection in this study will done step by step by repeating reading all the comments in order to get the correct and factual data.

3.4 *Technique of Analyzing the Data*

The data analysis of this research will be analyzed based on Miles Huberman (1992). there are three steps in analyzing the data, namely, data reduction, data display

III RESULTS AND DISCUSSION

Researcher took data from several Instagram and Twitter posts on the official NCT Dream account, and have examined posts uploaded from May 10, 2022 to May 15, 2022 and Tweets uploaded on May 14, 2022.

Locutionary

One type of speech act that can be found is locutionary, locutionary acts are speech acts to state something. This speech act can be referred to as the act saying something. The following are comments found on social media and the classification between fanatical fans and ordinary fans Of NCT (Neo Culture Techonolgy) :

(Ganteng Amat Pacar Gue) that it is one of the fanatic fans, because it is too excessive in expressing something, he overestimates his idol, and also considers his idol as his Boyfriend. As we know it will not be possible because it is too hopeful to people who are very unreachable fanatical fans will always imagine their idol to be their partner.

(Asik 00 line) it can be concluded that he is not a fanatical fan, but just an ordinary fan of NCT because the comments only show that he only admires the NCT Dream member who incidentally was born in 2000, commonly known as the 00 line. He doesn't seem to be exaggerating his comments or his words.

Illocutionary

The second type of speech act found was the illocutionary act, an illocutionary act that not only conveys the true meaning of an utterance, but also has another purpose for

delivering the speech. The following are comments found on social media and the classification between fanatical fans and ordinary fans Of NCT (Neo Culture Techonolgy) :

(Baru juga nyari ank anak aku, eh muncul terakhir) it can be concluded that it is a fanatical fan, because it looks like he is commenting or overreacting, he is looking for the whereabouts of his idol in an Instagram post but here he considers his idol as his son, that action is something that is not appropriate to be imitated.

(Chan bolehlah jadi pacarku) it can be said as a fanatical fan, because an ordinary fan should not be excessive in loving his idol let alone to want his idol to be his boyfriend, that of course will not be possible.

Perlocutionary

The last type of speech act is perlocutionary, perlocutionary itself is the meaning or attitude of a person towards a sentence that is heard or read. The following are comments found on social media and the classification between fanatical fans and ordinary fans Of NCT (Neo Culture Techonolgy) :

(Astaga plis jantungan liat dreamis) it can be seen that he is a fanatical fan, because the way he comments is very excessive, he feels as if he will die just because he sees a video of the NCT Dream members or what they often call dreamis.

(Lagu ini sangat bagus saya menyukainya) it can be seen that it's just an ordinary fan because he commented on the song sung by nct dream and gave a reaction that he liked the song.

Analysis of Differences in Social Life Between Fanatic Fans and Ordinary NCT (Neo Culture Technology) Fans

A person social life is certainly different, it can be seen from how their daily lives, no exception to the social life of *K-pop* idol fans, it is certain that their social life and even their daily life are very different from someone who is not very fond of the *K-pop* world, and also the life

between fanatical fans and *K-pop* fans is definitely different too.

Researcher have also researching how social life differs between fanatical fans and ordinary fans of NCT (Neo Culture Technology), whether it's lifestyle or how to dress everyday. Fans who love their idols too much tend to dress too much or they will follow their style of dress, talk, walk and even their way of eating, but sometimes there are usually many online shops or stores that sell clothes that are exactly the same as those worn by their idols, these fans will compete to buy something similar to what their idols wear, be it clothes, shoes or other knick-knacks.

IV CONCLUSION

The researcher collected data from NCT Dream's official Instagram and Twitter, which were posted on 10 May 2022 to 12 May 2022. From the 85 primary examples that can be found, the speech acts found in the comments are 27 locutionary acts, 33 illocutionary acts and 24 perlocutionary acts. The most common speech acts in the comments of fans on social media are illocutionary acts. From 85 primary data, 55 examples of fanatical fan comments were also found and only 30 an ordinary fans, this can explain that most people who see NCT (Neo Culture Technology) Dream postings are dominated by Fanatic fans. From the research that has been shown it can be concluded that fanatical fans are always in the realm of *K-pop* music. The researcher also collected how the difference between social life between fanatical fans and ordinary fans, it can be seen that there are differences in how they use their money to satisfy their pleasure by buying unnecessary

things with a very expensive budget, buying albums and photocards.

Suggestions

There are several suggestions that submitted after conducting this research, for further research it is hoped that it can further examine the impact of a speech act on the community environment. Speech acts are a very broad linguistic research that will never run out to be studied. For example, in this study, it was found that there were many impacts that appeared on comments between fanatical fans and ordinary fans of NCT (Neo Culture Technology). Researcher hope that later this research can be the basis for future researchers in conducting their research, although there are still many shortcomings and also something that is still not understood also for fans of *Kpop* fans can also be wiser to comment or speak in their daily life.

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