

THE FUJOSHI PHENOMENON AMONG TEENAGERS WITH MANHWA BOYS LOVE CHANNEL ON TELEGRAM

Risma Wardani

Universitas Islam Negeri Raden Intan Lampung, Indonesia

Email: wardanirisma012@gmail.com

ABSTRACT

The purpose of this study is to explain the factors that affect the interest and motivation of fujoshi in creating a manhwa boys love channel on Telegram. This is interesting to research because it is a sexual deviation that is still taboo among society today. This research uses the phenomenological theory of Alfred Schutz which explains about human actions that are influenced by causal motives and goal motives. This study uses a qualitative method approach. The informant selection technique used is purposive sampling. There are 5 fujoshi informants who are 17-22 years old and have a manhwa boys love channel on the Telegram application. Data collection was carried out through observation of the content of the boys love manhwa channel on Telegram. An in-depth interview discussing the reasons and goals of fujoshi for creating a manhwa boys love channel on Telegram. In addition, documentation is also carried out by saving screenshots of content published by fujoshi on Telegram. Data analysis was carried out using the Miles and Huberman model including data collection, data reduction, data presentation and conclusion drawn. The results of the study show several reasons why fujoshi created a manhwa boys love channel on Telegram. First, because they got an offer from a friend, wanted to try new things, the hiatus phase and liked the romance of boys love. The purpose of creating a manhwa boys love channel on Telegram by fujoshi is to channel hobbies and connect people with similar interests.

KEYWORDS

Fujoshi, Manhwa Boys Love, Telegram



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

Undeniable that human life today is very closely related to social media. Social media has a crucial role in various levels of society. Starting from sending messages, sharing information, to finding out information that is trending in society. It is not surprising that social media has become an important need for almost everyone. One of the social media platforms used by the Indonesian people is Telegram. Based on the journal Use of Telegram as a Communication Media in Online Learning by (Aryadillah, 2020). Telegram is a social media application used by the

How to cite:

Risma Wardani. (2024). The Fujoshi Phenomenon Among Teenagers with Man-hwa Boys Love Channel on Telegram. *Eduvest Journal*. 4 (11), 11089-11097

E-ISSN:

2775-3727

Indonesian people and all over the world. Telegram has become one of the popular instant messaging platforms among teenagers. This is because its features allow users to share various types of content easily and quickly such as images, videos, document files and others. However, who would have thought that the platform was misused to share boys love content that is widely liked by fujoshi teenagers.

Fujoshi is a term in Japanese. Japanese referring to female fans manga, novels, and anime who likes stories about romantic relationships between men known as boys love (BL) (Khatami, 2021) . Boys love is a story genre that discusses love stories between men, also known as gay. In Japanese culture, manga and anime are not only entertainment, but also a way to express oneself and find identity. Fujoshi is one group that finds identity and satisfaction through works with an unconventional theme. In addition, fujoshi can form a strong community and solidarity among their fans. These communities often have online forums or discussion groups on social media, which allow their members to interact and share experiences.

Fujoshi is still not widely known by the general public, but fujo (short for fujoshi) is popular among anime and k-pop fans. Initially, fujo only referred to manga or anime, but now it has expanded to other content that contains elements of boys love as a form of self-expression such as manhwa, manhwa, films, novels, fanfiction, and other information. Content containing LGBT content helps strengthen the identity of fujoshi around the world. The fujoshi community began to develop in Japan since the 1970s and has spread to other countries around the world. In Indonesia, fujoshi began to develop in 2020 when the COVID-19 pandemic began to spread and PPKM was established. At that time, the story of boys love became increasingly known to the wider public through the viral series boys love Thailand, 2Gether The Series aired in May 2020 (Zahratussyafiyah, 2022) . Fujoshi actively support the series by using the hashtag se until it becomes trending on Twitter every time a new episode airs. Since then, boys love themed movies or dramas have appeared on various social media platforms such as Instagram, Twitter or X, Tiktok, Telegram and others. which is increasingly popular among Indonesian teenagers.

In addition to films, other boys love content that is very popular among teenagers is manhwa or comics that contain LGBT elements, especially Gay. Manhwa refers to comics produced in South Korea. Manhwa generally consists of several panels of images that tell a story, and often use a more dynamic storyline and distinctive visual style. However, there are also manhwa that follow a more traditional visual style. Manhwa is popular all over the world and many have been adapted into films or dramas. One example is Semantic Error which is a Korean LGBTQ+ drama that aired on February 16, 2022, this drama is adapted from a manhwa of the same title by Jeosuri illustrated by Angy. (Cyantara, 2022) .



Figure 1. Semantic Error in Manhwa and Drama versions

Source: https://i.pinimg.com/enabled_hi/474x/11/2d/53/112d53ded0bf4a71d7b25fef2f3dba2d.jpg

<https://i.pinimg.com/474x/ae/df/b6/aedfb6572b0688e9f22e4d1ab9e2c750.jpg>

Nowadays, reading manhwa is much easier than before. No need to download from paid websites because now manhwa can be accessed via Telegram. So users can read manhwa easily, practically, and for free. Telegram channels are the best feature to get your favorite manhwa. The distribution of manhwa through channels is usually more organized, so users don't have to worry about missing their favorite manhwa chapters. This convenience is very helpful for fujoshi manhwa lovers who don't want to pay for streaming platforms to be able to read the manhwa they want. Even the manhwa on Telegram has been translated into Indonesian.

fujoshi phenomenon has attracted the attention of many researchers. in Indonesia. For example, research conducted by (Putra, 2023) , the results of this study indicate that there are several factors that cause a fan to become a fujoshi. First, the friendship environment that influences the informant. Second, through social media, informants find content related to fujoshi, are curious and eventually become fujoshi. Third, escape from problems, fujoshi are used as an escape from family problems so that informants feel happier. Further research by (Agung Nugraha, 2023) the results of this study show nine motives that are grouped into three groups of factors in influencing women in Indonesia from the beginning of knowing boys love content to becoming a fujoshi. Research by (Roosiani, 2022) explains that fujoshi experience changes after accessing boys love content. They appreciate the existence of love stories between men in real life more. Although not all fujoshi experience sexual orientation, some of them state that by accessing boys love content can affect sexual orientation.

Based on the above research that focuses on the factors causing fujoshi to form among NCT fans in the wattpad writing community, the factors causing women to become fujoshi, researchers are interested in conducting further research on the fujoshi phenomenon in digital public spaces. What makes this research different from previous research. The research focuses on the reasons and goals of a fujoshi opening a manhwa community or channel on Telegram. The theory used is Alfred Schutz's phenomenology. This research is important to study because the

influence of fujoshi through social media is increasingly widespread with the development of advanced technology. The hobbies of these fujoshi are revealed through virtual communities, which can influence their views on sexual orientation. The purpose of this study is to explain the reasons why fujoshi are interested in creating a manhwa boys love channel on Telegram and the purpose of creating the channel.

RESEARCH METHOD

The research method used in this study is qualitative with a phenomenological study type. The qualitative research method is a study that is intended to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of individuals and groups (Sugiyono, 2014). The selection of informants was carried out using purposive sampling techniques (purposeful subjects). Based on the criteria that have been carried out, the author has known the identity of the informant. The researcher chose 5 informants who were teenage girls aged 17 to 22 and became the owners of the manhwa boys love channel with more than 20,000 followers or subscribers. Data collection was carried out through observation, in-depth interviews and documentation. Observations were carried out by observing channel content in the form of photos and discussion topics of informant members on the Telegram application. Interviews were also conducted online via private messages by following interview guidelines. Documentation studies are an addition to the research in the form of screenshots of content published on Telegram. Data analysis was carried out by applying the concept of Miles and Huberman, including collecting information about teenagers who manage the manhwa boys love channel, data reduction, data presentation, and drawing conclusions regarding the fujoshi phenomenon among teenagers who have a manhwa boys love channel on the Telegram application.

Table 1. Data on Fujoshi Informants Who Own the Manhwa Boys Love Channel on Telegram

No	Informant	age	Long Time As Channel Owner	Number of channels owned
1	P	18 years	4 years	3
2	R	17 years	3 years	3
3	V	20 years	5 years	4
4	MD	21 years	2 years	11
5	AL	18 years	2 years	7

Source: Researcher Processed Data.

RESULT AND DISCUSSION

This research is based on Alfred Schutz's phenomenological theory regarding human actions which are motivated by two things, namely the motive of cause (because motive) which is the background for humans carrying out an action, and the motive of purpose (in order to motive). explains the objectives to be achieved

through the action Schutz in (Thadi, 2021) . The research findings were obtained based on the results of observations and interview results which were analyzed using Alfred Schutz's phenomenological theory, namely the motives for fujoshi to create manhwa channels on Telegram in the form of getting offers from friends, trying new things, hiatus phases, and liking boys love relationships. The motive for fujoshi to create manhwa channels on Telegram is as a hobby channel.

Motive Cause

Offer From Friend

Channel admin is the person responsible for managing manhwa content taken by the channel owner so that the content provided is consistent and always responsive. Getting an offer to become an admin certainly requires editing and translation skills for manhwa from Korean to Indonesian. This is in accordance with the results of the interview conducted by the researcher with informant AL (18 years old) who revealed that:

"...Initially I became an admin because I was offered, I was also excited to start learning about translating manhwa like that. Then finally I was able to translate by myself, and over time I started thinking about having my own channel. So far I've done everything because I personally really like and enjoy translating..."

R (17 years old) said something similar, saying that:

"...I once translated a manhwa that was taken by my friend, coincidentally my friend is the owner of a channel. Then I was offered to be the admin and now we manage the channel together, while managing the channel with him, I was taught how to manage the channel and now I have my own channel..."

Based on the interview above, it can be concluded that fujoshi who own channels must have the ability to manage channels, edit and translate manhwa from Korean to Indonesian. Publishing translated manhwa and getting good reactions from readers also creates its own pleasure for fujoshi.

Trying Something New

Everyone has different ways to change their habits by accepting challenges, joining communities, or trying new things. Trying something new is when someone tries something they have never done before, (Sandhinova, 2023) . Just like *fujoshi* who change *the genre of manhwa* that they take from *straight* content (straight) to the *boys love content* so that the channels he has are more varied. This statement is supported by the results of an interview with informant MD (20 years old) who revealed that:

"...I've always liked *translating straight manhwa* and some of its *channels* too, but over time I switched to other *manhwa* with different genres. Well, I also tried something new and not monotonous..."

Based on the interview above, it can be concluded that one of the reasons fujoshi created *the manhwa boys love channel* was to try something new. This *makes Fujoshi* finds out more about the world of *boys love* by looking for *manhwa* in the *boys love genre* so that their *channel* is more varied and not monotonous.

Hiatus Phase

One of the most frustrating things for *manhwa readers* is when a *manhwa* they love goes on hiatus. What's even more annoying is when this hiatus lasts for months or even years. After *the manhwa* temporarily stop for a certain time, most people consider it a waste of time. This was experienced by informant P (18 years old) who admitted to being annoyed because the owner of *the channel* he followed was on hiatus or disappeared for an indefinite period of time.

"...The first time I wanted to translate was because the *manhwa* I was reading was no longer continued by *the channel owner*, then I was really frustrated and wanted to continue translating but I couldn't. Finally, I asked for someone to teach me, and over time I opened my own *channel* because I really wanted to and it was fun reading people's comments. I stopped for a few months and then came back again...."

From the informant's statement above, it can be concluded that *fujoshi want to create a channel manhwa boys love* on Telegram due to the hiatus phase of the channel owner that informant P (18 years old) previously followed. Informant P (18 years old) looked for a way to still be able to read the *manhwa* he liked by searching on Korean *websites* then translating them into Indonesian and creating a *manhwa boys love channel* so that other people could also read the translation results.

Love Boys Love Romance

In its extension, there are several things that make people interested in content that smells of *boys love*. When watching *boys love shows*, *women will be presented with visuals of beautiful and very charming men*, closely associated with feminine characteristics in women but substituted by men. Plus the storyline and conflict that focus more on the development of emotions, sensitivity, and tenderness that are rarely found in any heterosexual romance series, make female viewers feel as if they are in a new world that is so beautiful to be real. Although the romance between male couples depicts a love story like a heterosexual relationship, the loss of masculinity in the characters men have attracted the attention of women and made the romance of *boys love* feel more different. This statement is supported by the statement of informant V (20 years old) who revealed that:

"...Basically, I'm more interested in relationships between guys, because I like looking at handsome guys. So if there's a handsome guy whose partner is also a handsome guy, the result is a *double combo*. It's very different if the partner is *straight*, sometimes I don't want to see the guy and then be stuck to the girl..."

From the informant's statement above, it can be concluded that informant V's (20 years old) desire to create a *manhwa channel* on Telegram is because informant V (20 years old) is more interested in relationships between men (*gay*) than relationships between the opposite sex (*straight*).

Purpose Motive

Hobby Distribution

A hobby is a fun activity in which a person has interest and enthusiasm. do it. Hobbies can also be interpreted as fun activities that are done during free time. Having a hobby can connect someone with other people who have the same

interests and hobbies. In addition, meeting people with the same interests will build solidarity among its members. That is what the fujoshi who own *the manhwa boys love channel* on telegram do. Informant V (20 years old) said that:

"...I'm interested in opening a *Boys Love channel* on Telegram so that other people can read *Boys Love manhwa*, because previously access to *Boys Love manhwa* on Telegram was quite limited. And now the *Boys Love community* on Telegram is very busy and I'm happy because I can share my hobby..."

AL (18 years old) said something similar, saying:

"...You could say it's a hobby, at first I wanted to help my friends, but over time I started to like translating. Especially if I find a good *manhwa*, I immediately want to *translate it*. After *translating it*, I'm confused about what to do with it, so it's better to *upload it on the channel* so people can read it. I just like translating, especially if it's a *manhwa* that I like. For now, I want to enjoy my hobby as a *channel owner*, later when I get bored and want to stop being *the owner*, maybe I'll sell *the channel*..."

In line with V and AL, P (18 years old) also said that:

"...My goal in creating a *channel* is to get to know other *subscribers* (members) like exchanging stories. Because it's fun to chat with people who have the same interests as us. Moreover, if I *update*, there will definitely be someone who *reviews* or comments and can open a conversation from that. When chatting with them, it feels like I'm free, I don't need to be afraid of being bullied just because I'm a *fujoshi*..."

From the information provided by the informant, it can be concluded that the purpose of fujoshi creating a *manhwa boys love channel* on Telegram is as a hobby channel and connecting people with the same interests. In addition, they can express themselves without being limited by religion, local culture and certain rules in the form of communities they create on social media.

Discussion

The underlying motive of *fujoshi* making a *manhwa boys love channel* on the Telegram application has several motives. *First*, because they get an offer from a friend to become a *channel admin*, where *the channel admin's* job is to manage *the channel* and help the *channel owner* translate *the manhwa* that was taken. This made *the fujoshi* enjoy the moments of editing and translating *the manhwa* that finally the fujoshi decided to create her own channel with a different manhwa title.

Second, trying something new is when someone tries something they have never done before, from *straight content* to *boys love content*, this makes *fujoshi* explore the world of *boys love* by looking for *manhwa* with this *genre*. *boys love* so that *the channel* is more varied and not monotonous.

Third, one of the most frustrating things for *manhwa readers* is when their favorite *manhwa* is on hiatus for an indefinite period of time. This makes fujoshi look for ways to still be able to read their favorite *manhwa* by searching on Korean *websites*, translating them into Indonesian, and creating a *manhwa boys love channel* so that other people can also read the translated results.

Fourth, the romance that occurs between male couples in *boys love stories* has similarities with heterosexual love stories, the loss of masculinity in men has attracted women's interest and made BL romance feel unique.

Fujoshi activities have positive and negative impacts. The positive impact of being a fujoshi is the ability to learn to be more creative in expressing oneself without being hindered by religion, local culture and certain rules in the form of communities they create on social media. A fujoshi can earn additional income from selling edited and translated *manhwa chapters*, in addition to getting responses positive from fans who read the translated manhwa, the manhwa provides satisfaction and happiness for a *fujoshi*. The negative impact of being a *fujoshi* who owns a *manhwa boys love channel* on Telegram is spending time staying up late just to translate *manhwa*. Many underage teenagers have dared to access the 18+ rated *manhwa boys love* which can damage thinking or cause sexual disorders. In addition, changes in sexual orientation as experienced by informant AL (18 years old).

CONCLUSION

Based on the research results, it was concluded that in the fujoshi phenomenon among the owners of the manhwa boys love channel on Telegram, there are four reasons why fujoshi are interested in creating a manhwa boys love channel. First, because they get offers from friends. Second, they want to try something new. Third, the hiatus phase. Fourth, they like boys love romance. The purpose of fujoshi creating a manhwa boys love channel on the Telegram application is to channel hobbies and connect people with the same interests. The researcher realizes that there are still many limitations in this study because it is still limited to fujoshi who have manhwa boys love channels, so there are still many opportunities for other research related to fujoshi problems on social media and it is recommended in further research to continue research on the influence of boys love content on changes in fujoshi sexual orientation. This can be studied more deeply to provide broader knowledge to the public regarding fujoshi problems.

REFERENCES

- Agung Nugraha, A. A. (2023). ACA-Fans dan Komunitas Fujoshi di Indonesia: Sembilan Motif Konsumsi Konten Boys Love. *AKSELERASI: Jurnal Ilmiah Nasional*, Vol. 5, No. 2, hal: 139-150.
- Aryadillah, F. F. (2020). Penggunaan Telegram Sebagai Media Komunikasi Dalam Pembelajaran Online. *Jurnal Humaniora Universitas Bina Sarana Informatika*, Vol. 20, No. 2. hal: 111-117.
- Cyantara, A. E. (2022, Juli 01). Sinopsis Semantic Error, Benci Jadi Cinta. Dipetik September 22, 2024, dari <https://www.kompas.com/hype/read/2022/07/01/124759166/sinopsis-semantic-error-benci-jadi-cinta>.
- Khatami, M. (2021, Mei 22). Fenomena Fujoshi dan Polemik Penerimaan LGBT di Balikpapan. Dipetik 24 September 2024, dari <https://kumparan.com/muhammad-khatami->

1620030575860139258/fenomena-fujoshi-dan-polemik-penerimaan-lgbt-di-baliknya-1vn1G2nblcy

- Putra, I. S. (2023). Fenomena Fujoshi di Kalangan Penggemar NCT Pada Komunitas Penulis Wattpad (Studi Kasus 5 Penulis Fanfiction NCT). *Jurnal Perspektif: Jurnal Kajian Sosiologi dan Pendidikan*, Vol. 6, No. 1, hal: 1-8.
- Roosiani, V. N. (2022). Pengaruh Genre Boy's Love Pada Komunitas Fujoshi di Indonesia. *Idea: Sastra Jepang*, Vol. 4, No. 1, hal: 52-59.
- Sandhinova, A. (2023, September 8). Selalu Mencoba Hal Baru Untuk Meningkatkan Kualitas Diri. Dipetik September 28, 2024, dari <https://www.kompasiana.com/ardhitosandhinova5869/64facd12e2c0f94f0a2dab92/selalu-mencoba-hal-baru-untuk-meningkatkan-kualitas-diri>
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Thadi, A. M. (2021). Fenomenologi Alfred Schutz: Studi Tentang Motif Pemakaian Peci Hitam Polos. *JOPPAS: Journal of Public an Administration Silampari*, Vol. 3, No. 1, hal: 19-25.
- Zahratussyafiyah. (2022). Gambaran Social Anxiety Pada Fujoshi. *Jurnal Psikologi: Jurnal Ilmiah Fakultas Psikologi Universitas Yudharta*, Vol. 9, No. 1, hal: 108-123.