

DIGITAL FANDOM DYNAMICS: A COMPARATIVE ANALYSIS OF SWIFTIES' ACTIVITIES ON SOCIAL MEDIA

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Abstract

Taylor Swift's fans, known as Swifties, utilize social media platforms like Instagram, X, and TikTok to express their fandom and build community. This study analyzes the differences in fan activities across these platforms, focusing on how each platform facilitates unique interactions and engagements. The research used a qualitative approach and content analysis to examine posts and interactions on active Indonesian Swifties accounts. Data was categorized based on platform-specific content and engagement metrics to highlight variations in fan behaviour. The findings show distinct patterns: on Instagram, fans focus on sharing news, promoting social causes, and celebrating Taylor Swift's milestones; on X, discussions and updates about events dominate, with fans actively participating in online trends; while on TikTok, fans engage in creative activities like karaoke parties, fun walks, and thematic performances. These platform-specific behaviours demonstrate how digital media shapes fandom dynamics and fosters collective identity.

Keywords

(Social Media, Digital Fandom, Taylor Swift, Swifties)

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INTRODUCTION

Taylor Swift is a multi-talented singer-songwriter and global superstar who has captivated audiences with her heartfelt lyrics and catchy melodies, establishing herself as one of the most influential artists in contemporary music. In 2024, he made history when he won the Grammy Award for Album of the Year for *Midnights* (2022), becoming the first artist to win the category four times and breaking the record in the release of the album *The Torture Poet Department* with 11 records in vinyl sales and also streaming platforms music (cnnindonesia.com, 2023) with Taylor Swift's various achievements that have fans from different parts of the world, research related to Taylor Swift's image in 2016-2021 states that Swift has a dynamic image (Putri, 2021).

Taylor Swift has captured the attention of many fans, especially among Swifties, for her music, which reflects and embraces various aspects of their lives. His songs touch on universal themes, such as love, loss, personal growth, and the courage to face challenges. In every album she releases, Taylor Swift captures the essence of the human journey through her emotional lyrics and immersive melodies (detiknews.com, 2024). The Swifties, Taylor Swift's loyal fans, have become a significant force in the music industry. The nickname "Swiftie" has been officially recognized by its inclusion in the Oxford Dictionary, signifying the undeniable influence of the community. The Swifties feel very connected to Taylor Swift's music because they can portray their life experiences authentically. Every time Taylor Swift releases a new album, interest in her work increases as fans want to continue following her emotional and artistic journey.

Swifties are not just fans but also the main driving force behind Taylor Swift's success and impact on the music industry. They actively support her musical work and are involved in various activities, including promotions, social campaigns, and support for the values represented by Taylor Swift (Viva. co,2024). The success of the *Erase Tour*, which has 151

shows on five continents, is a force of loyal Taylor fans. They have significantly impacted organizing concerts in a country's economy. With an average attendance of 72,000 audience and tickets costing about \$238 US, the Eras Tour earned more than \$17 million US per show (CNN Indonesia. com,2024).

In Indonesia itself, Taylor Swift's music lovers are significant, and Indonesia has the second most Taylor Swift followers on social media after America. Not only that, even DKI Jakarta as the capital of Indonesia, is the city with the highest number of listeners, as seen from Spotify statistics compiled by Songstats, that the average number of Taylor Swift listeners from Jakarta on the platform reached 2.23 million listeners as of July 2023 (databooks. metadata.co.id 2023).

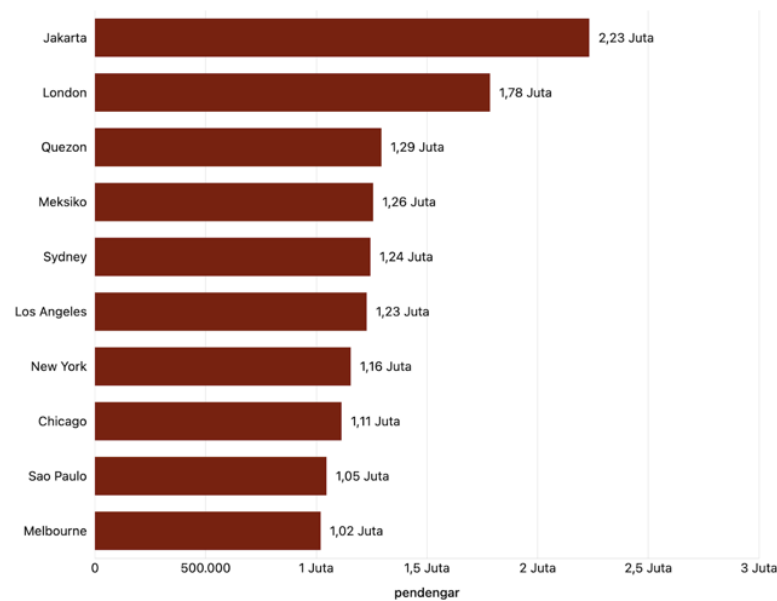


Figure 1. Taylor Swift's Song Listeners on Spotify Based on Top 10 Cities

(Source: databooks.metadata.co.id,2023)

Today, using social media for public figures is very important because the internet plays a central role in disseminating information and connecting fans worldwide (Gooch, 2008). His strength in personal branding is the success of Eras Tour's concerts held in various cities, where Eras Tour's concerts won the Guinness World Record for the highest gross. Eras Tour is the first concert to break the revenue figure of USD 1 billion, or around more than 15 trillion (tempo. com, 2023)

Taylor Swift's fan base over the years is not only due to her growing popularity but also her ability to create strong relationships with her audience through relatable and engaging pieces of music. This shows that Taylor Swift is a famous musician and an emotional narrator who can express universal life experiences through her musical medium. Swifties, a loyal global pop star and Taylor Swift fan have formed a vibrant community worldwide. The enthusiasm for Taylor Swift's music and figure is more robust in Indonesia. Swifties Indonesia has fanbase platforms on Instagram, X, and TikTok with the username @/taylorswiftid, where the account is valid as a center for information, discussions, celebrations, and bringing fans together across geographical boundaries. Interesting facts from Swifties Indonesia are also one of them, namely doing a fun walk that aims to celebrate

the release of their idol album; besides that, they often do fundraising for social issues such as what happened in Palestine.

Based on the background of the above issues, researchers are particularly interested in seeing how Taylor Swift's fan community uses social media and can provide valuable insights into the dynamics of online communities in general. Additionally, social media has changed the way fans interact with artists and each other. Social media has become the ultimate platform for fans to interact, share content, and express their support for their favorite artists. This research will provide insights into how social media use affects the fan experience, including how much they feel connected to artists and fellow fans.

This study examines the activities of Taylor Swift's fan community (Swifties) on social media to understand the dynamics of interaction and solidarity formed within the community. Although many previous studies have discussed fandom activities in K-Pop communities such as BTS Army and One Direction, research on fan communities of Western musicians such as Taylor Swift in Indonesia is still limited. The identified research gap lies in the lack of exploration of how different social media platforms (X, Instagram, TikTok) facilitate varying interactions in building collective identity and social participation. Therefore, this study seeks to fill this gap by conducting a comparative analysis of the activities of Indonesian Swifties on various social media platforms to understand the role of digital media in strengthening the identity and engagement of fan communities.

THEORETICAL STUDY

Previous Research

The following are some previous studies related to and relevant to the theme of this research, namely fandom activity on social media. The research focuses on the BTS fan community in Surabaya, specifically their cultural identity, online fandom activities, and their role as social agents in the Love Myself campaign. The method used was virtual ethnography, including participant observation and focused group discussions. The study results show that the BTS-Army Community in Surabaya is involved in fan projects and charity events and uses online media to communicate and support BTS. They promote social awareness and participate in charity work (Kusuma et al., 2020).

Another study on social interaction between BTS fans (ARMY fandom) on social media, Weverse, uses a descriptive qualitative approach with phenomenological methods and triangulation techniques. The results show that social interaction on Weverse involves associative processes such as cooperation, support, and tolerance and dissociative processes such as conflicts caused by fake fans and solo booths. The reverse is essential in building positive relationships between fans, although it also faces challenges from negative comments and fake news (Indriani & Kusuma, 2022).

The following article discusses the practices and products of One Direction's fan community, focusing on teenage girls' interactions with texts on social media. The methods used include digital ethnography, interviews, and analysis of online activity on platforms such as Twitter, Instagram, Vine, and Wattpad. The results showed that teenage girls are turning music celebrities into heroes, using social media to support collective imagination, and combining online and offline lives in fan communities. Technology and mobile devices play a crucial role in their participation, forming personal relationships, and providing space for self-expression and community building (Lacasa et al., 2016).

The following research focuses on parasocial interactions and media activities carried out by BTS (Army) fans through Twitter. The qualitative method is collected through interviews, observation of informant activities on Twitter, and content analysis with a deductive approach. The study showed that BTS fans have cognitive, affective, and behavioral responses towards their idols, frequently interact with BTS and fellow fans through social media, and demonstrate their virtual identities as BTS fans (Wardani & Kusuma, 2021).

In contrast to some of the above studies, the novelty of the study titled "Comparative Analysis of Taylor Swifties' Fan Activity (Swifties) on Social Media" lies in its different focus from previous research. While previous research examined the fan communities of BTS-Army and One Direction with methods that included virtual ethnography, phenomenology, and analysis of parasocial interactions, this study will examine Taylor Swift's (Swifties) fan community. By conducting a comparative analysis of Swifties' social activities across various social media platforms, this study will explore the different dynamics, characteristics, and social roles within fan communities that have yet to be widely studied. This provides new insights into how Taylor Swift's fandom interacts, collaborates, and builds its cultural identity in the digital world.

New Media

The flow of information through new media, such as social media, is one example of new media that is easily accessible to anyone quickly. The new media terms are Digital, interactive, hypertextual, virtuality, networking, and simulation. We know that social media is a place to socialize and exchange information that anyone can easily access (Lister, 2009). As a manifestation of the digital revolution, new media offers a dynamic and interactive communication landscape. Unlike traditional media, which is limited to one-way transmission, new media presents an era where users are not only receivers but also creators, processors, and disseminators of information.

New media is the gateway to borderless global interaction, where everyone can connect, share, and collaborate in real-time worldwide. With intelligent algorithms and content personalization, New Media embraces users with customized experiences and offers a broad stage for creative expression and public participation. Nonetheless, challenges such as digital privacy, disinformation, and online debates continue to raise important questions about the role and impact of New Media in the modern era of increasing connectivity. As researchers, understanding the complexity and implications of this phenomenon is critical to forming a deep understanding of social and cultural dynamics in the digital era (Bungin, 2013).

Social Media

Social media is one of the most appropriate forms of media for a public figure or singer with fans to improve the image and satisfaction of fans and non-fans. Where this includes the use of social media as a promotional medium. In the concept of social media, one of the outlines is social networks, where the use of social media is an interaction with fans, updates on new album releases, and updates on public figures themselves (Nasrullah, 2015). Social media has become a significant stage where Taylor Swift's fan community gathers, interacts, and shares common interests with artists. Through platforms like Instagram, X, and TikTok, fans can connect directly, share Taylor Swift-related content, and expand their social networks. (Michael, 2016).

Taylor Swift and the Swifties

Taylor Swift is a 34-year-old singer and songwriter born in Pennsylvania who is very talented. Successful from a very young age until now, her career has skyrocketed. Taylor Swift is a singer and a businesswoman. With very characterful vocal abilities and genius songwriting skills, they are always at the top of the charts by presenting several diverse song genres and neatly packaged according to their characters (Vincent L, 2023). Taylor's career would not be accessible without Swifties either; Swifties are Taylor Swift's fan nickname; this nickname is taken from Taylor Swift's last name, which until now has been used by fans to identify them with Taylor's last name "Swift" (popmama.com, 2023).

Taylor can communicate effectively with Swifties on social media and through her music, gaining much attention in the eyes of the public. In addition, Taylor also has a personality with a high social spirit (Purwanto, 2022). By having an upbeat personality reflection, Taylor has many fans of various ages through her music. Taylor often takes time to visit children battling cancer. Harnessing the power of her influence, Taylor invited her fans and followers to participate in this good deed by posting on her Instagram using the hashtag #StayFearlessKhloe. This action is not only encourages Khloe to face her days more persistently but also serves as an inspiration for many people to spread kindness and support in the online community (abc7.com, 2023)

Recently, social media has been abuzz with calls for Taylor Swift to use her platform to voice her support for Palestine amid the Israeli-Palestinian conflict. This movement started with a hashtag. There are many reasons behind this call. First, many other musicians and celebrities, such as Bella Hadid, Rihanna, and The Weeknd, have publicly declared their support for Palestine. With her significant influence, Taylor Swift fans feel she should also take a stand. Taylor Swift's fans urged her to use her platform to raise awareness about the situation and condemn the atrocities. Taylor Swift has not publicly commented on the conflict. This left some fans disappointed, and they felt he had a responsibility to use his voice for good. This phenomenon shows the power of social media and celebrity influence. Taylor Swift fans use their platform to drive change and raise awareness about important issues (middleeasteye.net, 2024).

Fan Culture

According to Matt Hills (2002), fan culture is a complex phenomenon that can be understood through various lenses. Fan culture intersects consumerism and resistance, community and hierarchy, knowledge and justification, and fantasy and reality. Fans often have a complicated relationship with capitalist society, where they simultaneously reject and engage in economic and cultural processes. They are considered 'ideal consumers' because of their predictable and stable consumption habits, but they also express anti-commercial ideologies.

Fan culture is characterized by complex hierarchies, including hierarchy of knowledge, fandom levels, access, leaders, and venues. This hierarchy is influenced by fan cultural capital (the knowledge fans have about their fandom objects) and fan social capital (fan networks and acquaintances, as well as access to media producers and professional personnel). High fan culture capital often predicts high fan social capital, although this is not always true. The formation of fan communities is driven by fans from different backgrounds coming together to share their fandom, creating a sense of ownership over their fan object. This communal aspect is essential to understanding fan culture since it precedes the normative organization that defines the object of good desire or pleasure. Fan culture also challenges traditional academic boundaries, with fandom seeping into academia and creating a dynamic where

academics can become fans of other 'star' academics. This intersection of fandom and academia highlights fans' pervasive attachment, compassion, and passion for academic work and institutions. Fan culture is a rich and dynamic field encompassing a wide range of social, cultural, and economic dimensions, making it a significant field of cultural and communication studies (Hills, 2002).

Research on pop culture fans noted a variety of chaotic crowd behaviors, such as violent incidents at music concerts and television shows. However, pop culture fan violence has received less theoretical attention than sports fan violence. Research on pop culture fans began in the 1980s and can be divided into three generations. The first generation emphasizes the power struggle between marginalized groups' cultural tastes and media producers' dominant ideology. The second generation comes with new technology and sees fans as a niche consumer. The third generation focuses on normalizing media consumption in daily life and the meaning of fan identity in cultural and economic globalization. Fan culture encompasses various social and identity practices related to interactions between fans and their fandom objects (Schimmel et al., 2007).

However, fan culture also contains a variety of behaviors that are considered toxic, not only limited to "toxic masculinity" but also including toxicity from other cultural agents, including women or queers. News media often choose social media content that incites maximum cultural penetration, often called click-bait. Fandom can be beautiful, transformative, performative, and even ugly (Proctor & Kies, 2018).

METHOD

This research focuses on exploring and profoundly understanding the social activities of Taylor Swift's fan community on social media. Using a qualitative approach and content analysis methods, this study aims to explore the responses of community members to the content shared by Taylor Swift as well as the dynamics of interaction between community members on social media platforms such as Instagram, X, and Tiktok (Magdeline, 2022). The qualitative approach was chosen because it provides depth and complexity in understanding social phenomena such as fan communities, where nuances, meanings, and contexts are crucial. At the data collection stage, information was collected from direct posts from Instagram social media accounts @/Taylorswiftid, X @/taylorswiftIDs, and TikTok @/swiftindonesia. Initially, the researcher checked several social media owned by Taylor Swift fans. The researcher selected accounts with the highest level of activity and engagement, as seen in followers, likes, and comments. After that, the researcher calculated the content and grouped it based on the type of content for further research.

The data will be thoroughly analyzed using the content analysis method. The analysis involves identifying the key themes that appear in the content shared by Taylor Swift and the responses from her fan community. In addition, this study will explore the social activities of swifties. After the data is classified and encoded, the researcher will interpret the analysis results in-depth. It involves uncovering the hidden meaning behind social activities in Taylor Swift's fan community on social media. In addition, the interpretation will consider the broader context of popular culture and the music industry to understand how social activities within this fan community can shape and be influenced by existing trends and dynamics. To ensure the validity and reliability of the research, various strategies will be used, including triangulation of data from various sources, peer briefing to obtain input from colleagues, and member checks to verify the interpretation of the research results with members of the fan community concerned. As such, this research can contribute to

understanding how Taylor Swift's fan community interacts and makes sense in the age of social media.

The data analysis stage in the context of content analysis includes three stages (Elo et al., 2014), namely: 1) Preparation, this stage includes the selection of data to be analyzed, the selection of analysis units, and the development of analysis categories. In this phase, the researcher must ensure that the selected data is by the research objectives and that the category of analysis developed can accurately describe the data. 2) Grouping: This phase includes encoding the data, developing analysis categories, and grouping the data into appropriate categories. In this phase, researchers must ensure that the data coding is done consistently and that the developed analytical categories accurately describe the data. 3) Reporting: This phase involves describing the results of content analysis and its interpretation. In this phase, the researcher must ensure that the results of the reported content analysis can accurately describe the data and that the interpretation of the analysis results can answer the research objectives.

RESULTS AND DISCUSSION

Swifties Indonesia's social media presence shows a high level of interaction through platforms such as X, Instagram, and TikTok. They often share content related to Taylor Swift, including the latest news, fandom member activities, and speculation about upcoming works. This interaction creates a sense of togetherness and solidarity among fans until they meet in person. Swifties Indonesia owns several social media; in this study, the researcher analyzed social media content and posts on social media accounts with the most followers on each social media X, Instagram, and TikTok, with the following details: (1) the username of the X account @taylorswiftIDs with more than 18 thousand followers. (2) The Instagram account username @tayswiftid has over 82 thousand followers. (3) TikTok account username @swiftindonesia_ has more than 30 thousand followers.

Swifties' Activity on X Social Media



Figure 2. Account X @taylorswiftIDs

X @taylorswiftIDs account with 18 thousand followers shows that the content with the highest engagement was posted on March 13, 2024. This content received 215 likes, 188

retweets, 27 replies, and 109 thousand views. The post with the highest engagement was content about the Swifties' outfit on the Eras tour in Singapore, which is very interesting because the Swifties use the dress code as if Taylor's album fits the theme, and even all the Swifties do this, which aims to express and also show their love for Taylor.

Henry Jenkins in *Textual Poachers* (1992) describes fandom as a form of active participation where fans consume works and contribute creatively and socially to the community. In the context of uploads about Swiftie's outfits during the Eras Tour in Singapore, the behaviour of fans wearing clothes according to Taylor Swift's album theme reflects this form of active participation. Becoming Producers of Meaning: Swifties not only watch concerts but also actively create meaning by wearing clothes inspired by Taylor's album. Collective Identity Expression: Using a uniform dress code creates a collective identity that strengthens the solidarity of the fan community. Fan Practices: Activities like sharing photos and participating in viral social media posts (with high engagement) show fan practices supporting interaction and recognition in the global community.

Matt Hills in *Fan Cultures* (2002) emphasizes the concept of fandom as a social performance where fans engage in actions that shape their identity in public space. Identity Performative: Wearing clothes themed after Taylor Swift's album is a form of identity performance that shows loyalty and affiliation with Taylor Swift's fandom in public space. Cultural Capital: Dressing, according to the album theme, creates cultural capital within the community, where fans who understand the album's meaning and can express it appropriately will gain higher recognition within the community. Fan Pilgrimage: Swifties' presence in international concerts, such as in Singapore, can be seen as a form of fan pilgrimage, where they are willing to travel far to attend events that are considered sacred in the fan community

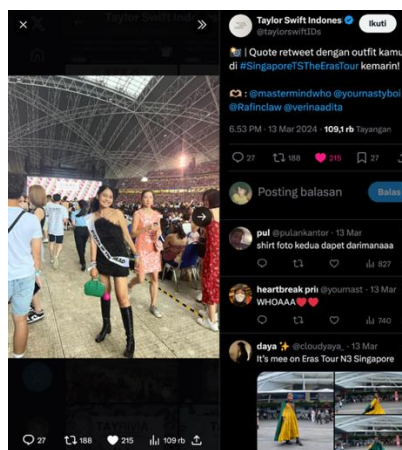


Figure 3. Swift activity on social media X

This phenomenon shows the love and dedication of fans to Taylor Swift. They attended concerts and tried to show their identity as true fans by wearing clothes that matched the theme of Taylor's album. It also creates a collective identity and unity among fans, increasing their engagement with the shows and artists they support. The way of dressing or the style that reflects the theme of Taylor Swift's album is very appealing to the Swifties community. In a review of the literature regarding fan behavior, fans are passive consumers and active producers who create meaning and identity through their participation. The dress code chosen by Taylor Swift's fans is a form of active participation that shows their identity as

true fans (Jenkins, 2008). Individuals tend to identify with certain groups to increase their self-worth and identity. According to the theme of Taylor's albums, Taylor Swift fans who use the dress codes build and strengthen their social identity as part of the Swifties community (Tajfel & Turner, 1986).

Music and fashion are the main ways young people express their identity. In this case, the Swifties used the dress code as a medium to express their identity and love for Taylor Swift. This creates a more immersive and meaningful experience during concerts, strengthening their relationships with artists and the fan community (Bennet, 2000). Fandom is a form of social community where its members share common interests and create a collective identity. In the context of the Swifties, using a dress code based on Taylor Swift's album theme during the concert creates a robust collective identity and a sense of unity among the fans. This strengthens their emotional attachment not only to Taylor Swift and fellow fans (Duffet, 2013).

Thus, Swiftie's use of a dress code during the Eras Tour concert shows their love for Taylor Swift and creates a collective identity and a sense of unity among the fans. This reflects the importance of social identity and active participation in fan culture, increasing their engagement with the events and artists they support.

Swifties' Activity on Instagram Social Media

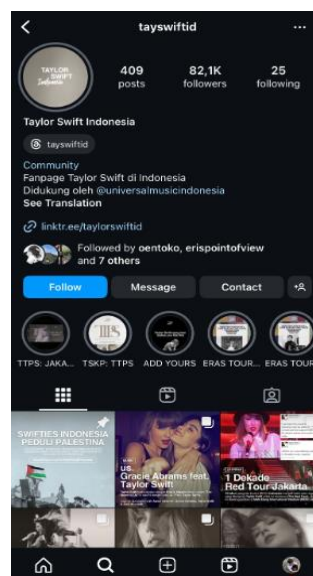


Figure 4. @taylorswiftIDs Instagram account.

Taylor Swift's fan fandom activity on @taylorswiftid's Instagram account is dominated by the spread of news and information about Taylor Swift, which covers various important aspects of her life and career. The account regularly posts updates on new songs or album releases, concert announcements, and achievements made by Taylor Swift. In addition, @taylorswiftid also promotes Taylor Swift's works through engaging and informative posts, such as music video trailers, promotional images, and evocative lyric quotes. This account is fans' ultimate source of information, helping them stay up-to-date with Taylor Swift's latest activities and projects.

Instagram account posts @tayswiftid frequently shared content categories, including information/news, with 490 posts. Unlike Taylor X and Tiktok's social media fanbases, where Instagram is used to display swifties to donate to support Palestine, the post was posted on November 1, 2023, with a caption written on the post that Swifties Indonesia cares about Palestine in collecting donations, swifties collaborate with humaninitiative_id to open donations for swifties to help brothers and sisters in Palestine who need protection, food, health services.



Figure 5. Swifties activity on Instagram social media

This phenomenon shows how social media can effectively connect fans with their idols and promote artists' work creatively and interactively. Social media allows fans to engage in participatory practices where they are passive consumers and active content producers (Jenkins, 2006). It also emphasizes that social media can drive social change by allowing individuals and groups to organize and act quickly and efficiently (Shirky, 2011). In this case, @tayswiftid account serves as a platform for information distribution and promotion and a tool for social mobilization, showing how fandom can engage in broader social issues. It reflects the power of social media in driving social change and demonstrates the potential of fan communities to contribute to humanitarian causes and solidarity globally.

In fan activism, Henry Jenkins highlights that fan communities can use their platforms to advocate for social change beyond just supporting public figures or cultural works. With many followers, this account has succeeded in mobilizing the community to engage in real action through fundraising and collaboration with human initiative_id. Using the power of Taylor Swift's fandom, the issue of Palestine is popularized among fans who may not have previously been directly exposed to the issue, creating broader social awareness. Fan activism in this context shows how fandom can be a social force that mobilizes the masses to fight for humanitarian values, not just support for idols.

In the concept of moral economy, Matt Hills discusses how fan communities build a shared value system that reflects solidarity and moral responsibility within the community. Posts supporting Palestine reflect how the Swifties community in Indonesia has a collective moral

awareness beyond just music fandom. They demonstrate the value of global solidarity through actual actions such as fundraising. The oral economy in this context reflects that fandom can function as an ethical space where communities strive to uphold the values of justice and humanity. @tayswiftid's activities in supporting Palestine through fundraising reflect the phenomenon of fan activism and moral economy, where fandom is not only a space for cultural consumption but also transforms into a medium for social advocacy. This support shows that the fan community can mobilize solidarity and real action amidst global issues.

Swifties' Activity on Tiktok Social Media

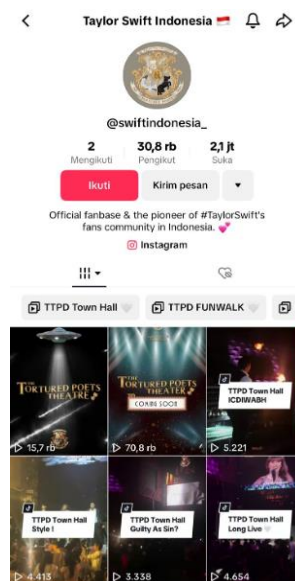


Figure 6. Tiktok Account @swiftindonesia_

Taylor Swift Indonesia's fan accounts showed significant activity across TikTok's social media platform, with the highest engagement content posted on April 21, 2024, featuring participants singing "Blank Space" by Taylor Swift. This video got 61.2 thousand likes and 1.1 million views. On the post with a caption that reads, "You look like my next mistake, love a game want to play ?" with the hashtag #blankspace #thetorturepoetdepartment #TaylorSwiftIndonesia #swifttok #swifties. Using compelling and relevant text to Taylor Swift's songs is an effective form of persuasive communication. Captions like "You look like my next mistake, like the game you want to play?" attracted attention and encouraged TikTok users to interact with the post. The hashtags also strengthen the post's appeal and increase visibility on the platform. Activities often held by this community on TikTok include gatherings/karaoke parties 23 times and fun walks ten times. This account has 30.8k followers and has published 36 posts.



Figure 7. Swift activities on Tiktok social media

Taylor Swift Indonesia's fan accounts show significant activity across major social media platforms such as TikTok, Instagram, and X. On TikTok, the highest-engagement content was posted on April 21, 2024, featuring participants singing "Blank Space" by Taylor Swift. This video got 61.2 thousand likes and 1.1 million views. In the post with a caption that reads, "You look like my next mistake, love a game want to play?" with the hashtag #blankspace #thetorturepoetdepartment #TaylorSwiftIndonesia #swifftok #swifties. Using compelling and relevant text to Taylor Swift's songs is an effective form of persuasive communication. Captions like "You look like my next mistake, like the game you want to play?" attracted attention and encouraged TikTok users to interact with the post. The hashtags also strengthen the post's appeal and increase visibility on the platform. Activities often held by this community on TikTok include gatherings/karaoke parties 23 times and fun walks ten times. This account has 30.8k followers and has published 36 posts.

@swiftindonesia_ TikTok account is dominated by posts showcasing Taylor Swift's fandom's diverse and creative activities. One of the most frequently uploaded activities is a video of fans singing a song called Blank Space by Taylor Swift at the HI Roundabout, but this is just one of the many activities they share. Activities such as singing blank space songs in public places help the Swifties express their collective identity as Taylor Swift fans. Participation in these events strengthens their social identity and increases the sense of community among community members. By displaying these activities on TikTok, they reinforce their collective identity and show solidarity to the public. The video, which features the singing of blank space songs in public places, illustrates a powerful strategy for strengthening the collective identity of the fan community. This activity highlights fans' involvement in expressing their love for Taylor Swift and serves as a form of solidarity and affirmation of their group's identity. This activity allows fans to collectively demonstrate their dedication to Taylor Swift, strengthen bonds between community members, and affirm their social identities as part of a larger fandom (Tajfel & Turner, 1986).

Activities such as karaoke parties and fun walks often held by the community show an organized effort to build community and strengthen relationships between members. The karaoke party, held 23 times, allowed fans to interact in person, enjoy Taylor Swift's music, and strengthen social connections. Fun walks, done ten times, offer a more relaxed way to

get together and participate in activities while celebrating love for the same artist. Such activities strengthen social bonds within the fan community and serve as a form of collective identity expression. By sharing experiences and participating in events highlighting Taylor Swift's songs, fans affirm their presence in the wider community, build solidarity, and create a space for shared experiences that enrich their sense of belonging to the fandom. Joint activities strengthen collective identity and increase the involvement of members in society (Muniz & O'Guinn, 2001).

Matt Hills in *Fan Cultures* (2002) highlights that fandom often involves performance rituals, where fans engage in activities that bring them closer to the object of their affection, in this case, Taylor Swift. The karaoke and walking activities by Swifties on TikTok show how Taylor Swift's fandom is not only limited to media consumption but also to active participation that builds social and collective identity. These activities are examples of participatory culture and performance rituals, which show how fans use social media to express creativity, strengthen relationships with idols, and create profound shared experiences with fellow fans. As a platform that allows for fast and broad expression, TikTok functions as a space for social rituals that strengthen bonds within the global fandom community.

CONCLUSION

This study highlights the diverse activities of Taylor Swift's fans (Swifties) on social media, emphasizing how different platforms foster unique forms of engagement and community-building. On Instagram, Swifties focus on sharing news, celebrating milestones, and promoting social causes. X is primarily used for real-time discussions, updates, and interactions related to events, while TikTok serves as a space for creative expressions such as thematic performances, karaoke parties, and fan meetups. These findings illustrate how each platform's features influence fan behaviors and interactions, enabling Swifties to not only express their admiration for Taylor Swift but also strengthen their collective identity and contribute to broader social causes.

However, this study is limited to data collected from Indonesian Swifties, which may not fully represent the global fan community's behavior. Additionally, the analysis is based solely on publicly available content, which may exclude private interactions and other nuances. Future research could expand by including comparative studies across different countries or exploring other social media platforms to provide a more comprehensive understanding of Swifties' global activities.

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