

**THE ROLE OF ALTERNATE UNIVERSE (AU) FICTION FANS IN  
INCREASING THE READING INTEREST OF NCT FANS ON THE BASE**

**X ACCOUNT @nctzenhalu**

**THESIS**

Submitted to the Library Science Study Program, Faculty of Adab and Cultural  
Sciences, State Islamic University Sunan Kalijaga Yogyakarta to Fulfill One of the  
Requirements in Obtaining a Bachelor's Degree in Library Science



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Stating that the thesis entitled "The Role of Alternate Universe (AU) Fiction Fans in Increasing The Reading Interest of NCT Fans on The Base X Account @nctzenhalu" is the work of the researcher herself and not plagiarized from the work of others, except in writing cited following scientific standards and procedures listed in the bibliography. If in the future it is proven that it is plagiarized from the work of others, then all responsibility lies with the researcher herself.

Thus this statement letter is made and can be used as appropriate.

*Wassalamu'alaikum Wr. Wb.*

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**OFFICIAL NOTE**

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Dear Sir :

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*Assalamu'alaikum Wr. Wb.*

After reading, correcting, and suggesting improvements as necessary, I, as the supervisor, am of the opinion that her thesis:

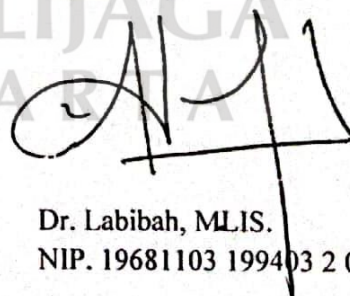
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Can be submitted as one of the requirements to obtain an undergraduate degree in the Library Science Study Program, Faculty of Adab and Cultural Science, State Islamic University Sunan Kalijaga Yogyakarta. Based on this, I hope that her thesis above can be immediately approved and presented in the *munaqosyah*.

Therefore, thank you for your attention.

*Wassalamu'alaikum Wr. Wb.*

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## MOTTO AND DEDICATION

“This is me being me. I would like to keep this sincerely real and really take this time to thank God for all that I have and all of what I am. Thank you for Your purpose and all that You have given. I will try my best to live it to the fullest.”

- Mark Lee

Gratitude and thanks to Allah SWT for all the blessings that never stop.

Thank you to my parents, Mrs. Selamat Riyanti and Mr. Widodo who have always been the reason for me to stand up to this moment. Also for my only younger brother and older sister, Naffi and *Mbak* Ririn who always bring color and meaning to my life.

Thank you to all my best friends who always wait for me to come home,  
Amirah, Risma, and Tirza.

Thank you to all my best friends who always keep me company in fear and courage, in good and bad times, Alifia, Pipah, Qila, Pavita, Affaf, and all members of KKN Pule 2023.

Thank you to all NCT members, especially the 7 members of NCT Dream, Mark, Renjun, Jeno, Haechan, Jaemin, Chenle, and Jisung who have always been along with me to growing and dreaming bravely.

## **ABSTRACT**

### **THE ROLE OF ALTERNATE UNIVERSE (AU) FICTION FANS IN INCREASING THE READING INTEREST OF NCT FANS ON THE BASE X ACCOUNT @nctzenhalu**

**Aulia Dwi Kusuma  
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This research aims to find out how the role of Alternate Universe (AU) fan fiction in increasing NCT fans' interest in reading on the base X account @nctzenhalu. The type of research method used is qualitative. The sampling technique in this research is snowball sampling. The data collection techniques used are observation, interviews, and documentation. The data analysis used is data collection, data reduction, data presentation, and conclusion drawing. The results of this study indicate that the Alternate Universe (AU) has a role in the reading interest of NCT fans on the @nctzenhalu base account which is shown through NCT fans' interest in the Alternate Universe (AU) itself and the impact that the Alternate Universe (AU) has on NCT fans' reading interest. NCT fans' interest in the Alternate Universe can be seen from their motivation, feelings, and the time they spend reading the Alternate Universe (AU). The interest shows the role of Alternate Universe (AU) as a media to attract NCT fans to read because Alternate Universe (AU) is used as a media of interaction and communication for fans to get more references and also promotion of their works, so Alternate Universe has a good impact that can increase NCT fans' interest in reading, although there is also a bad impact because reading Alternate Universe (AU) through a cellphone screen for too long can damage the health of NCT fans' eyes.

**Keywords:** Role, Alternate Universe (AU), Fiction Fans, Reading Interest, X (Twitter)

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## **ABSTRAK**

### **PERANAN ALTERNATE UNIVERSE (AU) DALAM MENINGKATKAN MINAT BACA PENGGEMAR NCT PADA AKUN BASE X @nctzenhalu**

**Aulia Dwi Kusuma**  
**20101040074**

*Penelitian ini bertujuan untuk mengetahui bagaimana peranan fiksi penggemar Alternate Universe (AU) dalam meningkatkan minat baca penggemar NCT pada akun base X @nctzenhalu. Jenis metode penelitian yang digunakan adalah kualitatif. Teknik sampling pada penelitian ini adalah snowball sampling. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Analisis data yang digunakan yaitu pengumpulan data, reduksi data, penyajian data, dan pengambilan kesimpulan. Hasil dari penelitian ini menunjukkan bahwa Alternate Universe (AU) memiliki peranan terhadap minat baca penggemar NCT pada akun base @nctzenhalu yang ditunjukkan melalui minat penggemar NCT terhadap Alternate Universe (AU) itu sendiri dan dampak yang diberikan Alternate Universe (AU) terhadap minat baca penggemar NCT. Adapun minat penggemar NCT terhadap Alternate Universe dapat terlihat dari motivasi, perasaan, dan waktu yang mereka habiskan dalam membaca Alternate Universe (AU). Minat tersebut menunjukkan adanya peranan Alternate Universe (AU) sebagai media untuk menarik penggemar NCT untuk membaca karena Alternate Universe (AU) digunakan sebagai media interaksi dan komunikasi para penggemar untuk mendapatkan lebih banyak referensi dan juga promosi karya-karya mereka, sehingga Alternate Universe memiliki dampak baik yakni dapat meningkatkan minat baca penggemar NCT, meskipun terdapat juga dampak buruk karena membaca Alternate Universe (AU) melalui layar ponsel terlalu lama dapat merusak kesehatan mata penggemar NCT.*

**Kata Kunci:** Peranan, Alternate Universe (AU), Fiksi penggemar, Minat baca, X (Twitter)

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## **PREFACE**

Praise and gratitude are due to Allah SWT for His grace, help, and guidance so that researcher can complete this thesis. Sholawat and greetings are upon the Prophet Muhammad SAW who is awaited for his syafa'at on the last day.

Without reducing respect, the researcher would like to thank every parties involved in the preparation of the thesis entitled “The Role of Alternate Universe (AU) Fiction Fans in Increasing The Reading Interest of NCT Fans on The Base X Account @nctzenhalu”. I dedicate this thesis to:

1. Prof. Dr. Muhammad Wildan, M.A., as the Dean of the Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga, who has given researchers the opportunity to study.
2. Prof. Dr. Nurdin, S.Ag., S.S., M.A., as the Head of the Library Science Study Program at UIN Sunan Kalijaga who has given researchers the opportunity to complete this thesis.
3. Dr. Anis Masruri, S.Ag., S.S., M.Si., as Academic Lecturer who has guided the author in lectures.
4. Dr. Labibah, MLIS., as Thesis Lecturer who has guided and directed the author in compiling this thesis.
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8. Friends of Library Science class of 2020, especially International Class A who have been faithfully accompanying and providing love and encouragement.
9. All NCT members and NCTZen accross Indonesia, as well as the base X account admin @nctzenhalu who have motivated me in preparing this thesis.
10. All parties who cannot be mentioned one by one, who have been involved in the preparation of this thesis until it is completed.

Hopefully this thesis can provide benefits for readers. The researcher feels that there are still many flaws in the preparation of this thesis. For this reason, the researcher really hopes for constructive criticism and suggestions.

Yogyakarta, 16 May 2024

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Researcher

## TABLE OF CONTENTS

THESIS .....	i
VALIDATION .....	ii
STATEMENT OF ORIGINALITY .....	iii
OFFICIAL NOTE.....	iv
MOTTO AND DEDICATION.....	v
ABSTRACT .....	vi
PREFACE .....	viii
TABLE OF CONTENTS .....	x
LIST OF IMAGES.....	xiii
LIST OF ATTACHMENT .....	xiv
CHAPTER I INTRODUCTION .....	1
1.1 Background of the Issue.....	1
1.2 Research Questions.....	7
1.3 Research Objectives and Benefits .....	7
1.3.1 Research Objective.....	7
1.3.2 Research Benefits.....	7
1.4 Writing System.....	8
CHAPTER II LITERATURE REVIEW AND THEORETICAL BASIS .....	10
2.1 Literature Review .....	10
2.2 Theoretical Basis .....	14
2.2.1 Social media.....	14
2.2.2 X/Twitter .....	16

2.2.3	Base account .....	17
2.2.4	Fan fiction works .....	18
2.2.5	Alternate Universe (AU) .....	19
2.2.6	Reading interest.....	20
CHAPTER III RESEARCH METHODS .....		25
3.1	Research Type .....	25
3.2	Research Location and Time .....	25
3.2.1	Research location .....	25
3.2.2	Research time.....	25
3.3	Subject and Object of Research.....	26
3.3.1	Research subject.....	26
3.3.2	Research object .....	26
3.4	Research Instruments .....	26
3.5	Data Sources.....	27
3.5.1	Primary data sources .....	27
3.5.2	Secondary data sources.....	30
3.6	Data Collection Techniques .....	30
3.6.1	Interview.....	30
3.6.2	Observation.....	32
3.6.3	Documentation .....	33
3.7	Data Analysis .....	34
3.8	Data Validity .....	36
3.8.1	Triangulation.....	36

3.8.2	Member-check .....	36
CHAPTER IV FINDINGS AND DISCUSSIONS .....		38
4.1	General Overview .....	38
4.1.1	NCT and their fans in Indonesia .....	38
4.1.2	Base Account @nctzenhalu on Social Media X .....	43
4.2	Discussion Results .....	46
4.2.1	The Interest of NCT Fans in Reading AUs on The Base Account @nctzenhalu .....	46
4.2.2	The Role of Alternate Universe (AU) as a Media in Attracting NCT Fans on The Base Account @nctzenhalu to Read .....	57
4.2.3	The Impact of Alternate Universe (AU) on The Reading Interest of NCT Fans on The Base Account @nctzenhalu .....	61
CHAPTER V CONCLUSION AND RECOMMENDATION .....		64
5.1	Conclusion.....	64
5.2	Recommendation.....	65
LITERATURES .....		66
ATTACHMENTS.....		70



## LIST OF IMAGES

Image 1. 1 Example of Alternate Universe (AU) By @lokahati.....	3
Image 1. 2 Base X Account @nctzenhalu.....	4
Image 1. 3 AU Readers' Comments on Base X Account @nctzenhalu .....	5
Image 4. 1 NCT's Members .....	39
Image 4. 2 NCT Dream as a Local Ambassador of Lemonilo .....	40
Image 4. 3 Birthday Project of NCT's Renjun .....	41
Image 4. 4 Watch together TDS The Movie .....	42
Image 4. 5 Donation Project for Palestine .....	43
Image 4. 6 @nctzenhalu Bot Accounts in Telegram .....	45
Image 4. 7 Example of AU with Informative Content by @chenskyjearth.....	49
Image 4. 8 NCT Fans's Reaction and Enthusiasm .....	52
Image 4. 9 NCT Fans's Reaction and Enthusiasm .....	52
Image 4. 10 Example of Few Tweets AU by @kalopsiauri.....	55
Image 4. 11 One NCT fan's reaction to an AU .....	58
Image 4. 12 Interaction between NCT Fans .....	59

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## LIST OF ATTACHMENT

<b>Attachment 1</b> Interview Transcript .....	70
<b>Attachment 2</b> Letter of Availability to be An Informant.....	94
<b>Attachment 3</b> Field Note.....	101
<b>Attachment 4</b> Documentation .....	109
<b>Attachment 5</b> Plagiarism Results Test.....	113
<b>Attachment 6</b> Curriculum Vitae.....	114



## **CHAPTER I INTRODUCTION**

### **1.1 Background of the Issue**

Indonesia is one of the countries with internet users using smartphone devices in the world. This can be seen from the number of internet users in Indonesia from the We Are Social report on the dataindonesia.id website, there were 212.9 million internet users in Indonesia at the beginning of 2023. Internet usage in Indonesia has increased compared to last year which amounted to 204.7 million users. Indonesian people generally use the internet to access social media. This can be seen from the We Are Social report on the dataindonesia.id website which shows that the number of active social media users in Indonesia was 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country.

In Indonesia itself, there are many social media that can be accessed by its people. However, they generally use the internet to access social media such as Youtube, Twitter, Instagram and others (Komariyah & Rachmani, 2022, p. 38). Based on a survey conducted by GWI on the GoodStats.id website, there are seven social media that are most accessed by Indonesians, namely WhatsApp, Instagram, Facebook, Tiktok, Telegram, Twitter, and FB Messenger.

Twitter is one of the social media that is included in the social media that is widely accessed by Indonesians. In 2023, Twitter has changed its name to X as one of the broader rebranding efforts. But in general, the name

change does not affect the features and settings that existed previously (*Republika.co.id*). X is an online social media and microblogging service that allows users to send and read text-based messages (Komariyah & Rachmani, 2022, p. 41). Many people today are using social media X as a media in literacy and creating fictional literary works or fictional stories. Fiction is a narrative discourse that is fictional or imaginary that does not really happen in real life (Nurgiyantoro, 1998, p. 2). Works of fiction can not only be accessed physically, but can also be accessed in digital form through electronic media. This type of popular literature in digital form is commonly referred to as cyber literature (Farhanah & Yanti, 2022, p. 611).

One of the digital media that provides access to digital literature is social media, such as X. Through X, people can read tweets or access fictional stories, one of which is fan fiction. Especially for K-Pop fans, fan fiction stories are familiar to them. Merawati (2016, p. 125) explained that fan fiction is a work that becomes a meeting place for fans and idols like in the real world, which they usually call '*halu*'.

The name for fan fiction on platform X is Alternate Universe (AU), which takes the form of threads with a number of fan-made characters. Alternate Universe (AU) according to Komariyah & Rachmani (2022, p. 43) is a fan-created fictional story set in another parallel where the storyline is as natural as possible so that readers can get into the story. Alternate Universe (AU) is just like other fictional stories that have genres such as



romance, family, friend, comedy, horror, thriller, fluffy, angst, and slice of life.



Image 1. 1 Example of Alternate Universe (AU) By @lokahati  
Source: X Account @lokahati, 2023

The popularity of the Alternate Universe (AU) has led a group of fans or what is commonly referred to as the fandom of a particular group to base accounts on X as a place to share their literary fiction. The term account base itself is a group or part of people who use X, who have the same likes, passions, interests, and hobbies (CampusDigital.id).

One of the base X accounts that has around 400 thousand followers is @nctzenhalu which is a collection of fans of the South Korean boy group NCT (Neo Culture Technology). Based on internal Twitter data in 2021, NCT is one of the most talked about boy groups from South Korea in Indonesia, ranking second only to BTS. NCT's popularity makes them do many activities and events such as concerts and fan meetings with their fans

in Indonesia. NCT fans themselves have an official fandom name called NCTzen.

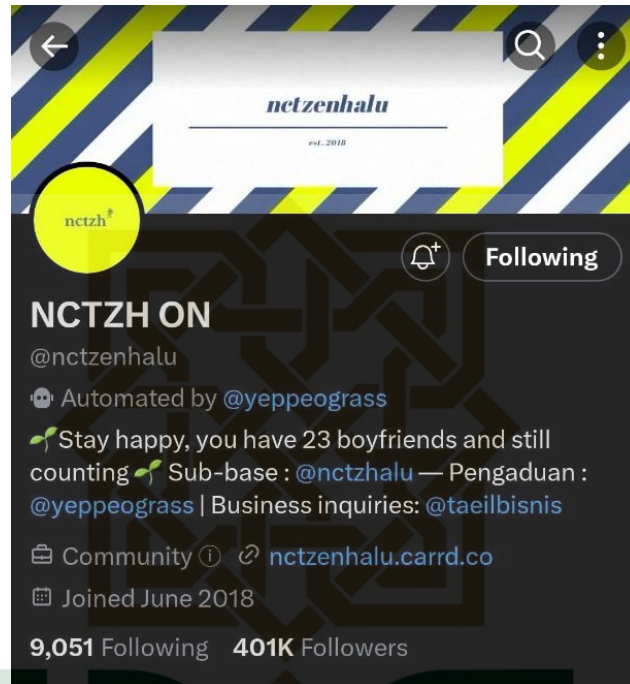


Image 1. 2 Base X Account @nctzenhalu  
Source: Base X Account @nctzenhalu, 2023

Through this base X account, it can be seen how much enthusiasm NCT fans or NCTzen have in reading AU fiction works created by fellow fans. This can be seen from the comments column which contains positive comments from readers of a particular AU, so that it can be related to the reading interest indicators which include feelings of pleasure, concentration, use of time, motivation to read, emotions in reading, and effort to read (Crow and Cow in Komariyah & Rachmani, 2022, p. 39).



Image 1. 3 AU Readers' Comments on Base X Account @nctzenhalu  
Source: Base X Account @nctzenhalu, 2023

Komariyah & Rachmani (2022, p. 39) states that reading interest is a person's interest or desire in reading so that it creates motivation to study the subject further. Reading interest needs to be instilled from an early age. The importance of a person to have a high interest in reading is to add insight or knowledge to increase someone's intelligence so that the quality of human resources and education in a country will also increase.

One way to stimulate someone's interest in reading is to use interesting media (Komariyah & Rachmani, 2022, p. 40). Alternate Universe (AU) which is widely used by NCT fans has the potential to be a means to stimulate interest in reading supported by the number of active users on the base X account @nctzenhalu. The popularity of AU on X social media makes some people make it their preferred reading media. Apart from

the interesting form of reading because it is in the form of chats in the chat room on social media, AU is also very easy to access at any time without charge from the author.

Based on this background, this research wants to show how the role of Alternate Universe (AU) fan fiction stories in increasing NCT fans' reading interest in base X @nctzenhalu. Through the theory of reading interest indicators from Crow and Cow (Komariyah & Rachmani, 2022, p. 39) which include feelings of pleasure, concentration, use of time, motivation to read, emotions in reading, and effort to read. Based on this, the researcher divides these indicators into three overviews, namely motivation in reading, feelings in reading, and time spent in reading. The three overviews are divided based on the similar characteristics of some of the reading interest indicators. The motivation to read and effort to read indicators have the same character where motivation which is a person's encouragement to read involves a person's effort in doing so, so that it becomes an overview of motivation in reading. While the indicator for feelings of pleasure and emotions in reading has the same character where feelings and emotions will arise from within a person in reading, it becomes an overview of feelings in reading. The last indicator is the use of time and concentration which has the same character because a person's concentration level in reading is also affected by how much time and when they read, so it becomes an overview of time spent in reading.



## **1.2 Research Questions**

Based on the mentioned background, there are two research questions in this research, those are:

1. How is the interest of NCT fans in reading AUs on the base account @nctzenhalu?
2. What is the role of Alternate Universe (AU) as a media in attracting NCT fans on the base account @nctzenhalu to read?
3. Is there an impact of Alternate Universe (AU) on the reading interest of NCT fans on the base account @nctzenhalu?

## **1.3 Research Objectives and Benefits**

### **1.3.1 Research Objective**

Based on the research questions described above, the purpose of this research is divided into two purposes, those are:

1. To find out how is the interest of NCT fans in reading AUs on the base account @nctzenhalu,
2. To find out how is the role of Alternate Universe (AU) as a media in attracting NCT fans on the base account @nctzenhalu to read,
3. To find out the impact of Alternate Universe (AU) on the reading interest of NCT fans on the base account @nctzenhalu.

### **1.3.2 Research Benefits**

By conducting this research, the researcher can find out about the role of AU as one of the reading materials in increasing reading interest

in NCT fans who are many in Indonesia. With the existence of reading materials such as AU, which contains fictional stories about their idols and is easily accessed through smartphones which are currently inseparable from our lives.

Theoretically, the researcher hopes that this research can add insight, knowledge, and information about the role of AU in increasing NCT fans' interest in reading on the base X @nctzenhalu account.

Practically, the researcher hopes that the results of this research can contribute specifically to science in the field of Library Science, especially in Reading Interest Development. In addition, the lack of research that discusses Alternate Universe (AU) fan fiction makes the researcher hope that later this research can be used as a reference for future research.

#### **1.4 Writing System**

The writing of this thesis is inseparable from the writing system which is useful for describing each part clearly the parts to be written. The writing system in this research proposal is as follows:

CHAPTER I Introduction. This chapter contains the background of the problem, issue formulation, research objectives and benefits, and proposal writing system.

CHAPTER II Literature Review and Theroretical Basis. This chapter contains a literature review and theoretical basis used in this research based on the theme of the research that has been done.

CHAPTER III Research Methods. This chapter contains the research type, research location and time, subject and object of research, research instruments, data sources, data collection techniques, data analysis, and data validity.

CHAPTER IV Discussion. This chapter will explain the role of AU in increasing the reading interest of NCT fans on the base X @nctzenhalu account. The discussion in this chapter will answer the questions in the issue formulation.

CHAPTER V Closing. This chapter contains the results of the research in the form of conclusions from the discussion and also contains suggestions.



## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

Based on the research conducted, it can be concluded that Alternate Universe (AU) has a role in attracting NCT fans in reading which can be seen from the interest of NCT fans in Alternate Universe (AU), so Alternate Universe (AU) has an impact on NCT fans' reading interest.

As for NCT fans' interest in Alternate Universe (AU), it can be seen from their motivation in reading, where they make Alternate Universe (AU) a hobby and train their writing skills. Meanwhile, it can be seen from their feelings in reading that they can feel feelings and emotions that they have never felt before and increase their sense of empathy and care for their surroundings. For the time they spend reading Alternate Universe (AU), it can be seen that they read it in their spare time, when they are bored, and even before going to bed.

The role of Alternate Universe (AU) is as a media of interaction and communication by NCT fans to exchange information about Alternate Universe (AU). And through this interaction and communication, NCT fans get references to various kinds of Alternate Universe (AU) stories from other fans, and can promote the Alternate Universe (AU) works they create.

Alternate Universe (AU) has good and bad impacts on NCT fans' interest in reading, where Alternate Universe (AU) has a good impact because it can increase NCT fans' interest in reading, while the bad impact



is that Alternate Universe (AU) presented through cellphones can damage eye health if read for a long time.

## **5.2 Recommendation**

The X base account @nctzenhalu also assists NCT fans in their AU reading activities, where this account serves as a platform for communication and sharing information about Alternate Universe (AU) from NCT members. However, there are some suggestions that can help improve the performance of this account, such as reducing repetitive posts with the same content on the same day. It is recommended that posts with similar content be limited to one per day per sender. Additionally, the rules written in the bio of the X base account @nctzenhalu are outdated and have not been updated with new rules, which can confuse NCT fans, especially those who have recently joined the account. It is hoped that these rules will be promptly replaced with updated ones.

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