

ABSTRACT

Produce 101 is a South Korean survival show to "generate" a group by selecting its members from the 101 existing participants. The event began to be popular in Indonesia in 2017 in Season 2. The popularity of this event resulted in a negative and positive impact on the packaging behavior dominated by adolescent fans. The study was conducted to find out how much the influence of Series Produce 101 was on the adolescent fanaticism behavior of Followers Autobase on Twitter. The study uses the independent variable Series Produce 101 with a sub-variable of cognitive, effective, and behavioral. Dependent variables are adolescent fanaticism behavior with a sub variable fanaticism. This type of research is quantitative research using the techniques of declination analysis, test normality, correlation analysis, multiple linear regression test, coefficient of determination and hypothesis testing. To determine the sample, researchers used a purposive sampling technique with a number of respondents 400 people. Based on the results of hypothesis testing using the F test, namely with $f_{hitung} (24.579) > f_{tabel} 2.395$ and a significance level of $0.00 < 0.05$. So H_0 is rejected, so there is a significant influence on Series Produce 101 on the fanaticism of adolescent followers of the autobase account on Twitter.

Keywords : Series Produce 101, Fanaticism, Adolescent, Autobase, Twitter