

CHAPTER V

CONCLUSIONS

Chapter V provides conclusions based on research findings collected on @arcticmonkeysindonesia social media account, as well as discussion and recommendation for future research. This chapter will also review the purpose of the study, literature review and the findings of the research.

5.1 Discussions and Conclusion

5.1.1 Discussion on Participatory Culture

From 289 posts narrowed down to 36 posts selected based on relevance to the theme and engagement with each content, here are the conclusions regarding participatory culture in the Arctic Monkeys' fan community on Instagram through the @arcticmonkeysindonesia account:

1. Low Barriers to Participation:

The analysis of comments from the @arcticmonkeysindonesia Instagram account highlights the accessibility of the platform. Fans can easily post comments (without needing special technical skills) to share their interpretations of the band's music, lyrics, and visuals. For instance, one comment reads: "Arctic Monkeys' music has been a constant presence in my life since middle school, shaping my experiences across different technological eras, and their song "You Probably Couldn't See for The Lights, But You

Were Staring Straight at Me" (see Chapter IV, section 4.2.1). This showcases how a fan uses readily available commenting features to express not only their interpretation but also a deep, emotional connection with the Arctic Monkeys that spans significant periods of their life.

2. Creation and Sharing:

The analysis identified numerous examples of fan-created content. This includes artwork posted in response to the band's music videos or photos (e.g., a fan edit inspired by the visuals of "Stop the World I Wanna Get Off With You," see Chapter III, section 3.2.6). It also includes comments offering in-depth interpretations of lyrics (e.g., a comment dissecting the metaphors used in "Cornerstone", see Chapter III, section 3.2.9) and even the creation of fan videos compiling live performance clips (e.g., a compilation of fan-recorded clips from the Jakarta concert shared on a fan story, see Chapter VI, section 4.3). These creations are then shared within the community through comments and story mentions.

3. Informal Mentorship:

The analysis revealed instances where experienced fans guide or inform newer fans. This can be seen in comments where fans explain hidden references within the music videos or provide historical context about the band's evolution for newer fans. It is also shown through contents such as fans' album's in-depth personal analysis (see Chapter III, Image 3.2.8.2) which is reposted on the @arcticmonkeysindonesia account. It facilitates knowledge sharing and learning among fans, with those producing insightful analyses becoming informal mentors to others seeking a deeper understanding of the band's music.

By reposting this kind of analysis, the account ensures followers stay informed and engaged.

4. Sense of Contribution:

The analysis found many examples where fans express their opinions and engage in discussions about the band's work. This demonstrates a belief that their contributions hold value within the community. For instance, comments discussing the meaning of specific lyrics or analyzing the band's musical style showcase this sense of contribution.

5. Social Connection:

The analysis identified a strong sense of social connection among fans (see Chapter III, section 3.2.10 and Chapter IV section 4.2.2). This is evident through comment threads where fans discuss their experiences at concerts (e.g., sharing memories from the Jakarta concert, see Image 4.2.2.1), share recommendations for other bands, or express enthusiasm for participating in offline events, even if it's just by sharing event information, to express their sense of belonging to the online community.

The analysis identified a strong sense of social connection among fans, but it also extends outwards, fostering a sense of national identity. This is evident through the use of Bahasa Indonesia within comments, discussions about attending Indonesian concerts (see Chapter III, section 3.2.1), discussions about what's trending in Indonesia (see Chapter III, section 3.2.11) and the support for local artist(s) (see Chapter I, Image 1.10). This suggests that the online fan community transcends a purely international fandom, fostering social connection and a sense of national pride among Indonesian Arctic Monkeys fans.

These findings strongly suggest that the Indonesian Arctic Monkeys fan community thrives on a participatory culture. Fans actively interpret and engage with the band's work, contribute their own creative expressions, and connect with each other to form a shared experience. This aligns with Jenkins' notion of participatory culture empowering individuals to become active participants in shaping and sharing cultural experiences.

5.1.2 Conclusion

In this research, a qualitative study was employed to investigate the participatory culture of Arctic Monkeys fandom in Indonesia. This research holds two main objectives; (1) Provide a comprehensive understanding of participatory culture within the context of Arctic Monkeys' fanbase on Instagram in Indonesia, and (2) Explain how fans continue to contribute, connect, and shape their fandom experience via social media Instagram, even without direct involvement with their object of interest. Using the small stories narrative and participatory culture framework, this research answered the research question as follows:

RQ: How is participatory culture continuing to survive, even in situations where direct involvement from band to fans is minimal?

Based on the narrative of fans interaction on Instagram of @arcticmonkeysindonesia, it is apparent that aside of agency's measure to promote the band, the active participation of fans is essential on band's reception in public eyes. A safe and fun fan community is also contributing to the participatory culture of Arctic Monkeys in Indonesia. The true

strength of Arctic Monkeys fan base lies in its ability to nurture a thriving online community.

The fanbase, represented by @arcticmonkeysindonesia, plays a pivotal role in shaping this participatory culture. They not only moderate online discussions but also share in-depth information and organize offline gatherings, fostering a strong sense of community. Fans vary in their roles, from dedicated followers sharing personal stories to casual listeners and creative contributors, all contributing to a diverse and inclusive fandom. This variety enriches the community, ensuring that it remains accessible and engaging for all levels of fans. Besides that, the fun, open, and warm culture of the fandom contributes to the longstanding participatory culture within the community.

In essence, the participatory culture within this community is marked by a blend of humour, creativity, and shared experiences is what keeps the fan-club alive, even with a minimal involvement of the band.

5.2 Limitation Buried and Future Direction

While this research successfully answered its initial research question and confirmed the applicability of small stories theory for analyzing online fan interaction, it also reveals exciting space for further research direction. The research points to the need for a deeper understanding of the nuances within the participatory culture of the Arctic Monkeys' Indonesian fandom. This can involve exploring the role of language, gender, and social class in shaping fan interactions.

Examining how these factors influence the construction of meaning, expression, and identity within the online community can provide a richer understanding of the group dynamics and individual motivations.

Additionally, these insights could be valuable for marketers and agencies aiming to engage authentically with Arctic Monkeys fans globally on Instagram. Strategies could include developing user-generated content campaigns, collaborating with fan accounts, and leveraging social media for the promotion of concerts and events. This approach would enhance understanding and engagement within this vibrant fan community.