

## **ABSTRACT**

This research is titled Social Identity of K-Pop Fans in Bandung. This study uses a qualitative method with the theory of social identity proposed by Henri Tajfel. This research data collection techniques in the form of observation, literature study, interviews and documentation. The purpose of this study is to determine the social identity of k-pop fans in the city of Bandung.

After conducting interviews with 8 informants the researchers got results from the categorization of k-popers in Bandung that the reason the informants became k-popers was because they liked k-pop, as for some of the attributes they used such as key hangers, cases and others. Then the results of the identification of k-popers in Bandung that the informants had carried out activities related to k-pop, and finally the results of the social comparison of k-popers in Bandung where the advantages of k-popers are their cohesiveness and their shortcomings are very wasteful.

**Keywords: K-Popers, Social IdentityS**