



Fan Engagement Through Multilingual Code Practices in SEVENTEEN's X

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ABSTRAK

Abstrak: Penelitian ini mengkaji keterlibatan penggemar melalui praktik kode multibahasa dalam unggahan resmi SEVENTEEN di platform X di dalam ruang fandom digital. Dengan menggunakan Teori Kehadiran Sosial (Short et al., 1976), penelitian ini menganalisis delapan unggahan resmi yang dipublikasikan pada akun X resmi SEVENTEEN (@pledis_17) serta 400 komentar penggemar yang dikumpulkan dari kolom komentar unggahan tersebut melalui pendekatan deskriptif kualitatif. Hasil penelitian menunjukkan bahwa unggahan resmi SEVENTEEN didominasi oleh strategi keterlibatan berupa immediacy, sementara intimacy muncul sebagai bentuk keterlibatan penggemar yang paling dominan pada kolom komentar. Dari segi penggunaan bahasa, bahasa Inggris menjadi bahasa yang paling dominan dalam respons penggemar, diikuti oleh komentar berbahasa campuran dan bahasa lainnya, yang menunjukkan partisipasi multibahasa yang aktif di kalangan penggemar global. Temuan ini menunjukkan bahwa praktik kode multibahasa tidak hanya memfasilitasi penyebaran informasi, tetapi juga mendorong interaksi emosional dan partisipasi audiens. Secara keseluruhan, komunikasi multibahasa berfungsi tidak hanya sebagai praktik komunikasi yang strategis, tetapi juga sebagai mekanisme untuk meningkatkan keterlibatan penggemar serta memperkuat komunitas fandom digital.

Abstract: This study examines fan engagement through multilingual code practices in SEVENTEEN's official X posts within digital fandom spaces. Using Social Presence Theory (Short et al., 1976), this study analyzes eight official posts uploaded on SEVENTEEN's X account (@pledis_17) and 400 fan comments collected from the corresponding comment sections through a qualitative descriptive approach. The findings reveal that SEVENTEEN's official posts predominantly employ immediacy as the primary engagement strategy, while intimacy emerges as the most dominant form of fan engagement in the comment sections. In terms of language use, English is the dominant language in fan responses, followed by mixed-language and other-language comments, indicating active multilingual participation among global fans. These findings suggest that multilingual code practices not only facilitate information dissemination but also encourage emotional interaction and audience participation. Overall, multilingual communication functions not only as a strategic communication practice but also as a mechanism for fostering fan engagement and strengthening digital fandom communities.



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A. BACKGROUND

The globalization of K-pop has transformed social media into an essential platform for communication between artists and fans across linguistic and cultural boundaries. Among these platforms, X (formerly Twitter) enables real-time

interaction and allows K-pop artists to engage with diverse audiences through multilingual content. English, in particular, is frequently used alongside Korean to improve accessibility for international fans while maintaining the group's cultural identity. Previous studies have highlighted the role of multilingual communication in global K-pop

promotion and digital interaction (Myers-Scotton, 1993, 1997; Muysken, 2000; Schneider, 2023, 2024). However, limited research has examined how multilingual code practices in official K-pop social media posts influence fan engagement within digital fandom spaces.

As one of the leading K-pop groups, SEVENTEEN has built a strong global fanbase through their self-produced music, synchronized performances, and active online communication (Moon, 2020). Their official X account (@pledis_17) serves as a primary platform for sharing comeback promotions, world tour announcements, and other official updates with international fans. Beyond functioning as an information channel, the platform also facilitates interaction between the group and its global audience, allowing official posts to foster fan engagement through timely communication, emotional connection, and audience participation. This aligns with Social Presence Theory proposed by Short et al. (1976), which suggests that communication becomes more engaging when mediated interactions create a sense of social presence through dimensions such as immediacy, intimacy, interpersonal awareness, and interactional cues. To reach this multilingual audience, SEVENTEEN frequently combines English and Korean in their posts. Rather than functioning as separate linguistic systems, these languages are integrated through multilingual code practices that enable the group to communicate effectively with fans from diverse backgrounds. According to Myers-Scotton (1993, 1997), code switching refers to the alternation between languages according to social meaning, while Muysken (2000) defines code mixing as the integration of linguistic elements from different languages within a single structure. These practices demonstrate how language choices can facilitate communication, increase accessibility, and encourage interaction in digital environments.

Previous studies have mainly examined multilingual communication within K-pop fandom from the perspective of fan-generated discourse. Azzahrah et al. (2022) found that English, Korean, and Indonesian are strategically employed by Indonesian K-pop fans for global communication

and fandom participation, while Anitasari et al. (2023) showed that English–Korean code mixing enhances online interaction and emotional expression in fan-generated content. Similarly, Maros and Abdul Basek (2022) emphasized that multilingual language practices contribute to interaction and connectedness among K-pop fans in digital communities. Although these studies provide valuable insights into multilingual communication within fandoms, they pay limited attention to how multilingual code practices are strategically employed in official communication produced by K-pop artists and how these practices influence fan engagement.

To address this gap, this study investigates fan engagement through multilingual code practices in SEVENTEEN's official X posts. Drawing on the frameworks of code switching and code mixing proposed by Myers-Scotton (1993, 1997) and Muysken (2000), together with Social Presence Theory (Short et al., 1976), this study analyzes eight official posts and 400 fan comments. Social Presence Theory provides the conceptual basis for understanding how multilingual communication can enhance fan engagement by fostering immediacy, intimacy, interpersonal awareness, and interactional cues in mediated interactions. By examining how multilingual code practices encourage audience participation and interaction, this study contributes to a broader understanding of multilingual communication in global digital fandom communities.

B. METHOD

This study employed a qualitative case study design using content analysis to examine multilingual code practices in SEVENTEEN's official X (formerly Twitter) posts and their influence on fan engagement. A qualitative approach was chosen because it enables an in-depth understanding of language use and interaction within its natural digital context (Miles et al., 2014). The data consisted of eight posts published on SEVENTEEN's official X account (@pledis_17), including four world tour announcements and four comeback promotions posted between 2022 and 2025. To investigate audience responses, 400 fan comments were

collected from the corresponding posts, with 50 comments selected from each post using X's "Most Relevant" filter. The researcher collected the data through documentation and served as the primary research instrument, while all fan usernames were anonymized through partial masking (for example, @pea***) to protect user privacy.

The data were analyzed using the frameworks of code switching and code mixing proposed by Myers-Scotton (1993, 1997) and Muysken (2000), while fan engagement was interpreted through Social Presence Theory (Short et al., 1976). Following the qualitative analysis procedures of Miles et al. (2014), the analysis involved three stages: data condensation, data display, and conclusion drawing and verification. These procedures enabled the systematic identification of multilingual code practices in SEVENTEEN's official posts and the examination of how such practices encourage fan engagement within digital fandom spaces.

For Data Condensation

Complete Data	Reduced Data
https://x.com/pled17/status/1701460632896442659?s=20	
[NOTICE] SEVENTEEN TOUR 'FOLLOW' TO ASIA 개최 안내 (+ENG/JPN/CHN) ► https://weverse.io/seventeen/notice/14809 #SEVENTEEN #세븐틴 #SVT_TOUR_FOLLOW #FOLLOW	Datum 3: [NOTICE] SEVENTEEN TOUR 'FOLLOW' TO ASIA 개최 안내 (+ENG/JPN/CHN) #SEVENTEEN #세븐틴 #SVT_TOUR_FOLLOW #FOLLOW

C. RESULT

1. Type of Engagement on SEVENTEEN's Posts

To examine how SEVENTEEN's official X posts encourage fan engagement, this study applies the dimensions of Social Presence Theory proposed by Short et al. (1976). The theory explains that communication in mediated environments can foster engagement

by creating a sense of social presence through four dimensions: immediacy, intimacy, interpersonal awareness, and media capacity and interactional cues. Based on these dimensions, the eight official posts were categorized according to the dominant type of engagement reflected in each post

Table 1. Type of Engagement in SEVENTEEN's X Posts

Types of Engagement	Total
Immediacy	4
Intimacy	1
Interpersonal Awareness	1
Media Capacity & Interactional Cues	2
TOTAL	8

1.1 Immediacy

Short et al. (1976) define immediacy as the degree of directness, responsiveness, and temporal closeness in communication, where higher immediacy is associated with faster information delivery and a stronger sense of presence. In mediated communication, immediacy does not always refer to real-time interaction, but also to how quickly and directly information is transmitted to audiences.

Table 2. Immediacy in SEVENTEEN's X Posts

Datum	Linguistic Features
1 [NOTICE] SEVENTEEN WORLD TOUR [BE THE SUN] - ASIA 개최 안내(+ENG/JPN/CHN)	"[NOTICE]", "WORLD TOUR [BE THE SUN]", "ASIA", "(+ENG/JPN/CHN)"
3 [NOTICE] SEVENTEEN TOUR 'FOLLOW' TO ASIA 개최 안내 (+ENG/JPN/CHN) #SEVENTEEN #세븐틴 #SVT_TOUR_FOLLOW #FOLLOW	"[NOTICE]", "TOUR 'FOLLOW'", "ASIA", multilingual tag (#SEVENTEEN #세븐틴), "(+ENG/JPN/CHN)"
6	"[NOTICE]", "공연 예매

[NOTICE] SEVENTEEN [RIGHT HERE] WORLD TOUR IN ASIA 공연 예매 안내 (+ENG/JPN/CHN) #SEVENTEEN #세븐틴/ #SVT_RIGHT_HERE_WO RLDTOUR #SVT_RIGHT_HERE_IN_A SIA	안내, "WORLD TOUR IN ASIA", multilingual tag (#SEVENTEEN #세븐틴)
8 [NOTICE] SEVENTEEN WORLD TOUR [NEW_] IN ASIA 공연 예매 안내 (+ENG/JPN/CHN) #SEVENTEEN #세븐틴/ #SVT_WORLDTOUR #NEW_ASIA #SVT_TOUR_NEW_	"[NOTICE]", "WORLD TOUR", "IN ASIA", multilingual tag (#SEVENTEEN #세븐틴), "(+ENG/JPN/CHN)"

Immediacy is the most dominant engagement type in the dataset, appearing in Datum 1, 3, 6, and 8. These posts are characterized by their function as official announcements that prioritize rapid dissemination of information to a global audience. Datum 1 and Datum 3 both announce world tours, while Datum 6 focuses on ticketing information and Datum 8 presents another tour-related update.

Across these datums, linguistic markers such as "[NOTICE]", standardized promotional structures, and multilingual tags (+ENG/JPN/CHN) consistently appear. These features reduce communicative delay by ensuring that information is accessible to diverse audiences simultaneously. In this sense, immediacy in the dataset is not about conversational responsiveness, but about temporal urgency and information accessibility, where the primary goal is efficient audience awareness and coordination.

1.2 Intimacy

According to Short et al. (1976), intimacy in mediated communication refers to the degree of emotional closeness and affective expression that contributes to a sense of social presence. Intimacy is typically associated with emotional language, personal tone, and relational signaling that creates a sense of warmth between communicators.

Table 3. Intimacy in SEVENTEEN’s X Posts

Datum	Linguistic Features
5 SEVENTEEN (세븐틴) 12th Mini Album 'SPILL THE FEELS' Track List 🕒 2024.10.14 6PM (KST) 🕒 2024.10.14 5AM (ET) #SEVENTEEN #세븐틴/ #SPILL_THE_FEELS #LOVE_MONEY_FAME	"SPILL THE FEELS", "LOVE_MONEY_FAME", expressive emojis (💧 / 💰)

Intimacy is represented in Datum 5, which differs from the primarily informational nature of other posts. This datum includes emotionally loaded and concept-driven language such as "LOVE_MONEY_FAME," which frames the album in terms of abstract affective themes rather than logistical information.

Unlike immediacy-focused posts, Datum 5 invites audiences to interpret emotional and conceptual meanings associated with the album identity. This creates affective engagement, where fans are encouraged to connect not only with information but also with the emotional branding of the content. Therefore, intimacy here functions as a symbolic and affective engagement strategy, strengthening emotional resonance between artist identity and audience interpretation.

1.3 Interpersonal Awareness

Short et al. (1976) describe interpersonal awareness as the extent to which communicators perceive others as "real, attentive, and involved" in the interaction, which contributes to a stronger sense of social presence. This dimension is typically strengthened when communication includes cues that simulate attention, presence, or shared experience.

Table 4. Interpersonal Awareness in SEVENTEEN’s X Posts

Datum	Linguistic Features
7 SEVENTEEN (세븐틴) 5th Album 'HAPPY BURSTDAY'	"For the best experience...", "YouTube recommendation", "HAPPY BURSTDAY",

 Highlight Medley (8D Audio) *For the best experience, we recommend watching this video on YouTube #SEVENTEEN #세븐틴 #HAPPY_BURSTDAY #SVT_THUNDER	hashtags (#HAPPY_BURSTDAY, #SVT_THUNDER)
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Interpersonal Awareness appears in Datum 7, which includes instructional language such as “for the best experience” and viewing guidance for YouTube content. This post positions the audience not merely as passive readers, but as active participants in a shared viewing experience.

Although no direct interaction occurs between producer and audience, the instructional framing simulates co-presence by guiding how the audience should engage with the content. This increases perceived social presence, as users are implicitly acknowledged and directed in their experience. Thus, Datum 7 enhances engagement by constructing a sense of shared attentional focus and mediated co-experience, rather than simple information delivery.

1.4 Media Capacity & Interactional Cues

Short et al. (1976) explain that media capacity refers to the extent to which communication channels can transmit multiple cues, including visual and symbolic elements, which enhance meaning-making and perceived presence. In digital environments, these cues are often expanded through platform affordances such as emojis, hashtags, and structured formatting.

Table 5. Media Capacity & Interactional Cues in SEVENTEEN's X Posts

Datum	Linguistic Features
2 SEVENTEEN (세븐틴) 4th Album 'Face the Sun' Promotion Scheduler  2022.05.27 1PM (KST)  2022.05.27 0AM (ET)	Emojis (☁️), time zones (KST/ET), structured schedule (2022.05.27 1PM), hashtags (#SEVENTEEN, #FacetheSun)

#SEVENTEEN #세븐틴 #FacetheSun	
4 SEVENTEEN (세븐틴) 11th Mini Album 'SEVENTEENTH HEAVEN' Track List  2023.10.23 6PM (KST)  2023.10.23 5AM (ET) #SEVENTEEN #세븐틴 #SEVENTEENTH_HEAVEN #음악의신 #GodOfMusic	Emojis (🎵), tracklist format, hashtags (#SEVENTEENTH_HEAVEN, #음악의신, #GodOfMusic)

Media Capacity and Interactional Cues are observed in Datum 2 and Datum 4, where engagement is constructed through multimodal and platform-specific affordances. Datum 2 presents a promotional scheduler for an album release, incorporating emojis (☁️), structured time zones (KST/ET), and visually organized scheduling formats. Similarly, Datum 4 presents a track list accompanied by emojis (🎵) and hashtags that enhance readability and visibility.

These datums demonstrate how digital platforms enable layered communication beyond plain text. The use of emojis, hashtags, and structured formatting functions as interactional cues that guide audience interpretation and attention. Rather than facilitating direct interaction, these features enhance content organization, visibility, and cognitive accessibility, allowing audiences to process information more efficiently in a visually mediated environment.

2. Fan Engagement on SEVENTEEN's Posts

To examine fan engagement in response to SEVENTEEN's official X posts, this study analyzes fan comments from two complementary perspectives. First, the comments are examined based on the languages used by fans to identify multilingual communication patterns within the digital fandom. Second, the comments are analyzed using the dimensions of Social Presence Theory proposed by Short et al. (1976), namely immediacy, intimacy, interpersonal awareness, and media capacity and interactional cues, to identify the dominant types of engagement

reflected in fans' responses. Through these two perspectives, the analysis provides a broader understanding of how multilingual code practices in SEVENTEEN's official posts encourage interaction and engagement among global fans.

2.1 Based on Which Languages Fans Used

From the data obtained, it could be seen that there are three types of fan engagement in the comment sections in the event that SEVENTEEN uses English as they post: English, Mixed Language and Other Languages. English category: comments that are completely in English; mixed language category: comments that are in mixed language. Comments that are completely in languages other than English are in the other languages category. These categories illustrate how fan interaction occurs in SEVENTEEN's digital fandom spaces and that it is multilingual.

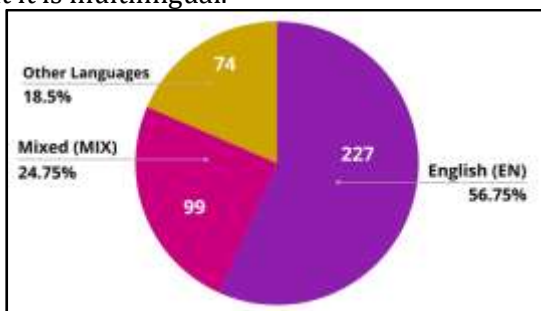


Diagram 1. Languages Used Category in All Datum

From the 400 comments collected, the findings show that English responses appear most frequently with 227 comments, followed by 99 mixed-language comments and 74 comments in other languages. The majority of the responses to SEVENTEEN's X posts are in English, meaning that English is used as the main language of communication between fans. The mixed-language and other-language comments indicate a multilingual fandom where fans mix linguistic resources or use different languages in the same comment, and yet engage in global digital interactions.

2.1.1 English Responses

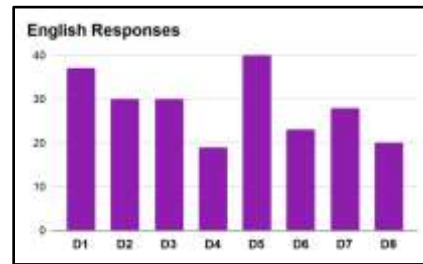


Diagram 2. English Used Category in All Datum



Figure 1. Screenshot of Datum 1&5

The findings also indicate that there is a consistent presence of English responses throughout all the posts analysed. Datum 5 contains the highest number of English responses with 40 comments, followed by Datum 1 with 37 comments, while Datum 4 shows the lowest number with 19 comments. Meanwhile, Datum 2 and Datum 3 each contain 30 English responses, Datum 7 contains 28 responses, Datum 6 contains 23 responses, and Datum 8 contains 20 responses. Overall, the data shows that English is the language of communication among SEVENTEEN's fanbase on X, with numerous comments made in the language.



Figure 2. Screenshot of Comments in Datum

1

The high amount of English responses in Datum 1 and Datum 5 may be related to the context of the posts. A lot of Malaysian fans, and many

international fans, questioned the lack of Malaysia in the tour setlist announcement in Datum 1, using English, which is the language used. Many international fans and Malaysian fans questioned the lack of Malaysia in the tour setlist announcement in Datum 1, using English as the language used.



Figure 3. Screenshot of Comments in Datum 5

However, in Datum 5 the English answers were mostly based on an issue about SEVENTEEN collaborating with an artist from the English-speaking world who was in a controversy at that time. ELF is also used as a main language for communication about international fandom issues and controversies on X, as illustrated by the findings, with supporting evidence and selected comment examples presented in Appendix 3, for both Datum 1 and Datum 5.

2.1.2 Mixed Responses

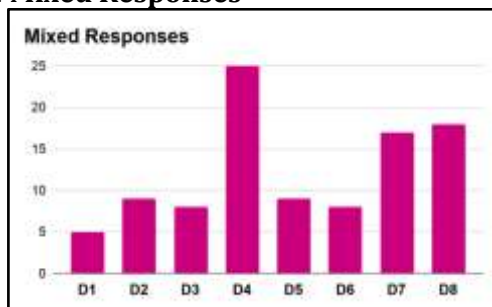


Diagram 3. Mixed Language Used Category in All Datum



Figure 4. Screenshot of Datum 4

The findings indicate that the frequency of the presence of the mixed-language responses varies in the analyzed posts. Datum 4 contains the highest number of mixed-language responses with 25 comments, followed by Datum 8 with 18 comments and Datum 7 with 17 comments. Meanwhile, Datum 2 and Datum 5 each contain 9 mixed-language responses, Datum 3 and Datum 6 each contain 8 responses, and Datum 1 shows the lowest number with 5 responses. The number of mixed-language comments for Datum 4, Datum 7, and Datum 8 was much greater, which means that fans were more inclined to interact with other languages in these posts, in addition to English.

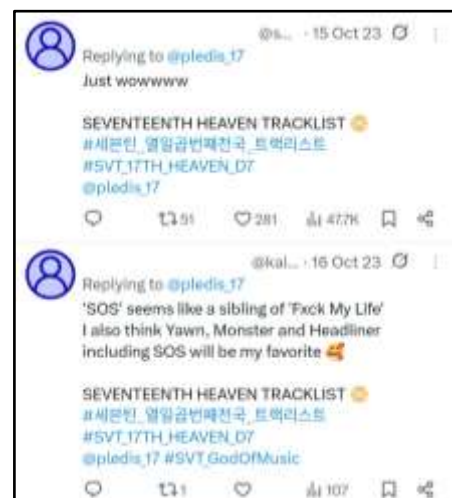


Figure 5. Screenshot of Comments in Datum 4

The album titles were presented in both English and Korean languages, which seemed to have a major impact on the particularly high frequency of Datum 4, due to album promotion from SEVENTEEN. A number of fans followed this multilingual trend and wrote both English and

Korean hashtags into their comments. Comments with bilingual hashtags were classified as mixed-language comments as hashtags are regarded as linguistic features of multilingual code practice. Hashtags in both languages can also serve as a means of expanding the reach, helping to promote SEVENTEEN's posts and users' responses in the larger SEVENTEEN digital ecosystem. Selected comment examples and supporting evidence for Datum 4 is included in Appendix 3.

2.1.3 Other Languages Responses

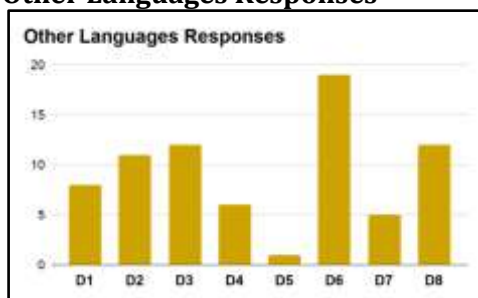


Diagram 4. Other Languages Used Category in All Datum



Figure 6. Screenshot of Datum 5&6

The findings indicate that responses in full in other languages are less prevalent than other responses in English or mixed language. Datum 6 contains the highest number of other-language responses with 19 comments, followed by Datum 3 and Datum 8 with 12 comments each, and Datum 2 with 11 comments. Meanwhile, Datum 1 contains 8 responses, Datum 4 contains 6 responses, Datum 7 contains 5 responses, and Datum 5 shows the lowest number with only 1 response. The differences (when considering the English language) suggest that while English is the primary language for fandom engagement, some posts do invite fans to interact in their own tongue,

highlighting the multilingual nature of SEVENTEEN's worldwide fandom.



Figure 7. Screenshot of Comments in Datum 6

It is especially significant that Datum 5 contrasts with Datum 6 to show the different communicative contexts that the posts are placed in. Many fans of the band commented on tour dates in their respective countries in their own languages, especially in Indonesian, Tagalog, and some expressed disappointment at the lack of tour dates in certain countries. This environment prompted fans to express themselves in languages that are familiar to them, not English.



Figure 8. Screenshot of Comments in Datum 5

Unlike that, there was only one other language response for Datum 5, where the majority of the conversation about SEVENTEEN's collaboration with the controversial artist was in English, probably because the talk about the issue is global. Possible evidence and selected comment examples for Datum 5 and Datum 6 are given in Appendix 3.

Notes: Usernames are partially masked for privacy

2.2 Based on Types of Engagement

According to Short et al. (1976), engagement in digital-mediated communication can be observed through several communicative dimensions that reflect how users build social

connection and interaction in digital spaces. In this study, fan engagement is analyzed through four types of engagement: immediacy, intimacy, interpersonal awareness, and media capacity and interactional cues.

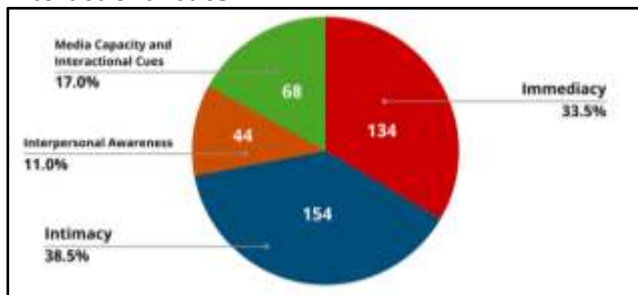


Diagram 5. Languages Used Category in All Datum

From the 400 comments gathered were analyzed and indicate that intimacy was mentioned the most with 154 comments, followed by immediacy with 134 comments. Media capacity and interactional cues were found in 68 comments, and interpersonal awareness in the fewest with 44 comments. The findings suggest that the emotional attachment and affective expression toward SEVENTEEN were more influential in engaging fans in the comment sections of their videos, with less signs of interactive awareness between users.

2.2.1 Immediacy

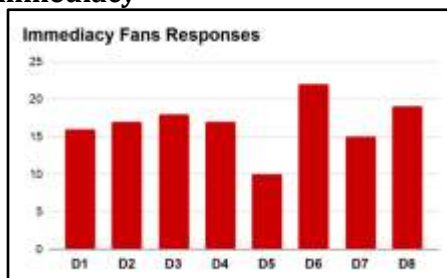


Diagram 6. Immediacy Fans Responses Category in All Datum

Immediacy across all 8 data sets is consistent with a few posts having greater immediate reactions than others. Datum 6 recorded the highest number of immediacy-related comments with 22 occurrences, followed by Datum 8 with 19 occurrences and Datum 3 with 18 occurrences. Meanwhile, Datum 1 and Datum 4 each contained 16 and 17 immediacy comments respectively, indicating similarly active emotional responses from fans. Datum 7 showed 15 occurrences, while Datum 5 had the lowest frequency with 10 occurrences.



Figure 9. Comments that Shows Immediacy

The comments are classified as immediacy as they are spontaneous and emotionally direct comments toward SEVENTEEN's posts. An international fan is expressing their emotional reaction to the comment "Australia when 🥺💔", indicating that they feel disappointed and anticipating actions or visits to Australia. The same goes for "bang minimal bkk ama jkt juga lah anjir 🤔👊" ("bro, at least include Bangkok and Jakarta too 🤔👊") which comes from the informal sphere and is littered with emojis to demonstrate both annoyance and anticipation. In the meantime the "title track..." with a member meme is a fast response to the announced content, demonstrating curiosity and emotional engagement in a humorous expression. These comments show signs of psychological closeness and active involvement through their prompt and emotional responses towards the uploaded posts, according to the concept of immediacy by Short et al. (1976).

Such findings indicate that the majority of posts were able to show spontaneous and emotionally immediate reactions from fans. The high rate of immediacy indicates the fans' expression of excitement, surprise, anticipation, disappointment or emotional involvement as soon as they took part with SEVENTEEN's posts.

2.2.2 Intimacy

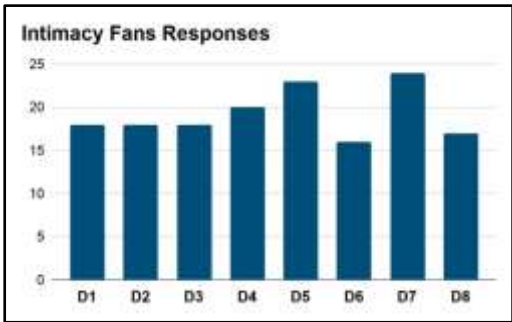


Diagram 7. Intimacy Fans Responses Category in All Datum

Across the 8 data sets, there was a distribution of intimacy in the comments, such that emotional attachment and expressions of affection were present predominantly. Datum 7 recorded the highest number of intimacy-related comments with 24 occurrences, followed by Datum 5 with 23 occurrences and Datum 4 with 20 occurrences. Datum 1, Datum 2, and Datum 3 each showed the same frequency with 18 occurrences, while Datum 8 contained 17 occurrences. Meanwhile, Datum 6 recorded the lowest number of intimacy comments with 16 occurrences.



Figure 10. Comments that Shows Intimacy

The comments are divided into intimacy since they represent an emotional closeness and personal attachment to SEVENTEEN via emotional expressive language and shared feelings within the fandom. The comment “Great and europe when? This emotional investment is shown in “You stressed me so out UGH” where the fan speaks directly of his frustration and expectations in

relation to opportunities for tours in Europe. The over-emotional use of language like “stressed me out” suggests an emotional link between the speaker and the group's work. Similarly, the caption “Don wanna cry... 🥺;-;” over the meme of two SEVENTEEN's member hugging each other, identified as “carat 1” and “carat 2,” reflects fans' shared emotional response to the images. The meme reflects the shared emotional states and empathy among fandom members, highlighting the ways in which fans express their emotions in relation to each other within SEVENTEEN's content. It represents the collective emotional experiences and bond that exist within the fandom, emphasizing how fans connect to and relate to one another through SEVENTEEN's content. These interactions are considered to be emotionally warm, psychologically close and supportive of the relationship between fans and the group in accordance with the intimacy concept of Short et al. (1976).

The results of these findings show that the fans had many expressions of admiration, emotional closeness, excitement and supportive feelings toward SEVENTEEN in their interactions. The intimacy of the content indicates that emotional involvement is a key factor in fan involvement, with many users commenting on the content as well as on their own emotional connection with the group.

2.2.3 Interpersonal Awareness

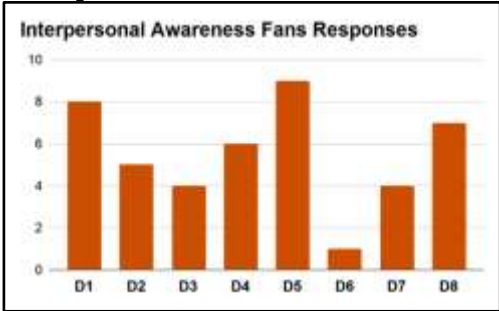


Diagram 8. Interpersonal Awareness Fans Responses Category in All Datum

Lower frequencies are found on the interpersonal awareness dimension over the 8 data sets than on the other types of engagement. Datum 5 recorded the highest number of interpersonal awareness comments with 9 occurrences, followed by Datum 1 with 8 occurrences and Datum 8 with 7 occurrences. Datum 4 contained 6 occurrences, while Datum 2 showed 5 occurrences. Datum 3 and Datum 7 each

recorded 4 occurrences, and Datum 6 had the lowest frequency with only 1 occurrence.

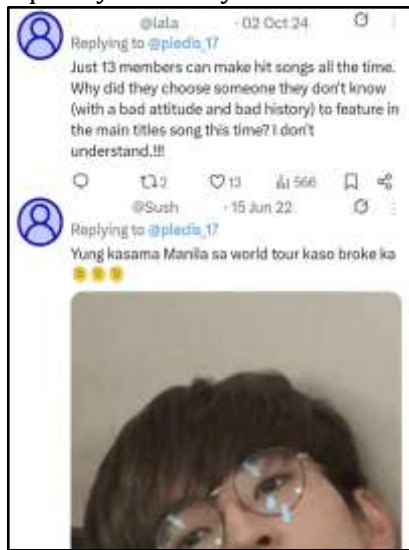


Figure 11. Comments that Shows Interpersonal Awareness

The comments are grouped under interpersonal awareness as they show a sense of others' point of view, the experiences of collectively sharing fandoms and the community's discussion of SEVENTEEN in general. The comment "Just 13 members can make hit songs all the time. Why did they choose someone they don't know (with a bad attitude and bad history) to feature in the main titles song this time? I don't understand.!!!" The comment is not just a statement of personal opinion, but also a reference to other fans and the decision-making of the group, suggesting that there is ongoing discussion and differing opinions within the community about the collaboration. "Yung kasama Manila sa world tour kaso broke ka 🙄🙄🙄" ("Manila is included in the world tour, but you're broke 🙄🙄🙄") is a fandom-related statement that also addresses a common issue of financial constraints for fans, acknowledging that being included on the world tour is exciting, but they are broke. The self-recognition and self-awareness in the comment would be welcomed by other fans who might be in similar circumstances.

These findings suggest that some fans showed some awareness of other fandom users and the fandom community as a whole, but this was less prevalent than emotional or immediate responses. Typical examples of interpersonal awareness included mentions of collective fandom identity, interactions with other fandom members, and common experiences in the fandom. This means that the comment sections were considered communal, as SEVENTEEN fans used them more to

share their emotional reactions than actively participate in discussions with other audiences.

2.2.4 Media Capacity and Interactional Cues

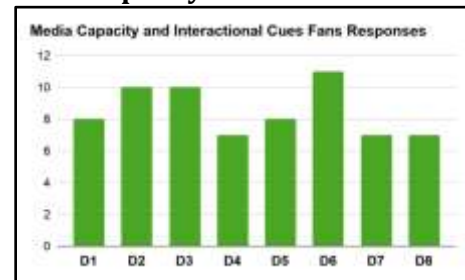


Diagram 9. Media Capacity and Interactional Cues Fans Responses Category in All Datum

The use of media capacity and interactional cues is distributed across the 8 data sets, which shows that fans often use digital communication features to reinforce the emotional expression and interaction. Datum 6 recorded the highest number of media capacity and interactional cue comments with 11 occurrences. Datum 2 and Datum 3 each contained 10 occurrences, while Datum 1 and Datum 5 both showed 8 occurrences. Meanwhile, Datum 4, Datum 7, and Datum 8 each recorded 7 occurrences.

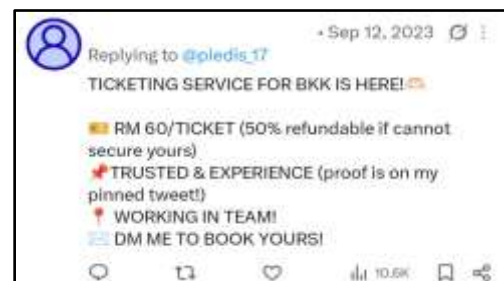


Figure 12. Comments that Shows Media Capacity and Interactional Cues

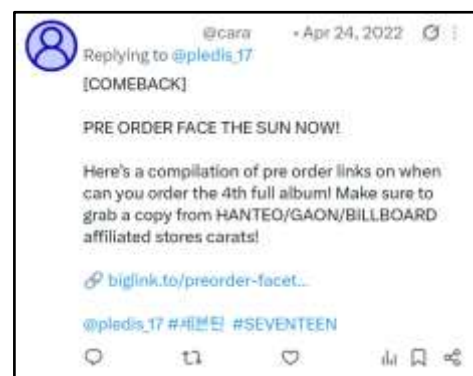


Figure 13. Comments that Shows Media Capacity and Interactional Cues



Figure 14. Comments that Shows Media Capacity and Interactional Cues

The comments are divided into two categories: media capacity and interactional cues, as both types utilize the communicative aspects of the platforms to support the expression of emotions, gaining attention, and engaging with the fandom community of SEVENTEEN. The comment for the Bangkok ticketing service uses capitalization (“TICKETING SERVICE FOR BKK IS HERE!”), emojis, punctuation marks and uses persuasive text styling like “TRUSTED & EXPERIENCE” to create urgency and credibility. Likewise, the preorder promotion for Face the Sun is capitalized (“PRE ORDER FACE THE SUN NOW!”), includes hashtags, hyperlinks and fandom-specific jargon like “Carats” to add to the urgency of engagement and prompt fans to act now. The abovementioned post to the Jakarta concert announcement, meanwhile, has emojis, hashtags, enthusiastic punctuation, and a short narrated video to create excitement and to convey the concert information in more effective ways by using the multimodal interactional cues.

The results indicated that fans actively used platform-specific communicative elements (for example: emoji, repeated punctuation, capitalization, internet slang, hashtags, hyperlinks, and expressive text styles) to express emotions and enhance their reactions. All these interactional cues show that digital fandom communication involves not only linguistic content but also stylistic and multimodal aspects to make expressive and emotionally engaging interactions around SEVENTEEN.

Notes: Usernames are partially masked for privacy

3. Connection Between Engagement in SEVENTEEN’s Posts and Fan Engagement

Short et al. (1976) conceptualize engagement in mediated communication as the perception of social presence created through immediacy, emotional expression, interpersonal awareness, and the transmission of interactional cues. In the context of SEVENTEEN’s official posts, engagement is structurally one-sided, as the captions function as institutional announcements without direct interactional feedback. However, engagement is not limited to the captions themselves but is extended and reinterpreted through fan comment sections, where audiences produce reactive, emotional, and relational responses that complete the communicative cycle.

Across the dataset, captions categorized under Immediacy (Datum 1, 3, 6, and 8) consistently function as time-sensitive announcements, yet fan responses show a strong combination of Intimacy (18, 18, 16, 17) and Immediacy (16, 18, 22, 19), indicating that informational posts do not only generate acknowledgment but also trigger affective reactions. This suggests that even highly institutional communication is recontextualized by fans into emotionally expressive engagement. Similarly, captions categorized under Media Capacity and Interactional Cues (Datum 2 and 4) show that multimodal structuring and visual cues encourage balanced fan engagement across intimacy and immediacy, with fans responding through both emotional alignment and reactive participation.

A different pattern emerges in Datum 5, where the caption itself is categorized as Intimacy. In this case, fan engagement shows the highest intimacy score (23), indicating that emotionally framed content amplifies affective responses. Likewise, Interpersonal Awareness in Datum 7 produces the highest intimacy score (24), suggesting that instructional and co-experiential framing strengthens relational engagement and perceived closeness between fans and artist communication. In contrast, Interpersonal Awareness and Media Capacity remain comparatively lower across most datums, indicating that structurally driven engagement types are less dominant in fan responses compared to emotional and reactive forms of engagement.

In addition to engagement patterns based on emotional and interactional cues, fan engagement is also reflected in the linguistic

composition of comment sections. Across the dataset, comments are distributed into English, mixed-language, and other-language categories, revealing a consistent multilingual pattern of participation. English comments dominate most datums (Datum 1: 37; Datum 2: 30; Datum 3: 30; Datum 5: 40; Datum 6: 23; Datum 7: 28; Datum 8: 20), functioning as the primary lingua franca for global fandom communication and enabling accessible engagement across diverse audiences. Mixed-language comments (Datum 1: 5; Datum 2: 9; Datum 3: 8; Datum 4: 25; Datum 5: 9; Datum 6: 8; Datum 7: 17; Datum 8: 18) consistently appear across all datums, with higher frequencies in Datums 4, 7, and 8, suggesting that more interactionally complex or expressive contexts encourage hybrid linguistic practices. Meanwhile, other-language comments (Datum 1: 8; Datum 2: 11; Datum 3: 12; Datum 4: 6; Datum 5: 1; Datum 6: 19; Datum 7: 5; Datum 8: 12) remain present but comparatively lower in frequency, often functioning as localized affective expressions tied to cultural or linguistic proximity.

Overall, the findings demonstrate a clear divergence between caption-level engagement and fan-level engagement. While SEVENTEEN's captions are primarily structured around institutional communication functions such as immediacy and media organization, fan responses are dominated by intimacy, emotional engagement, and multilingual expression. This indicates that engagement in digital fandom contexts is not directly mirrored but rather transformed, where institutional announcements act as triggers for affective and relational meaning-making. In line with Short et al. (1976), social presence is not solely embedded in message design but is co-constructed through audience interpretation, where fan engagement significantly expands and reshapes the communicative function of the original posts.

D. DISCUSSION

The findings demonstrate that multilingual communication in SEVENTEEN's official X posts encourages active fan engagement within digital fandom spaces. Although the official posts primarily function as promotional announcements, they stimulate diverse audience responses characterized by emotional expression, multilingual participation, and interaction through platform-specific features. This supports Social Presence Theory (Short et al., 1976), which argues

that communication media can create a sense of social connection through different forms of engagement.

The predominance of English responses indicates that English functions as the primary language of interaction among international fans. At the same time, the presence of mixed-language and other-language comments illustrates that fans maintain their linguistic identities while participating in global discussions. Rather than replacing local languages, English serves as a common medium that enables communication across multilingual communities, reflecting the global nature of K-pop fandom.

The engagement analysis further reveals that intimacy is the most dominant engagement type in fan comments, followed by immediacy. Fans frequently express affection, excitement, disappointment, and emotional attachment toward SEVENTEEN, suggesting that emotional involvement plays a greater role in fandom participation than direct interpersonal interaction. Although the official posts are largely informational, fans reinterpret them as opportunities to express personal feelings and shared fandom experiences. This finding indicates that engagement within digital fandom is co-constructed by audiences rather than determined solely by the communicative purpose of official content.

Overall, the study suggests that multilingual communication contributes to fan engagement by making official content accessible to international audiences while encouraging multilingual participation and emotional interaction. In this context, social media functions not only as a promotional platform but also as a space where multilingual communication strengthens relationships between artists and global fan communities.

E. CONCLUSION

This study examined fan engagement through multilingual communication in SEVENTEEN's official X posts using Social Presence Theory. The findings reveal that English functions as the dominant language of interaction among fans, while mixed-language and other-language responses demonstrate the multilingual nature of

global K-pop fandom. Among the engagement dimensions, intimacy emerged as the most frequent type, indicating that fans primarily engage through emotional expression and personal attachment rather than interpersonal discussion.

These findings suggest that multilingual communication extends beyond information delivery by facilitating audience participation and strengthening social presence within digital fandom spaces. By combining English with other linguistic resources, SEVENTEEN's official communication promotes accessibility while encouraging fans from diverse linguistic backgrounds to participate in shared online interactions. This study contributes to research on multilingual digital communication and highlights the role of language choice in fostering engagement within global K-pop fandoms.

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