

CHAPTER V

CONCLUSION AND RECOMMENDATION

This research is divided into two main sections. The first one presents the overall conclusions, which summarize the findings and insights that have been discussed throughout the previous chapters. The second part offers suggestions and recommendations for future research, intended for other researchers interested in exploring similar topics or taking different approaches in their own work.

5.1 Conclusion

This research provides an analysis of consumerism within fandom community, specifically through the lens of Marxist theory and its application to Rin Usami's novel *Idol, Burning* (2020). The research establishes consumerism as a complex phenomenon that extends beyond mere purchasing behaviors, shaping identity and interpersonal relationships within fandoms. By examining the characters in the novel, particularly Akari Yamashita; a teenage fangirl whose love for her idol Masaki Ueno drives her to excessive consumption; this research shows that the purchase and ownership of things is a big part of what it means to be a fan and how fans connect with each other. The analysis breaks down the consumption process into sequential stages of consumption, consisting of selection, acquisition, utilization, as well as maintenance and repair. It reveals how fans engage with idols and the entertainment industry in ways that reflect broader capitalist structures.

The results and discussion of the research suggest that the consumption patterns of fan communities, as depicted in Rin Usami's *Idol Burning*, develop in a repetitive cycle intricately linked to the lived experiences of characters like Akari. This cycle begins with the selection stage, in which fans, like Akari, are influenced by a combination of personal preferences, social dynamics, and marketing strategies when deciding which idols to support and which merchandise to purchase. Akari's initial intention to limit her purchases was quickly overtaken by the visually appealing displays and venue-exclusive extras, showing how psychological and cultural factors, as well as the promise of exclusivity, can encourage fans to change their minds and invest more than planned. This selection process forms the foundation for deeper engagement, leading to the acquisition stage. During this stage, Akari and other fans actively purchase official merchandise and invest both money and emotion in supporting their favorite idols. This process reinforces the idea that being a fan is closely tied to spending money and emotional investment, making fandom something that can be bought, sold, and marketed. Once merchandise is acquired, fans enter the utilization stage, where items like posters, clothing, and albums become more than possessions. These items serve as tools for participation in community activities, self-expression, and the maintenance of relationships with both idols and fellow fans, as seen in Akari's integration of merchandise into her daily life and her engagement with the broader fan community. The final stage, maintenance and repair, highlights how Akari and others take an active role in caring for and organizing their collections, which not only preserves the physical condition of their items but also sustains their emotional

connection to their idols over time. This ongoing care promotes continued engagement with consumer culture, as the search for new or replacement items maintains the cycle of consumption, reinforcing personal interests and the broader fan economy.

In summary, this research shows that fandom consumerism is deeply intertwined with capitalist structures, as fans not only seek emotional fulfillment through their involvement, but also actively participate in the economic system through devotion. By analyzing the portrayal of fandom in the novel, it becomes clear that consumerism in this community is more than a simple transaction, but rather serves as a powerful force that shapes individual identity, encourages a sense of social belonging, and promotes economic participation. This research contributes to academic discourse on Marxist theory and fan culture by highlighting how the entertainment industry capitalizes on fans' passions and transforms their affective investments into market value.

5.2 Recommendation

Based on the above discussions, findings, and conclusions, the following suggestions can be made to guide future research:

1. Rin Usami's *Idol, Burning* (2020) is a valuable text for investigating social issues beyond consumerism, covering topics such as societal norms and expectations.

2. Explore the psychological effects of intense consumerism on fans, such as its impact on self-identity, emotional dependency or the potential for addictive behaviors related to idols.
3. Discover the intersection of idol fandom and commodity fetishism by examining the symbolic role of merchandise and media in constructing fan identity and emotional investment.

