

**INDONESIAN K-POP FANS' RECEPTION TOWARD KISS OF LIFE'S
CANCELLATION AND ITS EFFECT ON PURCHASE INTENTION**

By

Louisa Georgina Rengka
12210003

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SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

Name of Student : Louisa Georgina Rengka
Student ID : 12210003
Faculty : Faculty of Business and Communication
Study Program : Global Strategic Communications
Date of Defense : June 12th, 2026
Thesis Title : Indonesian K-Pop Fans' Reception Toward Kiss of Life's
Cancellation and its Effects on Purchase Intention

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Louisa Georgina Rengka
Student

Date: 23/06/2026

Approved by



Aulia Putri Meidina, S.Sos., M.A.
Thesis Advisor

Date: 23/06/2026

Acknowledged by

Dr. Nila Krisnawati Hidayat, S.E., M.M.
Dean of Faculty of Business and Communication

Date:

Louisa Georgina Rengka

ABSTRACT

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By

Louisa Georgina Rengka
Aulia Putri Meidina, S.Sos.,M.A.

SWISS GERMAN UNIVERSITY

This study explores how Indonesian K-Pop fans receive the narrative surrounding a celebrity's cancellation, focusing specifically on the cultural appropriation controversy of South Korean girl group Kiss of Life. Using a qualitative approach, this study conducted semi-structured interviews with a total of eight current and ex-fans of Kiss of Life. This study applies reception analysis to, first, group fan reception into three distinct reading positions, according to Stuart Hall's Reception Theory (Dominant-hegemonic, Negotiated and Oppositional), then explore how these reading positions affect their subsequent purchase intention across four dimensions: transactional, referential, preferential, and exploratory intent. The findings reveal a stark difference in resulting purchase intention based on fan reception. Dominant-hegemonic readers experienced an immediate, near-total cessation of purchase intention, halting financial and social support due to moral misalignment. Negotiated readers reported reduced support, suppressing their public referential intent while privately maintaining passive streaming habits. Finally, the oppositional reader rejected the cancellation narrative entirely and maintained their purchase intention.

Keywords: Reception Theory, Audience Reception, Consumer Behavior, Purchase Intention, Cancel Culture

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DEDICATION

I dedicate this work to myself and my parents.
Ingat prinsip.



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