

Teen Identity and K-Pop Fanaticism: Gender Perspectives and Implications for Guidance Services with A Systematic Literature Review

Ratu Amanda Rabiatul Adawiyah¹, Rika Damayanti², Hardiansyah Masya³

¹²³Universitas Islam Negeri Raden Intan Lampung, Indonesia

Correspondent: hardiansyah.masya@radenintan.ac.id³

Received : May 17, 2025

Accepted : July 10, 2025

Published : October 31, 2025

Citation: Adawiyah, R.A.R., Damayanti, R., & Masya, H., (2025). Teen Identity and K-Pop Fanaticism: Gender Perspectives and Implications for Guidance Services with A Systematic Literature Review. *Ijomata International Journal of Social Science*, 6(4), 1236-1253.

<https://doi.org/10.52728/ijss.v6i4.1784>

ABSTRACT: This study focuses on K-Pop fanaticism and its impact on the development of adolescent self-identity, with a particular focus on gender differences. The aim of this study is to examine how adolescents' involvement in K-Pop fandom influences their identity formation and its implications for self-development through personal counseling services. The method used is a Systematic Literature Review of articles in the Scopus database (2015–2024). The results of the study indicate that adolescents' involvement in K-Pop fandom can shape social and personal identities, but also pose risks such as excessive fanaticism and gender role distortion. Gender differences influence how adolescents internalize fandom culture, which directly impacts the dynamics of their self-development. These findings highlight the importance of personal guidance services that are responsive to popular cultural phenomena and sensitive to gender issues in order to support healthy and balanced adolescent identity development.

Keywords: Adolescent Identity, K-Pop Fanaticism, Guidance.



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

Adolescence is a transitional stage of life that produces many psychological and socio-emotional changes in identity formation. During this phase, influences from peer groups, media, and popular culture can become key factors in shaping their self-concept and social interactions ([Branje et al., 2021](#)). Among these cultural influences, the global phenomenon of K-POP has emerged as one of the primary forces shaping adolescent identity development worldwide ([Bogaerts et al., 2023](#)). K-POP, with its energetic and catchy music, visually stunning aesthetics, and ability to convey powerful stories through lyrics and music videos, has successfully captivated audiences and created a global phenomenon. Its success is evident in the high enthusiasm among teenagers who are captivated by the perfect combination of sound, visuals, and narrative presented. K-Pop's popularity has not only grown due to its entertainment value but also because of its ability to build emotional connections

with fans through heartfelt messages and extraordinary stage performances. This is what makes K-Pop more than just a music genre but also a lifestyle and a continuously evolving cultural phenomenon.

The rise of K-Pop as a cultural force would be unimaginable without its ability to create a sense of togetherness and belonging among its fans, commonly referred to as “fandom” ([Yin, 2023](#)). For teenagers, these fan groups enable self-expression, social networking, and identity exploration. However, the high level of participation and involvement, conventionally referred to as “fanaticism,” has raised serious concerns about the consequences of such involvement on the development of teenagers ([Nugraha & Komsiah, 2023](#)). Excessive involvement in the K-Pop phenomenon, particularly through idolization, is feared to have negative effects on adolescent development, given that they are still in the stage of self-identity exploration. Making K-Pop idols role models is not a bad thing if it can have a positive impact, such as encouraging hard work or developing certain skills. However, this can become a problem when idolization is excessive, to the point that idols become the center of one's life without considering personal values or balance in daily activities.

An important dimension here is related to the concept of gender roles. Teenagers' involvement with K-Pop fandom varies according to gender, which makes their experiences and internalization of their involvement with the fandom different. For example, it has been observed that female fans tend to have greater emotional attachment to idols and seek role models to express themselves, while males tend to be more interested in the music and appearance ([Chen, 2024](#)).

These gender-based differences not only shape the nature of fandom participation but also have implications for the construction of adolescent identity and broader self-development processes. For example, female fans tend to connect emotionally with their idols more easily, leading them to adopt the values or lifestyles they see in their idols as part of their identity. Meanwhile, male fans are more focused on technical aspects, such as music or choreography, and tend to use fandom as a means to explore their interests, which can contribute to the development of certain skills. These differences show how participation in fandom is not merely entertainment, but also influences the process of personality formation and how teenagers understand the world around them.

In an era of globalization and digital connectivity, teenagers are increasingly engaged with cultural phenomena that transcend national borders, with K-Pop emerging as one of the most prominent influences today ([Conda et al., 2024](#); [Fadianti et al., 2024](#)). This phenomenon has provided many teenagers involved as fans with the opportunity to explore and express themselves in ways they may have never encountered before. Many teenagers feel that this fandom gives them a sense of belonging and a strong identity, even becoming a place where they feel accepted. However, such deep involvement as a fan in a fandom can have negative consequences. This is referred to as fanaticism. When teenagers become overly focused on the world of their idols, they may lose perspective on what is important in real life. It is important for teenagers to maintain a balance so that their involvement in fandom does not interfere with the process of forming a broader and healthier identity through proper self-development management.

Adolescence is a crucial period for identity formation, and the impact of K-Pop fanaticism needs to be understood ([Fadianti et al., 2024](#); [Salsabila, 2024](#)). The nature of fan participation based on gender further complicates this phenomenon, as boys and girls experience and internalize fandom activities differently ([Baudinette & Scholes, 2024](#); [Umniati et al., 2024](#)). Although the influence of K-Pop on youth culture appears to be growing stronger, comprehensive research on adolescent self-development in a gendered context remains limited. This is important to address as it could provide valuable insights for educators, parents, and mental health professionals in guiding adolescents toward healthy identity development in a media-driven world. As a critical stage in identity formation, where adolescents' external lives are heavily influenced by popular culture and media, K-Pop—a recently popular global cultural phenomenon—provides a channel for self-identity exploration, social interaction, and emotional expression among adolescents ([Conda et al., 2024](#)). However, the intensity of participation in such fandom, often characterized by obsessive behavior and idolization, raises questions about its impact on adolescent self-development. To date, despite the growing influence of K-Pop, the relationship between K-Pop fanaticism and adolescent identity formation remains under-researched, especially aspects related to gender differences ([Fadianti et al., 2024](#)).

Most counselors or guidance counselors, who are supposed to have knowledge and skills in guiding adolescent development, often lack an understanding of emerging social and cultural phenomena such as K-Pop fanaticism. As a result, when adolescents face issues related to this phenomenon—such as difficulties in forming their identity due to their interest in K-Pop culture—counselors or guidance counselors may lack the necessary understanding to identify the problems accurately ([Salsabila, 2024](#)). Previous studies have also not addressed how boys and girls differ in their experiences of fan activities or how these experiences influence identity construction and adolescent development. Additionally, broader implications for educators, practitioners, and parents working to support adolescent well-being remain limited.

This study aims to conduct a systematic analysis of the existing literature at the intersection of adolescent identity, K-Pop fanaticism, and gender differences, based on research reviewed by researchers obtained from the Scopus database. By synthesizing findings from various studies, this study seeks to explain how participation in K-Pop fandom impacts adolescent identity development and what implications this has for self-development management. Understanding these dynamics is crucial in providing insights into how parents, educators, and mental health professionals can guide adolescents through their developmental years.

METHOD

This study is a Literature Review using a systematic literature review approach to synthesize existing research on adolescent identity and K-Pop fanaticism, with a focus on gender differences and self-development. A Systematic Review is a term used to refer to a specific research methodology or research development aimed at collecting and evaluating studies related to a specific focus and topic

Teen Identity and K-Pop Fanaticism: Gender Perspectives and Implications for Guidance Services with A Systematic Literature Review

Adawiyah, Damayanti and Masya

(Handoko et al., 2024; I. Lestari et al., 2023). This is a qualitative analysis of secondary data from 54 initial publications that have been reviewed by various researchers and indexed in the Scopus database. The SLR approach follows established guidelines for systematically identifying, selecting, and analyzing academic articles. The purpose of this study is to review how adolescents' involvement in K-POP fandom influences their identity formation and its implications for self-development through personal counseling services. The data collection process consists of three main steps: (1) selecting the Scopus database due to its extensive coverage of high-quality publications across various disciplines such as psychology, sociology, and cultural studies; (2) employing a search strategy using keywords such as “Adolescent Identity,” “K-POP Fanaticism,” “Gender Differences,” “Self-development,” and ‘Cultural fandom,’ applying Boolean operators (e.g., AND, OR) and filters to refine search results based on relevance; and (3) structured data collection to ensure the completeness and accuracy of the study.

To ensure the quality and relevance of the reviewed studies, the application of strict criteria in literature selection is a crucial step to ensure the quality and relevance of the research findings. The following criteria were applied in this study:

Table 1. Literature Criteria

Inclusion Criteria	Exclusion Criteria
Journal articles reviewed by various researchers	Sources not reviewed by researchers (e.g., blogs, opinion articles)
Studies focusing on adolescents (ages 10-19 years)	Studies not related to adolescent identity or K-Pop fanaticism
Research exploring the influence of K-Pop or similar cultural phenomena	Articles lacking methodological rigor or sufficient theoretical basis
Articles discussing identity formation, gender differences, or personal counseling services specifically on self-development	

A total of 54 articles were selected and resulted in 24 articles for review, as shown in the PRISMA diagram below.

Teen Identity and K-Pop Fanaticism: Gender Perspectives and Implications for Guidance Services with A Systematic Literature Review

Adawiyah, Damayanti and Masya

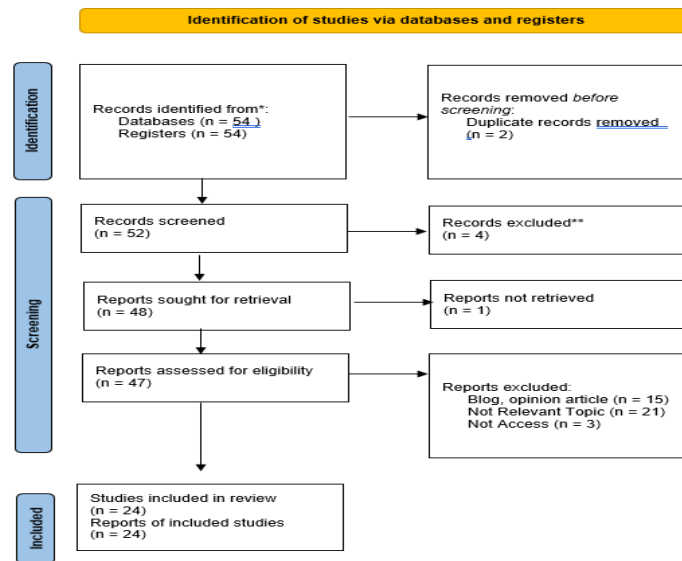


Figure 1. Prisma Diagram

RESULTS AND DISCUSSION

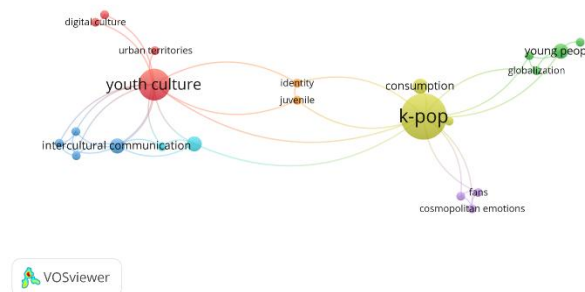


Figure 2. Vosviewers results

This study reviewed 24 articles listed in the table below

Table 2. Research reviewed

No	Title	Year	Authors
1	Fanaticism of Indonesian K-Pop Fans: Fandom Identity, Personality Types, and Celebrity Worship among K-Pop Fans	2024	(Handoko et al., 2024)
2	Fanaticism and Conformity to the Korean Wave among Adolescents	2022	(Anisa Agustanti, 2022)

Teen Identity and K-Pop Fanaticism: Gender Perspectives and Implications for Guidance Services with A Systematic Literature Review

Adawiyah, Damayanti and Masya

3	Application of Individual Counseling Services on Self-Control of K-Pop Fan Students at MAN Pematangsiantar	2023	(Suryani & Rusman, 2023)
4	Application of Personal Guidance Services to Improve Interpersonal Communication of Students in Elementary School	2023	(I. Lestari et al., 2023)
5	The Effect of Self-Concept and Personality Development on Work Performance of TVRI Surabaya Station Employees	2022	(Sulistiyowati et al., 2022)
6	Fanaticism and Aggressive Verbal Behavior on Social Media among K-Pop Idol Fans	2018	(Eliani et al., 2018)
7	Classification of Risk and Protective Factors for Students' Mental Health Using Data Mining Techniques	2025	(Damayanti & Satria, 2025)
8	Being a Fanboy of K-Pop Boy Group in Indonesia (Social Phenomenological Study on NCT Fanboys)	2022	(Anita Fitriyan, 2022)
9	Systematic Literature Review on Guidance and Counseling Using Cognitive Behavioral Therapy for Online Game Addiction	2024	(P. Lestari et al., 2024)
10	Cyberbullying in Fandoms	2023	(Lin et al., 2023)
11	Queer Eye for K-Pop Fandom: Popular Culture, Cross-Gender Appearance, and Queer Desire in K-Pop Star Cosplay in South Korea	2018	(Layoung, 2018)
12	Positive Psychosocial Outcomes and Fanship in K-Pop Fans: A Social Identity Theory Perspective	2020	(Laffan, 2021)
13	The Association of Fanship in Psychosocial Outcomes among K-Pop Fans	2024	(Sivanesan & Mokhtar, 2024)
14	Adolescent Counseling: A Proactive Approach for Youth	2015	(Geldard et al., 2015)
15	Utilization of New Media as Digital Fandom Among K-Pop Fan Groups on Twitter Social Media Platform	2023	(Nugraha & Komsiah, 2023)
16	Analysis on the Influence of Fandom Culture on Contemporary Young People and Countermeasures	2023	(Yin, 2023)

17	Platform Fans: Contradictory Practices of K-Pop Fandom and the Digital Public Sphere	2024	(James, 2024)
18	Transnational Masculinity in the Eyes of Local Beholders? Young Men's Perception of K-Pop Masculinities	2020	(Song & Velding, 2020)
19	Adolescence: A Crucial Period of Development Impacting Intellect, Personality, and Social Skills	2024	(Yang, 2024a)
20	Implications of Korean Pop Fan Participation and Ethical Dilemmas in the Fan Economy on Consumer Behavior	2024	(Conda et al., 2024)
21	Why Spend Time Chasing Stars?: Identity Construction in K-Pop Fan Communities	2024	(Chen, 2024)
22	Dynamics of Identity Development in Adolescence: A Decade in Review	2021	(Branje et al., 2021)
23	The Perfect Mate: The Ideal Imaginary Beauty of K-Pop Idols for Chilean Fans	2021	(Min, 2021)
24	Crafted for the Male Gaze: Gender Discrimination in the K-Pop Industry	2021	(Jonas, 2021)

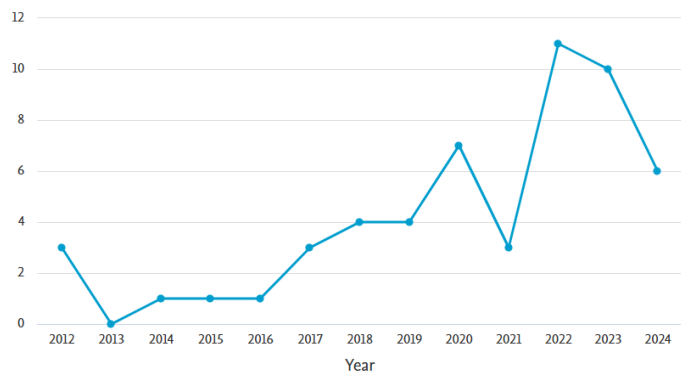


Figure 3. Trend Research

This graph represents annual trends in publications from 2012 to 2024, showing fluctuations in interest and results that reflect ongoing academic dynamics. What began moderately in 2012 showed a sharp decline in 2013, which may reflect limited recognition or a shift in research focus. From 2014 to 2016, the number of publications remained at a low level, indicating a niche interest. A gradual increase occurred between 2017 and 2019, driven by global interest and cross-disciplinary relevance, peaking in 2020 due to increased engagement during the pandemic. However, there was a sharp decline in 2021, which may be due to topic saturation or a shift in priorities. From 2022 to 2023, the trend stabilized before declining again in 2024, which may reflect the maturity of the topic or competition from other research fields.

Table 3. Country Contributions

No.	Country	Total Publications
1	Indonesia	10
2	Amerika	4
3	Korea	3
4	China	2
5	Philippine	1
6	Malaysia	1
7	Tiongkok	1
8	Irlandia	1

Table 4 shows the contribution of various countries in research publications related to this topic. This table of country contributions shows that Indonesia ranks first based on data obtained by the author, indicating a high level of local academic interest in the K-Pop phenomenon and its impact on teenagers. The United States ranks second with four publications, supported by strong academic infrastructure and a tradition of research in the fields of sociology and popular culture. South Korea, as the country of origin of K-Pop, ranks third with 3 publications, reflecting the importance of internal perspectives on the impact of this culture. Furthermore, China shows involvement in structural studies of fandom and the role of technology in the spread of popular culture, including the Philippines, Malaysia, and China, indicating a growing interest in Southeast Asia. Meanwhile, Ireland also contributes through studies on psychosocial perspectives and cross-cultural social identity theory. These findings indicate that the K-Pop phenomenon has attracted widespread global attention, particularly in Asia and countries with high academic capacity, and opens opportunities for regions that currently have minimal contributions to become more active in research in this field.

Table 4. Methods and Main Findings

Authors	Methodology	Key Findings
(Anisa Agustanti, 2022; Chen, 2024; Conda et al., 2024; Damayanti & Satria, 2025; Eliani et al., 2018; Handoko et al., 2024; Laffan, 2021; Sivanesan & Mokhtar, 2024; Sulistiyowati et al., 2022; Yin, 2023)	Quantitative	- Enhances community sense, social conformity, and psychological support. - Influences behaviors like verbal aggression, social media addiction, and consumer decisions in the fandom economy. - Fan identity, personality, and celebrity worship significantly drive fan intensity.
(Anita Fitriyan, 2022; Geldard et al., 2015; James, 2024; Layoung, 2018; I. Lestari et al., 2023; Lin et al., 2023; Min, 2021; Nugraha &	Qualitative	- Influences individual identity, including gender perception and queer expression. - Social media interactions and digital fandom groups affect relationships and adolescent development. - Issues like cyberbullying, ideal beauty standards, and gender discrimination are prominent.

Komsiah, 2023; Song & Velding, 2020; Suryani & Rusman, 2023; Yang, 2024b)

Teen Identity

Identity formation is a major developmental task for teens. Adolescence involves a process that spans an important period in a person's life. At this stage, teens face many challenges due to the many changes they have to deal with, ranging from physical, biological, psychological, and social changes ([Geldard et al., 2015](#)). This process is called Adolescent Developmental Tasks, where several aspects need to be achieved to support their psychosocial growth. Psychosocial development is the development of an individual that is influenced by social interactions with other individuals.

[Sobh in Izzatur Rusuli \(2022\)](#) said that one of the figures who contributed to the emergence of psychosocial development theory was Erick H. Erikson. According to Erikson, there are eight stages of psychosocial development that are interrelated between the previous stage and the next stage. This theory views eight chronological stages that humans will experience in their lives as a result of changes in their environment. The adolescent period is in the identity versus identity confusion stage ([Rusuli, 2022](#)). In this context, according to Adams & Marshall, identity can be given and chosen. In modern society, identity tends to be chosen based on individual values and goals. Meanwhile, given identity is typically based on the values, beliefs, and behaviors imposed by those around them ([Rusuli, 2022](#)).

The search for self-identity is a characteristic of adolescent development in overcoming the transition period. Adolescents want to be considered “right” in facing life. Therefore, adolescents need a sense of purpose and role models to guide their behavior. This underscores the importance of understanding identity formation among K-POP fans as individuals who have idols ([Hakim et al., 2021](#)).

Soetijningsih in ([Hestikasari & Ediyono, 2023](#)) states that there are several components that can influence the development of an individual's identity, such as family, particularly parents who play a crucial role in shaping adolescents' identities. A healthy family environment enables them to develop their identities in a realistic and stable manner. Conversely, an unhealthy family environment hinders them from achieving a mature identity. Second, reference groups are groups that form during adolescence and consist of peers. Peers can be used as a reference for adolescents to identify themselves by following the group's standards.

According to Soetijningsih, social groups can help adolescents understand who they are and how they compare to others. Third, significant others such as friends, teachers, older siblings, sports stars, movie stars, or anyone else who is admired. According to adolescents, these people have good, ideal, and positive values for adolescents, thereby influencing the development of their self-identity ([Hestikasari & Ediyono, 2023](#)).

According to Erikson, one of the sources influencing the formation of self-identity is role models or idols, who are people who are meaningful to them or whom they admire. Generally, adolescents tend to idolize figures from the entertainment industry, such as actors, actresses, and singers ([Hasanah, 2013](#)). In this case, the existence of K-Pop boy bands and girl bands is one example. The popularity achieved by South Korea in introducing its culture through the entertainment industry has given rise to a global phenomenon known as the Korean Wave or Hallyu. The Hallyu phenomenon first emerged in Indonesia in the early 2000s, and in 2010, a second Hallyu wave occurred in Indonesia, driven by the Korean music industry known as K-Pop or Korean Pop. K-Pop began with the emergence of music videos from various singing groups, known as “boy bands” for male groups and “girl bands” for female groups. The presence of these boy bands and girl bands made K-Pop a highly popular music genre that continued to grow in popularity year after year ([Paramita & Asmarany, 2023](#)).

In light of the above, K-Pop is not merely a music genre; its presence influences many aspects of life, particularly among its fans, who are predominantly teenagers. In their involvement, fans are given space to explore, not only by consuming K-Pop music but also through various forms of active participation. Participation in fandom has many positive and negative sides. Moderate involvement can increase self-esteem, creativity, and a sense of belonging, whereas excessive involvement, especially with inappropriate content, can lead to problematic behavior such as fanaticism.

Fanaticism

Fanaticism is a belief in an object of fanaticism that is often associated with something excessive in an object, where fanaticism is demonstrated by extreme enthusiasm, emotional attachment, and excessive love and interest that lasts for a long time. and often believing that what they believe is the absolute truth, leading them to defend and uphold the truth they believe in. This fanaticism can grow with support from those around them, evident in the behavior of individuals or groups with fanatical attitudes ([Eliani et al., 2018](#)).

The implications of K-Pop fanaticism for adolescent self-development are significant. Engagement in fandom can enhance psychological well-being, providing adolescents with a sense of purpose and community ([Laffan, 2021](#)). However, there are also associated risks, such as excessive consumerism and pressure to meet social expectations within the fandom community ([Fauziyah & Nurhayati, 2023](#)). According to Nastiti, for most people, K-Pop fandom is associated with stereotypes that are often attributed to fans or enthusiasts. K-Pop fans are perceived as always behaving excessively, being crazy, hysterical, obsessive, addictive, and consumptive when they enthusiastically spend money on merchandise or pursue their idols to any part of the world. One example of this stereotype can be seen in the virtual world. They openly express their love for their idols by using the mention function on Twitter and directing it directly to the idol's Twitter account. Through the virtual world, they can freely express and pour out their hearts to fellow K-Pop fans by posting on blogs or forums ([Tartila, 2013](#)).

The strong influence of peer groups occurs because teenagers spend more time outside the home with their peers as a group. Peer groups have certain rules that teenagers must follow as members of the group. Teenagers' adjustment to norms by behaving the same as their peer group is called conformity ([Anisa Agustanti, 2022](#)).

K-Pop fandom has been described as an important space where teenagers negotiate and express their identities. The activities carried out by a fan allow teenagers to develop social relationships and self-confidence. Research conducted by Cristina Saavedra shows how K-Pop cover artists in Lima imitate their idols not only artistically but also aesthetically, allowing them to challenge traditional gender norms during performances. These activities extend beyond the stage and into everyday life ([Echenique, 2022](#)).

Therefore, it is important for self-development programs to consider gender differences and social dynamics when designing interventions that support teenagers in exploring their identities through K-Pop fandom. These programs should include education on mental health, social skills, and emotion management, as well as creating safe spaces for adolescents to express themselves without challenging traditional gender norms ([Diananda, 2019](#); [Sivanesan & Mokhtar, 2024](#)).

Gender Differences

Dwijowijoto in ([Yusanta, 2019](#)) states that gender in a society is determined by society's views on the relationship between men and masculinity and between women and femininity. In general, the male sex is associated with masculine gender, while the female sex is associated with feminine gender. However, this relationship is not an absolute correlation ([Yusanta, 2019](#)).

In the K-Pop industry, there are various terms related to K-Pop fans, such as fangirl for female fans and fanboy for male fans ([Almaida et al., 2021](#)). Meanwhile, the terms used to describe the activities carried out by female fans are fangirling and fanboying for male fans. In this context, many stereotypes are associated with K-Pop fans, particularly regarding gender representation. Junior & Juwita note that the K-Pop industry has its own standards of attractiveness for boy bands, such as athletic physiques, fashionable and unique clothing, and sometimes asymmetrical features. However, this does not mean that the majority of male Korean singers lack beauty and gentleness. The image of male idols today leans toward masculine men with all the attributes of masculinity, yet they do not abandon their gentle demeanor, charisma, and authority.

Ainslie notes that the appearance of being masculine yet gentle and beautiful initially seemed complex. However, this concept was eventually accepted by society. In fact, some influencers worldwide have also followed this trend of masculinity, which is now referred to as "soft masculinity." This concept is an idea about hybridity or versatile masculinity, soft yet masculine at the same time ([Yusanta, 2019](#)). Such phenomena can influence how fans, especially teenagers, strive to understand and define their

gender identity during their developmental years, as this has the potential to cause inconsistencies or deviations from cultural norms and societal and religious perspectives in Indonesia.

Personal Guidance Services

Essentially, guidance is assistance provided to an individual or group of people to help them develop into independent individuals. This independence encompasses five core functions: First, self-awareness and awareness of the environment; Second, accepting oneself and the environment in a positive and dynamic manner; Third, decision-making; Fourth, self-direction; Fifth, self-actualization.

The concept of guidance and the phenomenon of K-Pop fanaticism can be related to the main function of guidance as assistance to support the development of individual independence. In this case, the phenomenon of K-Pop fanaticism, teenagers usually use their involvement as fans in a community (fandom) as a space to express their identity. However, despite its positive aspects such as boosting self-confidence and social connectedness, it can also pose emotional and social challenges that require special attention. Fanaticism toward K-Pop often creates interesting gender dynamics, where males and females exhibit different patterns of involvement. For example, male fans (fanboys) may experience gender bias in the form of stereotypes or negative labeling. Therefore, through personal guidance services, a good understanding of self-development will help teenagers recognize the positive and negative impacts of this fanaticism on themselves.

Self-development is the practice of teaching oneself positive things to encourage self-actualization. Personal development is a critical human need. Awareness, intrinsic motivation, and effective personality development procedures are important factors in creating and nurturing an ideal, healthy, and strong personality ([Hascan, 2021](#)). Personal growth is actually a process of self-renewal based on the desire to achieve a series of goals. Self-development is closely related to self-improvement, and even connotatively, it is very likely to have the same meaning. Self-improvement begins with recognizing who you truly are. Self-improvement is about knowing who you really are ([Hasibuan, 2014](#)).

Discussions about self-development are not easily understood as discussions that directly address a person's potential for success. However, to explain discussions about self-development, in the philosophy of science, one must understand the concept of self. The concept of self is a concept that an individual has about themselves to see themselves as a whole, involving physical, emotional, intellectual, social, and spiritual aspects, and serves as a guideline for a person's actions ([Aminullah & Ali, 2020](#)). The concept of self is formed from three overlapping aspects, where one aspect influences the others. These aspects include the ideal self, which is the image of the perfect person an individual hopes to be; the self-image, which is how an individual sees themselves; and self-esteem, which is how much an individual likes themselves. Harmony between the ideal self and the self-image can increase an individual's self-esteem ([Paramita & Asmarany, 2023](#)).

In developing their identity, not all adolescents have a smooth path. Some adolescents go through this phase quickly, but others go through it more slowly and may experience failure. Adolescents who do not recognize their personal identity usually violate various social norms, such as drinking alcohol, fighting, using drugs, and so on, to avoid the responsibilities they have. This can happen because adolescents experience situations that cause them to lose direction, fail to explore, and lack commitment to roles, preventing them from finding their identity. In the development of personal identity, there is autonomy, which is the ability to understand and feel confident, care about oneself, accept oneself, and have control over oneself.

In this context, having the ability to control oneself is very important. As stated in the theory formulated by Elizabeth B. Hurlock, self-control is related to an individual's ability to control their emotions comprehensively, resulting in expressions that are beneficial and useful for personal and social interests. This means that every action taken must be considered first using goals as a reference for action ([Suryani & Rusman, 2023](#)).

Erikson believes that the most important aspect in the development of self-awareness is the exploration of personality and roles. According to Marcia, creating self-awareness requires two important components, namely exploration and commitment. The term “exploration” is used to describe the period of time during which a person tries to explore different choices and is very careful in choosing the beliefs and values associated with those choices. Meanwhile, “commitment” refers to making decisions about work or ideology, as well as determining various ways to achieve those decisions. Based on the first component, a teenager will experience an identity crisis that leads to a commitment decision that they will follow ([Hestikasari & Ediyono, 2023](#)).

In committing to ensuring healthy self-development, adolescents need guidance that supports them in balancing their interest in popular culture with personal responsibility. Effective management of the self-development process can include strengthening personal values such as critical thinking skills and deep reflection on the influence of popular culture in their lives. With the right approach, K-Pop can be more than just entertainment; it can also serve as a tool to foster creativity, self-confidence, and identity awareness among teenagers.

This study concludes that K-Pop fanaticism significantly influences adolescent identity development, particularly in the context of gender differences. Adolescents who engage deeply in K-Pop fandom exhibit both positive and negative developmental outcomes. On the one hand, fandom can provide adolescents with a sense of belonging, emotional support, and avenues for self-expression. On the other hand, excessive fanaticism may result in distorted gender perceptions, conformity pressure, and identity confusion.

The review also reveals that gender plays a crucial role in shaping the nature of fandom involvement. Female adolescents are more emotionally attached to idols and tend to integrate idolized values into their identity, while male adolescents often engage through interest in technical aspects such as choreography or music production, sometimes facing societal stigma for doing so.

To address these dynamics, personal guidance services must be equipped with cultural literacy and sensitivity to gender-specific experiences. Counselors should develop intervention models that balance admiration with critical self-reflection, helping teenagers recognize healthy limits in fan behavior. For school counselors, incorporating discussions about fandom into guidance sessions may bridge gaps in rapport and relevance. For teachers and parents, understanding the emotional significance of fandom culture is essential in promoting empathy and avoiding misjudgment of adolescent interests.

Finally, the study emphasizes the urgent need for guidance frameworks that integrate popular culture phenomena like K-Pop into developmental support strategies. This ensures that adolescents are not only understood in their cultural context but also empowered to form identities that are balanced, confident, and future-oriented.

Conclusion

This study concludes that K-Pop fanaticism significantly influences adolescent identity development, particularly in the context of gender differences. Adolescents who engage deeply in K-Pop fandom exhibit both positive and negative developmental outcomes. On the one hand, fandom can provide adolescents with a sense of belonging, emotional support, and avenues for self-expression. On the other hand, excessive fanaticism may result in distorted gender perceptions, conformity pressure, and identity confusion.

The review also reveals that gender plays a crucial role in shaping the nature of fandom involvement. Female adolescents are more emotionally attached to idols and tend to integrate idolized values into their identity, while male adolescents often engage through interest in technical aspects such as choreography or music production, sometimes facing societal stigma for doing so.

To address these dynamics, personal guidance services must be equipped with cultural literacy and sensitivity to gender-specific experiences. Counselors should develop intervention models that balance admiration with critical self-reflection, helping teenagers recognize healthy limits in fan behavior. For school counselors, incorporating discussions about fandom into guidance sessions may bridge gaps in rapport and relevance. For teachers and parents, understanding the emotional significance of fandom culture is essential in promoting empathy and avoiding misjudgment of adolescent interests.

Finally, the study emphasizes the urgent need for guidance frameworks that integrate popular culture phenomena like K-Pop into developmental support strategies. This ensures that adolescents are not only understood in their cultural context but also empowered to form identities that are balanced, confident, and future-oriented.

REFERENCES

- Almaida, R., Gumelar, S. A., & Laksmiwati, A. A. (2021). Dinamika psikologis fangirl K-Pop. *Cognicia*, 9(1), 17–24.
- Aminullah, M., & Ali, M. (2020). Konsep Pengembangan Diri Dalam Menghadapi Perkembangan Teknologi Komunikasi Era 4.0. *KOMUNIKE: Jurnal Komunikasi Penyiaran Islam*, 12(1), 1–23.
- Anisa Agustanti. (2022). Fanatisme Dan Konformitas Korean Wave Pada Remaja. *Edu Consilium: Jurnal Bimbingan Dan Konseling Pendidikan Islam*, 3(1), 51–65. <https://doi.org/10.19105/ec.v3i1.5326>
- Anita Fitriyan. (2022). *MENJADI FANBOY BOYGROUP K-POP DI INDONESIA*.
- Baudinette, T., & Scholes, K. E. (2024). K-pop Fandom's affective role in shaping knowledge of gender and sexuality among LGBTQ+ fans in Australia and the Philippines. *Sexualities*, 13634607241275856.
- Bogaerts, A., Claes, L., Raymaekers, K., Buelens, T., Bastiaens, T., & Luyckx, K. (2023). Trajectories of adaptive and disturbed identity dimensions in adolescence: developmental associations with self-esteem, resilience, symptoms of depression, and borderline personality disorder features. *Frontiers in Psychiatry*, 14, 1125812.
- Branje, S., De Moor, E. L., Spitzer, J., & Becht, A. I. (2021). Dynamics of identity development in adolescence: A decade in review. *Journal of Research on Adolescence*, 31(4), 908–927.
- Chen, Y. (2024). Why Spend Time Chasing Stars?: Identity Construction in K-Pop Fan Communities. *Scientific and Social Research*, 6(6), 210–214.
- Conda, C. A. S., Liwanag, R. G. M., Manalo, S. J. P., Punu, H. G. P., & Tapnio, R. S. (2024). Implications of Korean pop fan participation and ethical dilemmas in fan economy on consumer behavior. *Journal of Accounting, Business and Finance Research*, 19(1), 34–43.
- Damayanti, R., & Satria, F. (2025). Classification of Risk and Protective Factors for Students' Mental Health Using Data Mining Techniques. *Islamic Guidance and Counseling Journal*, 8(1).
- Diananda, A. (2019). Psikologi remaja dan permasalahannya. *Journal Istighna*, 1(1), 116–133.
- Echenique, C. S. (2022). «Es mejor si eres tomboy»: construcción de identidad de género en la performance de las practicante de covers del k-pop limeño.
- Eliani, J., Yuniardi, M. S., & Masturah, A. N. (2018). Fanatisme dan perilaku agresif verbal di media sosial pada penggemar idola K-Pop. *Psikohumaniora: Jurnal Penelitian Psikologi*, 3(1), 59–72.
- Fadianti, C. A., Sari, D. N., Yunandar, F., Septianingsih, F., Adnan, F., & Fadli, J. (2024). *Digital Media and Fandom Culture (Case Study of K-Pop Community) Tangerang, Indonesia*.

- Fauziyah, S. A., & Nurhayati, S. R. (2023). Pengaruh Fanatisme terhadap Perilaku Konsumtif pada Penggemar Boyband NCT. *Jurnal Psikologi Insight*, 7(2), 125–140.
- Geldard, K., Geldard, D., & Foo, R. Y. (2015). *Counselling adolescents: The proactive approach for young people*. Sage.
- Hakim, A. R., Mardhiyah, A., Novtadijanto, D. M. I., Nurkholifah, N., Ramdani, Z., & Amri, A. (2021). Pembentukan identitas diri pada kpopers. *Motiva: Jurnal Psikologi*, 4(1), 18–31.
- Handoko, F. A., Rahaju, S., & Siaputra, I. B. (2024). Fanatisme penggemar K-pop Indonesia: Identitas fandom, tipe kepribadian, dan pemujaan selebritas pada penggemar K-pop. *Jurnal Psikologi Ulayat*, 11(1), 55–74.
- Hasanah, U. (2013). Pembentukan identitas diri dan gambaran diri (self body image) pada remaja putri bertato di Samarinda. *Psikoborneo: Jurnal Ilmiah Psikologi*, 1(2).
- Hascan, M. A. (2021). Konsep Serta Solusi Pengembangan Diri Dalam Islam. *MUMTAZ: Jurnal Pendidikan Agama Islam*, 1(1), 22–34.
- Hasibuan, M. (2014). Pengembangan diri menjadi agen pembelajar sejati (Urgensi dalam pengembangan diri menjadi agen pembelajar sejati). *Journal Analytica Islamica*, 3(2), 296–313.
- Hestikasari, C., & Ediyono, S. (2023). *EKSPLORASI IDENTITAS DIRI BAGI REMAJA UNTUK MENCAPAI HIDUP YANG BERMAKNA*.
- James, S. (2024). Platform Fans: Contradictory Practices of K-Pop Fandom and the Digital Public Sphere. *Korean Journal of Communication*, 1(1), 43–65.
- Jonas, L. (2021). Crafted for the male gaze: Gender discrimination in the K-Pop industry. *Journal of International Women's Studies*, 22(7), 3–18.
- Laffan, D. A. (2021). Positive psychosocial outcomes and fanship in K-pop fans: A social identity theory perspective. *Psychological Reports*, 124(5), 2272–2285.
- Layoung, S. (2018). Queer Eye for K-Pop Fandom: Popular Culture, Cross-gender Performance, and Queer Desire in South Korean Cosplay of K-pop Stars. *Korea Journal*, 58(4).
- Lestari, I., Kiswantoro, A., Virera, D. R. A., & Maharani, I. (2023). Penerapan Layanan Bimbingan Pribadi Untuk Meningkatkan Komunikasi Interpersonal Siswa Di SD. *Proceedings of Annual Guidance and Counseling Academic Forum*, 101–106.
- Lestari, P., Damayanti, R., Masya, H., & Thahir, A. (2024). Systematic Literature Review on Guidance and Counseling Using Cognitive Behavioral Therapy for Online Game Addiction. *Tadris: Jurnal Keguruan Dan Ilmu Tarbiyah*, 9(2).
- Lin, J., Liu, J., Wang, E. Y., & Ying, W. (2023). Cyberbullying in Fandom. *Communications in Humanities Research*, 7, 179–192.

- Min, W. (2021). The perfect man: The ideal imaginary beauty of K-pop idols for Chilean fans. *Seoul Journal of Korean Studies*, 34(1), 159–194.
- Nugraha, R., & Komsiah, S. (2023). Utilization Of New Media As Digital Fandom Among Korean Pop (K-POP) Fan Groups On The Social Media Platform Twitter. *International Journal of Progressive Sciences and Technologies*, 40, 200. <https://doi.org/10.52155/ijpsat.v40.1.5584>
- Paramita, P., & Asmarany, A. I. (2023). Hubungan Konsep Diri dan Citra Tubuh pada Remaja Perempuan Generasi Z Penggemar K-Pop. *JIM: Jurnal Ilmiah Mahasiswa Pendidikan Sejarah*, 8(4), 3608–3618.
- Rusuli, I. (2022). Psikososial remaja: Sebuah sintesa teori erick erikson dengan konsep islam. *Jurnal As-Salam*, 6(1), 75–89.
- Salsabila, Z. Z. (2024). FENOMENA FANWAR DALAM FANATISME PENGGEAR KPOP PADA MEDIA SOSIAL TWITTER. *Interaksi: Jurnal Ilmu Komunikasi*, 13(1), 18–36.
- Sivanesan, N. N., & Mokhtar, D. (2024). The association of fanship in psychosocial outcomes among K-pop fans. *International Journal of Academic Research in Progressive Education and Development*, 13(1), 943–954.
- Song, K. Y., & Velding, V. (2020). Transnational masculinity in the eyes of local beholders? Young Americans' perception of K-pop masculinities. *The Journal of Men's Studies*, 28(1), 3–21.
- Sulistiyowati, L. N., Sari, P. O., & Purwaningsih, A. N. (2022). the Effectiveness of Restructuring Policy in Bumk Banks During the Pandemic. *Die*, 13(2), 175–184. <https://doi.org/10.30996/die.v13i2.7299>
- Suryani, I., & Rusman, A. A. (2023). Implementation Of Individual Counseling Services On Self-Control Of K-Pop Fans Students at MAN Pematangsiantar. *Mabir: Jurnal Ilmu Pendidikan Dan Pembelajaran*, 2(2), 129–142.
- Tartila, P. L. (2013). Fanatisme fans kpop dalam blog netizenbuzz. *Commonline*, 2(3), 190–205.
- Umniati, U., Devita, N. M., & Ahlan, A. (2024). K-Pop Fanaticism and the Shift in Religious Education Values of the Zilenials Generation. *Rausyan Fikri Journal of Islamic Studies*, 2(1), 44–52.
- Yang, M. (2024a). Adolescence: A Crucial Period of Development Impacting Intellect, Personality, and Social Skills. *Interdisciplinary Humanities and Communication Studies*, 1(7).
- Yang, M. (2024b). National Allegory and Media Performativity: Chinese Masculinity in the Context of K-Pop and American Rambo. In *Routledge Handbook of Chinese Gender & Sexuality* (pp. 77–99). Routledge.
- Yin, X. (2023). Analysis on the Influence of Fandom Culture on Contemporary Young People and Countermeasures. *Lecture Notes in Education Psychology and Public Media*, 30, 148–152.

Yusanta, D. A. (2019). Fluiditas maskulinitas dan feminitas dalam boyband K-Pop sebagai produk industri budaya. *Kafaab: Journal of Gender Studies*, 9(2), 205–212.