

What Makes Indonesian Fandom *sei-katsu-sha* Unique?

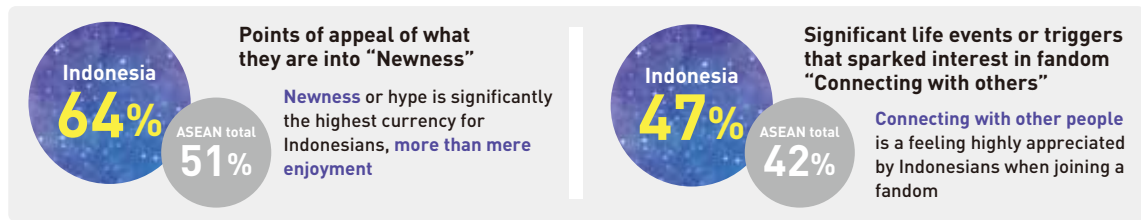
THE POWER OF UNITED DIVERSITY



Triggers: Hype and fear of missing out (FOMO)

Current-cy: The most valuable social currency

Their joining a fandom can start simply as wanting to be with others. Being relevant to and connected with others is important for Indonesian Fandom *sei-katsu-sha*. This is why **being in the know or following the hype is social currency** that **shows they're ahead** and would be considered by others. On the contrary, when they are left out, they feel insecure and that they won't be able to connect with others. This is why **FOMO—fear of missing out—and hype are the main drivers in Indonesian society**.



Base: ASEAN Fandom *sei-katsu-sha*

Behaviors: Im-merge-sively balanced

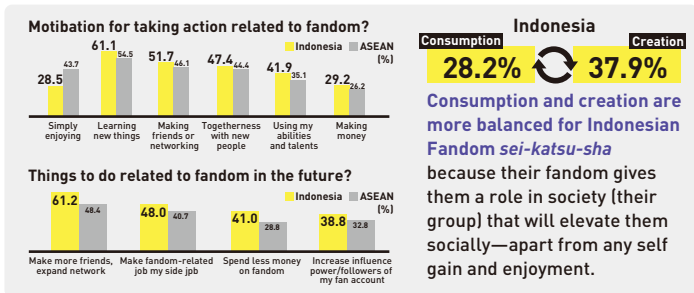
Indonesians merge fandoms seamlessly and symbiotically into their lives

Indonesian Fandom *sei-katsu-sha* join fandoms for enjoyment and excitement, but stay because of benefits like networking, power, making money, and self development that help them **move forward in society**.



"I started doing it for myself, but it turns out people really like it, so that's why it motivates me (to create)."

Western Comic and Movie Fandom *sei-katsu-sha*, 23



Base: ASEAN Fandom *sei-katsu-sha*

Brand role: Working together to create excitement

Opening up to participation is the key to a great relationship

One the biggest expectations from Indonesian Fandom *sei-katsu-sha* is to be able to **participate in fandom activities and actions**. By participating, they feel connected and empowered. Brands can help facilitate them in their fandom activities. What they seek most from a brand is excitement, so **brands that are able to provide excitement will get their attention and loyalty**.



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