

# **Participatory Culture of Arctic Monkeys' Fandom in Indonesia Through Instagram**

Dethisa I. Nabila, Triyono Lukmantoro, Nurul Hasfi

dethisaa@gmail.com

**Program Studi S1 Ilmu Komunikasi**

**Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro**

**Jl. Prof. Soedarto, SH Tembalang Semarang Kotak Pos 1269 Telepon (024)7465407**

**Faksimile (024) 746504 Laman: <https://www.fisip.undip.ac.id> Email:**

**[fisip@undip.ac.id](mailto:fisip@undip.ac.id)**

## **ABSTRACT**

Drawing on theories of participatory culture, social identity, and new media, the study investigates how fans interact and express themselves in this digital context. This qualitative study employs a textual analysis approach, to examine the comments left by followers on the Instagram feed posts of the @arcticmonkeysindonesia account. The research delves into the rich data obtained through comment extraction, exploring the variety of perspectives and narratives woven within the online fan community. The research findings suggest that Instagram is a key platform for Arctic Monkeys fans in Indonesia to engage with the band, each other, and the broader fan community. Fans use Instagram to share and discuss music, news, and personal experiences, as well as to create and share fan art, memes, and other creative content. This participatory culture provides fans with a space to connect with others who share their love of the band, express their own identities, and build community.

**Keywords: Arctic Monkeys; Participatory Culture; Fandom; Instagram**

## **INTRODUCTION**

Participatory culture, a phenomenon observed within fan communities, involves active engagement and interaction among supporters of media figures or celebrities. Fans actively participate in their chosen fandom, displaying unwavering loyalty and

emotional investment, thus fostering a vibrant fan culture. This culture has evolved into what is now known as participatory culture, where fans engage actively in the creation and dissemination of media content. Instead of mere consumers, fans become producers,

remixers, and curators, contributing to a rich cultural landscape (Hills, 2002; Jenkins, 2006).

Initially, participatory culture was synonymous with fandom, characterized by informal communities built on notions of equality, reciprocity, and sociality. Fans possessed a shared understanding of their contributions and how they contributed to collective well-being. This culture is marked by low barriers to artistic expression, strong support for creation and sharing, and informal mentorship (Jenkins, Ito, & boyd, 2016). Democracy and diversity are integral to participatory culture, challenging traditional power structures and reorienting control (Jenkins, 2016).

Fans' participatory behaviors, such as creating fan fiction, artwork, and engaging in online discussions, play a pivotal role in shaping their chosen fandom's cultural aspects. Through active involvement, fans establish group identities and influence how their preferred subject is perceived and interpreted. Social media platforms have facilitated fan engagement and content creation, fostered a global fan community and promoting inclusivity and collaboration (DeMeo, 2016).

Arctic Monkeys, a renowned band, exemplifies participatory culture within the music industry. Emerging from humble beginnings, their success was propelled by fan-driven initiatives, including grassroots distribution of demo

CDs and widespread sharing of their music on online platforms. Social media played a pivotal role in their rise to fame, enabling widespread dissemination of their music and fostering a sense of community among fans (Tancer, 2009). The band's impact extends beyond their music, influencing fashion trends and inspiring other musicians (Indra, 2023).

In Indonesia, Arctic Monkeys' popularity soared following the release of their album "AM." The band's Indonesian fanbase, consolidated under the @arcticmonkeysindonesia Instagram account, exemplifies participatory culture, with fans actively creating and sharing content related to the band. Fan gatherings, tribute gigs, and merchandise sales further enhance community engagement and solidarity (Arctic Monkeys Indonesia, 2023). Arctic Monkeys' recent concert in Indonesia marked a significant milestone, further stimulating fan involvement and underscoring the band's enduring appeal. Despite their minimal presence on social media, Arctic Monkeys continue to command a massive following, showcasing the enduring power of participatory culture in fostering fan engagement and shaping cultural landscapes (Henderson, 2023; Grover, 2023).

## RESEARCH OBJECTIVES

This research aims to offer an exploration of participatory culture within the Arctic Monkeys' fanbase on Instagram

in Indonesia, seeking to elucidate how fans actively position themselves, contribute, connect, and shape their fandom experience through social media engagement, particularly on Instagram, despite the band's minimal direct involvement. By delving into the dynamics of fan interactions and cultural production within this online community, the study aims to provide valuable insights into the intricate mechanisms of participatory culture and its impact on fan engagement and identity formation within the Indonesian Arctic Monkeys fandom.

## **ANALYTICAL FRAMEWORK**

The data will undergo analysis utilizing the Participatory Culture framework alongside Reader Response Theory (RRT) by Rosenblatt (1978), which provides a foundational lens for understanding how fans interpret Arctic Monkeys' music, lyrics, and visuals based on their individual experiences. This aligns with the concept of fan positioning, recognizing varied fan engagements. The proposed five-level framework by Bamberg & Georgakopolou (2008) is justified by RRT's emphasis on subjective interpretation and active fan participation, shedding light on motivations and diverse perspectives within the fan community. It explores fan positioning through narrative, interactive context, alignment with broader discourse, joint interactional engagement, and identity construction. Each level scrutinizes different facets of fan engagement, ensuring comprehensive

coverage and clarity in interpretation. The framework's application will involve:

Level 1: Analyzing the band's portrayal within narratives and fans' contributions to this positioning.

Level 2a: Examining fans' self-presentation within interactive spaces and its impact on community dynamics.

Level 2b: Analyzing fans' alignment with or divergence from broader fan discourse.

Level 2c: Assessing fans' interactions in managing the broader fan community and resolving conflicts.

Level 3: Exploring how fans construct online identities through various roles in the narrative, reflecting their relationships with the band and the broader community.

## **RESEARCH METHOD**

This qualitative research employs a descriptive approach to comprehensively understand participatory culture within the Arctic Monkeys' fan community, focusing on the Instagram account @arcticmonkeysindonesia. It aims to elucidate how followers sustain this culture despite minimal direct band involvement. Narrative analysis, integral to qualitative research, is applied to interpret textual content on the Instagram account, which presents a hybrid format incorporating fiction and non-fiction elements. Narrative analysis probes into

the form and content of stories, considering them not only as representations but as narrative events shaping ontologies and epistemologies. The study will be conducted specifically examining comment text from followers of the @arcticmonkeysindonesia account. Primary data, gathered through observations on Instagram, and secondary data from relevant literature will be analyzed using textual analysis techniques. The methodology involves curating content based on specific criteria, such as specific period of time, and setting clear guidelines for data collection, ensuring a systematic approach to understanding participatory culture within the Arctic Monkeys' fan community.

## RESEARCH FINDINGS

The chosen content from the @arcticmonkeysindonesia Instagram account spanning November 2021 to November 16, 2023, reveals significant audience engagement, with an average engagement rate of 6.03% and around 1,010 likes and 18 comments per post. This indicates active interaction and a dynamic community surrounding the account. The diverse thematic landscape comprises various categories of content, including concert-related posts, fan activities, creative fan edits, direct fan interactions with the band, humorous memes, official band updates, trivia, visual media featuring the band, merchandise promotions, music discourse, and miscellaneous topics.

Concert-related content underscores the band's live presence, while fan activities and edits demonstrate fan creativity and dedication. Direct fan interactions and humorous memes foster community engagement, while official band updates and trivia serve informational and fan engagement purposes. Visual media and merchandise promotions provide personal insights into the band's lives and cater to fans' desire for tangible expressions of fandom. Music discourse and miscellaneous topics further enrich fan engagement, showcasing the multifaceted nature of the fan community and the account's ability to adapt to diverse interests.

## The Positioning of Arctic Monkeys within Indonesian Fans

This analysis delves into the intricate positioning of the Arctic Monkeys within the Indonesian fanbase, as reflected in the social media content of the @arcticmonkeysindonesia account. The band's portrayal oscillates between two primary positions: idols and relatable figures. While they are often idolized, the Indonesian fandom emphasizes their relatability, frequently reinterpreting the band through local cultural references. A notable example is a post humorously depicting vocalist Alex Turner in front of an Alfamart, a popular Indonesian convenience store chain, blending the band's image with local cultural elements. The comments on such posts further reinforce this interpretation, with fans embracing the humorous and culturally

infused portrayal. Through playful narratives and mundane details, fans bridge the gap between global celebrity and everyday Indonesian life, fostering a sense of connection. This phenomenon showcases the @arcticmonkeysindonesia account's deliberate strategy to cater to the Indonesian fanbase's desires, solidifying the band's perceived relatability. Additionally, the interaction between global stardom and local cultural appropriation creates a dynamic positioning that transcends conventional idol-fan dynamics. The analysis also explores the multifaceted nature of idolization within the fan community, using comments on posts related to band member Matthew Helders as a case study. Fans express admiration for Helders' persona, musical talent, and even his interview skills, highlighting the nuanced ways in which fans construct and engage with the image of individual artists within online communities.

### **Self-Positioning of Fans Within the Narratives**

Arctic Monkeys fans actively engage in self-positioning narratives within their community, often utilizing trivia and personal interpretations of the band's music to present themselves. Fans position themselves on a multi-layered spectrum, from dedicated followers to passionate interpreters, showcasing their depth of knowledge and connection to the band. For example, a post on Alex Turner's fashion evolution sparked discussions among fans, with comments

not only focusing on aesthetics but also contextualizing the band's journey within their own experiences. Fans frequently connect the band's music to their personal lives, intertwining their identity with their fandom. One fan's recounting of their Arctic Monkeys journey reflects a profound emotional attachment, spanning significant periods of their life and technological advancements in media consumption. This narrative highlights how fans use band narratives as touchstones for their life stories, with individual songs marking pivotal moments in their fan journey.

### **Interactional Narratives by Fans Within Fandom**

Fan interactions and narratives within the Arctic Monkeys fan community provide valuable insights into the dynamics of fandom. A notable example is a fan's recounting of an amusing experience during a concert, where they loudly chanted "Mardi Bum" only to be corrected by a neighboring fan insisting on "Mardi Bam." This post sparked a lighthearted debate among fans on the correct pronunciation, with playful references to an Indonesian singer, Mas Pam, further enriching the discussion. Fan comments playfully twist the song title, incorporating wordplay and cultural references, creating a collective humorous interpretation. Despite differing opinions, the discourse remains respectful, showcasing the positive social dynamics within the online fan space. This incident illustrates how fans engage in playful

banter while maintaining a sense of camaraderie, contributing to the cohesive and mature nature of the community.

### **Joint Interactional Engagement of All Participants**

In examining the interactive engagement among fans, the management of fan interaction within the Arctic Monkeys fandom reveals a collaborative narrative construction that encapsulates shared experiences, emotions, and interpretations of the band's work. This process involves a mutual exchange of ideas, humor, and perspectives, resulting in a rich, multi-layered narrative reflective of the collective identity of the fandom. Primarily facilitated through posts on social media platforms such as @arcticmonkeysindonesia, these interactions foster lighthearted discussions surrounding the band, contributing to a structured yet organic framework for fan connection, sharing, and engagement. The nature of these discussions tends to be inclusive and humor-driven, essential in cultivating a welcoming and cohesive environment. An anecdote about mistaking "Arctic Monkeys" for "Atlantic Monkeys" serves as an illustrative example of how humor acts as a bonding agent among fans, transforming innocent mistakes into opportunities for playful banter. Shared laughter over such relatable anecdotes strengthens the sense of community and underscores the inclusive nature of the online space. Through these interactions, fans collectively shape and perpetuate the

culture and identity of the fandom, with each post, comment, and discussion contributing to the dynamic evolution of the fan base's culture.

### **Identity Construction and Broader Discourse**

The roles assumed by fans within the Arctic Monkeys' Indonesian fan community are active constructs that illuminate their relationship with the band and the broader online community. Fans take on roles such as experts, dedicated followers, casual listeners, or creative contributors, shaping their identity in the fandom and influencing their engagement with the band's content and fellow community members. @arcticmonkeysindonesia, serving as both a moderator and an expert source of information, ensures that online discussions remain conducive to healthy interaction by overseeing conversations and facilitating fan activities, including offline meet-ups, to strengthen face-to-face connections among fans. These offline events, supported by high engagement on social media, signify the community's enthusiasm and commitment to fostering a sense of belonging. Additionally, @arcticmonkeysindonesia bridges the global Arctic Monkeys fandom with the local Indonesian context, making the band's phenomenon more relatable and culturally relevant. Dedicated followers express a profound emotional connection to the band, sharing personal stories that reflect their evolving relationship with Arctic Monkeys' music

over time. Casual listeners contribute to the discourse by bringing accessibility and inclusivity to the community, while creative contributors actively shape the cultural narrative through fan art, covers, and interpretations of the band's work. These diverse roles within the fan community showcase the dynamic nature of fan engagement and its profound impact on both the relationship with the band and the broader online cultural landscape.

### **Participatory Culture**

The analysis of selected posts from the @arcticmonkeysindonesia Instagram account sheds light on the participatory culture within the Indonesian Arctic Monkeys fan community. Firstly, the platform's low barriers to participation are evident, as fans easily share their interpretations and emotional connections with the band's music through comments. Secondly, fans actively create and share content, including artwork, lyrical analyses, and fan videos, fostering a creative exchange within the community. Additionally, experienced fans act as informal mentors, guiding newcomers and facilitating knowledge sharing through insightful analyses. Moreover, fans express a sense of contribution and belonging through engaging in discussions and sharing experiences, both online and offline, thus strengthening social connections within the community. Furthermore, the community fosters a sense of national identity among Indonesian fans, as evidenced by

discussions in Bahasa Indonesia and support for local artists. These findings underscore the thriving participatory culture within the Indonesian Arctic Monkeys fan community, where fans actively shape and share cultural experiences in alignment with Jenkins' notion of participatory culture.

### **CONCLUSION**

This qualitative study delves into the participatory culture of the Arctic Monkeys fandom in Indonesia, aiming to understand how fans contribute, connect, and shape their fandom experience via Instagram. The research explores how participatory culture thrives even in scenarios where direct involvement from the band is minimal. Findings reveal that active fan participation, facilitated by platforms like @arcticmonkeysindonesia, is crucial in shaping the band's reception and fostering a vibrant online community. The fanbase serves as moderators, information sharers, and event organizers, fostering a sense of belonging and inclusivity among fans of various roles, from dedicated followers to casual listeners and creative contributors. The research highlights how fans use Instagram as a space for interaction, sharing fan-generated content, and negotiating their identities within the fandom. Despite limited band involvement, the fan community's humour, creativity, and shared experiences sustain a dynamic participatory culture that transcends passive consumption of the band's music,

showcasing the enduring vitality of the fan-club.

## IMPLICATIONS

The research contributes to knowledge development in this area, serving as a reference for future studies and providing a robust foundation of data and insights. Practically, the findings offer valuable insights for practitioners in related domains, such as small recording labels and music industry management, aiding in evaluation and offering perspectives for industry involvement. Socially, the study provides a new perspective for independent musicians and fan communities, shedding light on the resilience and adaptability of participatory culture. Marketers and agencies could benefit from these insights by developing authentic engagement strategies with Arctic Monkeys fans on Instagram, including user-generated content campaigns and collaborations with fan accounts, ultimately enhancing understanding and engagement within this dynamic fan community.

## REFERENCES

- Arctic Monkeys Indonesia  
[@arcticmonkeysindonesia].  
[Instagram profile]. Retrieved  
June 2023 from  
<https://www.instagram.com/arctic-monkeysindonesia>.
- Bamberg, M., & Georgakopoulou, A.  
(2008, January 1). Small stories as  
a new perspective in narrative and  
identity analysis. *Text & Talk*,  
28(3).  
<https://doi.org/10.1515/text.2008.018>
- DeMeo, E. (2016). *Fandom and Social Media Marketing Looking at Doctor Who Tumblr Engagement Through the Lens of Participatory Culture*. [Master thesis, Liberty University].  
<https://core.ac.uk/works/33159713>
- Grover, J. (2023, May 3). *Arctic Monkeys: who are the Grammy-nominated rock band who performed at the London 2012 Olympics?* Retrieved from The Star:  
<https://www.thestar.co.uk/news/people/arctic-monkeys-who-are-the-grammy-nominated-rock-band-who-performed-at-the-london-2012-olympics-4128332>.
- Henderson, E. (2023, March 28). *The evolution and impact of the Arctic Monkeys*. Retrieved from Meer Entertainment:  
<https://www.meer.com/en/72367-the-evolution-and-impact-of-the-arctic-monkeys>.
- Hills, M. (2002). *Fan Cultures* (1 ed.).  
Routledge.
- Indra, R. (2023, March 16). *How Arctic Monkeys became massive in Indonesia*. Retrieved from The Jakarta Post:  
<https://www.thejakartapost.com/culture/2023/03/16/how-arctic-monkeys-became-massive-in-indonesia.html>.
- Jenkins, H. (2006). *Convergence Culture Where Old and New Media*



*Collide*. NYU Press.

Jenkins, H., Ito, M., & boyd, d. (2016).  
*Participatory Culture in a  
Networked Era: A Conversation  
on Youth, Learning, Commerce  
and Politics*. Cambridge: Polity  
Press.

Rosenblatt, L. M. (1978). *The reader, the  
text, the poem: The transactional  
theory of the literary work*.  
Carbondale, IL: Southern Illinois  
University Press.

Tancer, B. (2009). *Click: What We Do  
Online and Why It Matters*.  
HarperCollins.

