



**PARTICIPATORY CULTURE OF ARCTIC MONKEYS' FANDOM
IN INDONESIA THROUGH INSTAGRAM**

UNDERGRADUATE THESIS

**Compiled for Fulfilment of the Requirements for the Degree of Bachelor of
Communication Science in Communication Science Program**

Dethisa Izza Nabila

14040119190064

Supervisors:

Dr. Triyono Lukmantoro, S.Sos., M.Si.

Dr. Nurul Hasfi, S.Sos., M.A.

**INTERNATIONAL UNDERGRADUATE PROGRAM OF
COMMUNICATION SCIENCE**

FACULTY OF SOCIAL AND POLITICAL SCIENCE

DIPONEGORO UNIVERSITY

2024

DECLARATION OF AUTHENTICITY PAGE

Name : Dethisa Izza Nabila
Student ID : 14040119190064
Birth Date : Jakarta, March 11th, 2002
Major : Communication Science
Address : Jalan Letnan Arsyad, Bekasi, West Java

I solemnly declare that the thesis that I have written is entitled:

PARTICIPATORY CULTURE OF ARCTIC MONKEYS' FANDOM IN INDONESIA THROUGH INSTAGRAM

Is the result of my scientific writing, not the result of other people's scientific work or plagiarism of other people's scientific work. Suppose in the future, it turns out that the scientific work I have written is proven not to be the result of my scientific work or the result of plagiarism of other people's work. In that case, I can accept the applicable academic sanctions (revocation of graduation predicate and bachelor's degree).

Thus, I make this statement truthfully and with full awareness and responsibility.

Semarang, February 18th 2024

Dethisa Izza Nabila



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
UNIVERSITAS DIPONEGORO
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Jalan dr. Antonius Suryo
Kampus Universitas Diponegoro
Tembalang Semarang Kode Pos 50275
Telepon/Faksimile (024) 7465407
Laman www.fkip.undp.ac.id
Pos-el. fkip[at]undp.ac.id

SURAT PERNYATAAN KEASLIAN KARYA ILMIAH (SKRIPSI/TA*)

Saya yang bertandatangan dibawah ini :

1. Nama Lengkap : Dethisa Izza Nabila
2. Nomor Induk Mahasiswa : 14040119190064
3. Tempat / Tanggal Lahir : Jakarta, 11 Maret 2002
4. Departemen / Program Studi : S1 IUP Ilmu Komunikasi
5. Alamat : Taman Kayuringin Barat B2/5, Bekasi

Menyatakan dengan sesungguhnya bahwa karya ilmiah (Skripsi / TA) yang saya tulis berjudul :
Budaya Partisipatif Komunitas Penggemar Arctic Monkeys di Indonesia Pada Instagram

Adalah benar-benar Hasil Karya Ilmiah Tulisan Saya Sendiri, bukan hasil karya ilmiah orang lain dan juga tidak mengandung plagiasi dari sumber informasi lainnya. Hal ini diperkuat dengan hasil uji kemiripan Turnitin yang kurang dari 20 %.

Apabila dikemudian hari ternyata karya ilmiah yang saya tulis itu terbukti bukan hasil karya ilmiah saya sendiri atau hasil plagiasi karya orang lain, maka saya sanggup menerima sanksi berupa pembatalan hasil karya ilmiah saya dengan seluruh implikasinya, sebagai akibat kecurangan yang saya lakukan.

Demikianlah surat pernyataan ini saya buat dengan sebenar-benarnya dan dengan penuh kesadaran serta tanggung jawab.

Semarang, 20 Februari 2024

Mengetahui,

Dosen Pembimbing

Dr. Triyono Lukmantoro, S.Sos., M.Si

Pembuat Pernyataan,

Dethisa Izza Nabila

Ketua Program Studi

S. Rouli Manalu S.Sos., MCommSt., Ph.D

*) Lampirkan dokumen hasil uji Turnitin yang menunjukkan uji kemiripan <20%

VALIDITY PAGE

VALIDITY PAGE


Undergraduate Thesis Title: Participatory Culture of Arctic Monkeys' Fandom in
Indonesia Through Instagram

Author Name : Dethisa Izza Nabila

Student ID : 14040119190064

Major : Communication Science

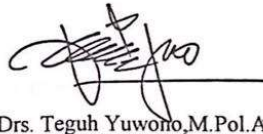
Dean



Dr. Drs. Teguh Yuwono, M.Pol.Admin

NIP. 19609822.19940.3.003

Vice Dean I

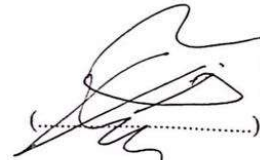


Dr. Drs. Teguh Yuwono, M.Pol.Admin

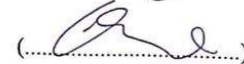
NIP. 19609822.19940.3.003

Thesis Supervisor:

1. Dr. Triyono Lukmantoro, S.Sos., M.Si.



2. Dr. Nurul Hasfi, S.Sos., M.A



Thesis Examiner:

1. Dr. Lintang Ratri Rahmiaji, S.Sos., M.Si.



MOTTO PAGE

Do manifest. Do manifest. Do manifest. Your manifestation is already happening.

DEDICATION PAGE

This thesis is dedicated to Dethisa in 2026 who is already in Sheffield, married to Ankeryla February, live & work together there, study at University of Sheffield while chasing my dream with Arctic Monkeys & Domino Recording.

This thesis is also dedicated to my parents who are still in Indonesia and proud of their first daughter, me, because I am able to send back money to them.

ABSTRACT

Name: Dethisa Izza Nabila

ID: 14040119190064

Title: Participatory Culture of Arctic Monkeys' Fandom in Indonesia Through Instagram

Drawing on theories of participatory culture, social identity, and new media, the study investigates how fans interact and express themselves in this digital context. This qualitative study employs a textual analysis approach, to examine the comments left by followers on the Instagram feed posts of the @arcticmonkeysindonesia account. The research delves into the data obtained through comment extraction, exploring the variety of perspectives and narratives woven within the online fan community. The research findings suggest that Instagram is a key platform for Arctic Monkeys fans in Indonesia to engage with the band, each other, and the broader fan community. Fans use Instagram to share and discuss music, news, and personal experiences, as well as to create and share fan art, memes, and other creative content. This participatory culture provides fans with a space to connect with others who share their love of the band, express their own identities, and build community.

Keywords: Arctic Monkeys, Participatory Culture, Fandom, Instagram

PREFACE

During the thesis journey, I explored the participatory culture of Arctic Monkeys fans in Indonesia, with a focus on Instagram. Motivated by a passion for music, fan engagement and digital culture, I sought to understand how fans interact and express themselves in this digital context.

As I finally complete this thesis, I wish to express my gratitude to the individuals who have contributed to its fruition:

1. Almighty God, who is expecting me in heaven. I am fully aware He has given me an immense amount of love.
2. My beloved family who has given their best solid support, motivation, and patience throughout this journey.
3. Dr. Triyono Lukmantoro, S.Sos., M.Si., Dr. Nurul Hasfi, S.Sos., M.A, and Dr. Lintang Ratri Rahmiaji, S.Sos., M.Si. as my thesis supervisors and examiners, for their helpful guidance and assistance from the proposal stage to the completion of this work. I am grateful for the knowledge and mentorship they have provided.
4. All the Communication Science lecturers and Communication Science administration staffs for teaching and serving us in Communication Science. Everyone is the best.
5. Arctic Monkeys Indonesia on Instagram, for allowing me to utilize the account and their followers as the subject of my research. Mostly, thank you for making me cry the most during the writing process as some of the contents quite triggered my *post-concert depression* (PCD).

6. Ankeryla Februardy, the one who let me express the worst part of myself yet still accepts, protects, and be patients with me, believing in my growth. This is not enough but we can continue that later.
7. Kak Paundria Dwijastuti, for her invaluable assistance as a reviewer, and discussion partner throughout this thesis journey. Her support and willingness to engage, even during moments of frustration.
8. Last but not least, my friends, for being there to lighten the mood and provide entertainment during breaks from my thesis work. The humour and companionship have been a refreshing break from the academic grind, and I appreciate the laughter and enjoyment you've brought into my life, your presence has made my journey more enjoyable. You know who you are.

TABLE OF CONTENTS

DECLARATION OF AUTHENTICITY PAGE	ii
VALIDITY PAGE	iv
MOTTO PAGE	v
DEDICATION PAGE	vi
ABSTRACT	vii
PREFACE	viii
TABLE OF CONTENTS	x
TABLE OF IMAGES	xiii
TABLE OF FIGURES	xv
CHAPTER I	1
1.1 Research Background.....	1
1.2 Formulation of The Problem	19
1.3 Research Objectives	20
1.4 Research Significance	20
1.4.1 Theoretical Significance	20
1.4.2 Practical Significance.....	20
1.4.3 Social Significance	21
1.5 Theoretical Framework	21
1.5.1 Research Paradigm	21
1.5.2 State of The Art.....	23
1.6 Theory	25
1.6.1 Participatory Culture.....	25
1.6.2 Social Identity Theory	27
1.6.3 New Media Theory.....	29
1.7 Conceptual Operationalization	31
1.7.1 Participatory Culture.....	31
1.7.2 Fandom Identification.....	31
1.7.3 Fan Community Building.....	32
1.8 Research Assumption	33
1.9 Research Method.....	35

1.9.1 Research Type	35
1.9.2 Research Site	37
1.9.3 Research Subject	37
1.9.4 Data Type and Resources	37
1.9.5 Data Collecting Technique	37
1.9.6 Data Analysis and Interpretation	38
1.9.7 Data Quality (Goodness Criteria)	43
CHAPTER II	46
2.1 Arctic Monkeys in the Music Scene.....	46
2.2 Instagram as A Catalyst for Participatory Culture	50
2.3 Arctic Monkeys’ Participatory Culture in Indonesia	53
2.3.1. Fan Art.....	55
2.3.2 Concert Photos and Videos.....	56
2.3.3 Music Reviews.....	58
2.3.4 Fan Community Building.....	60
CHAPTER III	62
3.1 Data Findings	62
3.2 Thematic Analysis	66
3.2.1 Concert-related Contents	66
3.2.2 Arctic Monkeys’ Photo/Video	86
3.2.3 Arctic Monkeys’ Update.....	90
3.2.4 Meme	94
3.2.5 Fan Interaction.....	104
3.2.6 Fan Edit	110
3.2.7 Merch.....	118
3.2.8 Arctic Monkeys’ Trivia.....	121
3.2.9 Music Discourse	126
3.2.10 Fan Activity.....	137
3.2.11 Other	146
CHAPTER IV	150
4.1 The Positioning of Arctic Monkeys within Indonesian Fans	151
4.2 Fans Positioning in The Community.....	163
4.2.1 Self-positioning of fans within the narrative	163

4.2.2	Interactional narratives by fans within the fandom	166
4.2.3	Joint interactional engagement of all participants	170
4.3	Identity Construction and Broader Discourse	172
CHAPTER V	178
5.1	Discussions and Conclusion	178
5.1.1	Discussion on Participatory Culture	178
5.1.2	Conclusion	181
5.2	Limitation Buried and Future Direction	183
BIBLIOGRAPHY	185

TABLE OF IMAGES

Image 1.1. 1 List of most used social media platforms as per January 2023 in Indonesia	10
Image 1.1. 2 Overview of Indonesia’s population who active social media users as per January 2023	11
Image 1.1. 3 Instagram user in Indonesia	11
Image 1.1. 4 Instagram fanbase page of Arctic Monkeys Indonesia	13
Image 1.1. 5 Instagram page for Tribute Gigs event made by Arctic Monkeys Indonesia fanbase.	13
Image 1.1. 6 E-commerce page for selling merchandise made by Arctic Monkeys Indonesia fanbase.	14
Image 1.1. 7 Instagram Account @arcticmonkeysindonesia repost fan’s analysis regarding correlation between show concept and Arctic Monkeys’ album.	14
Image 1.1. 8 Instagram Account @arcticmonkeysindonesia repost fan-made-recreate content.	15
Image 1.1. 9 Instagram Account @arcticmonkeysindonesia repost fan-made-recreate content.	15
Image 1.1. 10 Instagram Account @arcticmonkeysindonesia repost Arctic Monkeys’ song cover by Indonesian singer, Pamungkas.	16
Image 1.1. 11 Instagram Account @arcticmonkeysindonesia posting news from the band.	16
Image 1.1. 12 Instagram Account @arcticmonkeysindonesia posting news from the band.	17
Image 1.1. 13 Instagram Account @arcticmonkeysindonesia repost the Indonesian promotor for Arctic Monkeys’ staff’s status regarding appreciation from the Arctic Monkeys	18
Image 2.3.1. 1 A Fanart of Alex Turner by a fan.	55
Image 2.3.2. 1 Fan-captured picture of Arctic Monkeys’ concert in Indonesia... ..	57
Image 2.3.2. 2 Fans shared post-concert photos of Arctic Monkeys in Indonesia.	57
Image 2.3.2. 3 A trend shared by a fan.	58
Image 2.3.3. 1 Fans are discussing Arctic Monkeys’ musicality.....	59
Image 2.3.4. 1 Alex Turner edited in Instagram trends of high school photobooks.	60
Image 3.2.1.1. 1 A screenshot of Direct Message showing a hint of concert venue.	67
Image 3.2.1.1. 2 Arctic Monkeys Pre-concert stage.	76
Image 3.2.1.2. 1 Concert view of Arctic Monkeys concert.	81
Image 3.2.2. 1 Arctic Monkeys performing 'Do I Wanna Know'.	86
Image 3.2.2. 2 Arctic Monkeys performance photo.....	90
Image 3.2.3. 1 Jamie Cook of Arctic Monkeys.....	91
Image 3.2.3. 2 Arctic Monkeys departing for a trip.....	92

Image 3.2.4. 1 Tracklist of Arctic Monkeys new album 'The Car' with a bit of twist.....	95
Image 3.2.4. 2 Alex Turner and Alexa Chung edited for Idul Fitr post.....	97
Image 3.2.4. 3 Meme of President of Indonesia with Alex Turner crossover.	98
Image 3.2.5. 1 Interaction of Liam Gallagher and Arctic Monkeys' fan.	104
Image 3.2.5. 2 A fan encounter with Alex Turner.	107
Image 3.2.6. 1 Alex Turner edited in a blue background.....	111
Image 3.2.6. 2 Alex Turner edited into Spiderman.....	115
Image 3.2.7. 1 Sample of Arctic Monkeys' merch.....	119
Image 3.2.8. 1 Alexa Chung sharing about Alex Turner.	122
Image 3.2.8. 2 Album inspiration of Tranquility Base Hotel & Casino.	124
Image 3.2.9. 1 A post about Cornerstone discography.	126
Image 3.2.9. 2 Post about Arctic Monkeys album discussion.	131
Image 3.2.9. 3 Post of discourse regarding AM Best Album.	134
Image 3.2.10. 1 Fan Activity listening party.....	138
Image 3.2.10. 2 Teaser of Arctic Monkeys' listening party.	139
Image 3.2.10. 3 Arctic Monkeys ticket giveaway.....	142
Image 3.2.10. 4 A post about fan gathering.	145
Image 3.2.11. 1 A post about Kanjuruhan incident in 2022.	147
Image 3.2.11. 2 A post about 1975 performance cancellation.....	147
Image 3.2.11. 3 A post about Indonesia's first man gold medal on football.....	148
Image 4.1. 1 Alex Turner in front of Alfamart.	152
Image 4.1. 2 Arctic Monkeys' Vocalist, Alex Turner dressed in Pemuda Pancasila's uniform.	156
Image 4.1. 3 Post regarding Matthew Helders.....	160
Image 4.2.1. 1 Alex Turner's fashion evolution.....	164
Image 4.2.2. 1 A post of a fan sharing their awkward experience during Arctic Monkeys' concert.	167
Image 4.2.3. 1 A fan sharing anecdote about their family and Arctic Monkeys.	171
Image 4.3. 1 Fan activities organized by @arcticmonkeysindonesia.	173
Image 4.3. 2 Fan-made content during the concert.....	175
Image 4.3. 3 Fan edits posted on @arcticmonkeysindonesia.	177

TABLE OF FIGURES

Figure 3.1. 1 The composition of contents published by @arcticmonkeysindonesia	66
Table 3.2.1.1. 1 Part of comments from the post regarding promotor's DM on @arcticmonkeysindonesia	70
Table 3.2.1.1. 2 Table of comments regarding fans concert OOTD.....	75
Table 3.2.1.1. 3 Part of comments on the post related the pre-stage post from @arcticmonkeysindonesia	80
Table 3.2.2. 1 Table of comments regarding Arctic Monkeys performance 'Do I Wanna Know'.....	89
Table 3.2.3. 1 Comments about Arctic Monkeys trip departure.....	93
Table 3.2.4. 1 Comments regarding new album 'The Car'.....	96
Table 3.2.4. 2 Table of comments regarding Alex Turner and Mr Jokowi's crossover.....	103
Table 3.2.5. 1 Table of comment about Liam Gallagher and Arctic Monkeys' interaction.....	106
Table 3.2.5. 2 Table of comments about Alex Turner and fan encounter.....	109
Table 3.2.6. 1 Table of comments regarding Alex Turner's blue background edit.....	114
Table 3.2.6. 2 Comments about Alex Turner's Spiderman edit.....	117
Table 3.2.7. 1 Sample of Arctic Monkeys Comment regarding the merch	120
Table 3.2.8. 1 Table of comments regarding Alex Turner's trivia.....	123
Table 3.2.8. 2 Comments regarding album trivia.....	125
Table 3.2.9. 1 Table of comments regarding Cornerstone discussion.....	130
Table 3.2.9. 2 Table of comment regarding Arctic Monkeys' song.....	133
Table 3.2.9. 3 Comments about Arctic Monkeys' Album.....	135
Table 3.2.10. 1 Comments regarding fan activity.....	141
Table 3.2.10. 2 Sample of comment regarding giveaway.....	145
Table 4.1. 1 Extracted comment on Alex Turner edit.....	155
Table 4.1. 2 Several comments extracted from @arcticmonkeysindonesia.....	158
Table 4.1. 3 Comments of Matthew Helder's related post.....	161
Table 4.2.2. 1 Comments on awkward moments during concert.....	169