



Selca Day as a Digital Communication Practice: A Phenomenological Study Based on Alfred Schutz's Perspective among TXT-MOA Fans in Indonesia on Social Media X

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ABSTRACT

MOA Selca Day is an activity carried out by fans of the K-Pop group TXT-MOA on social media X, namely by uploading photos of themselves juxtaposed with idol photos, using the hashtags #MOASD or #MOASelcaDay. Selca is a combination of the words "Self" and "Camera," which, if interpreted, means a day when fans engage in selfie activities juxtaposed with photos of their idols. This study aims to determine the motives, experiences, and meanings of MOA Selca Day activities for TXT-MOA fans on social media X. This research uses a qualitative method with Alfred Schutz's phenomenological approach. The data collection techniques used are observation, interviews and literature studies with three key informants and one supporting informant. The theory used is Alfred Schutz's phenomenological theory. This research resulted in the motive why TXT-MOA fans participated in selca day activities, namely because they became K-Pop fans and wanted to have fun with fellow fans. The purpose motive is to interact more closely with fans and get appreciation and praise. The experience gained is being closer to fellow fans and more confident. As well as producing the meaning of selca day activities in TXT-MOA fans, namely as an activity to show talent and creativity and become a forum for fans to appreciate each other who are able to foster self-confidence in fans.

INTRODUCTION

The expansion of global popular culture through the Korean Wave (Hallyu) has significantly influenced communication practices among K-Pop fans in digital environments. The presence of social media platforms such as X has enabled fans to interact intensively, not only with their favorite artists but also with fellow fans across geographical boundaries. This development has encouraged the emergence of participatory digital activities that function as both communication practices and expressions of identity within fandom communities.

One of the most prominent activities within K-Pop fandom culture is Selca Day, a monthly event in which fans upload selfies paired with images of their idols using specific hashtags. According to Arinda (2021), Selca Day is an activity where fans take photos using poses similar to their idols and upload them side by side, often accompanied by captions that reflect personal creativity. The term selca itself originates from the words “self” and “camera,” referring to self-taken photographs, which have become widely adopted among K-Pop fans (Meinawati et al., 2021). In this sense, Selca Day is not merely a visual activity but also a symbolic communication practice that reflects creativity, identity, and fan engagement.

Within the fandom of Tomorrow X Together, this activity is known as MOA Selca Day. It is conducted regularly on the 22nd of each month, based on the anniversary date of the fandom. The activity is characterized by the use of hashtags such as #MOASelcaDay and #MOASD, which serve as digital markers connecting individual expressions into a collective communication flow. Fans not only participate by uploading photos but also demonstrate creativity through visual concepts, editing styles, and contextual captions.

Interestingly, this phenomenon contrasts with the general tendency of K-Pop fans to maintain anonymity in digital spaces. Fans often use pseudonyms and idol-related profile images, commonly referred to as fan accounts, to conceal their identities. However, Selca Day encourages fans to openly display their personal identities through visual representation, creating a unique communicative moment where private identity intersects with public digital expression. This indicates that Selca Day functions not only as entertainment but also as a meaningful social phenomenon involving identity negotiation and self-presentation.

The level of participation further highlights the significance of this activity. Observational data indicate that MOA Selca Day has reached trending status on X in Indonesia, generating thousands of posts in a short period. This phenomenon suggests that Selca Day operates as a collective ritual that fosters interaction, recognition, and a sense of belonging among fans. In addition, fan activities such as streaming parties and hashtag campaigns demonstrate that digital fandom is structured through coordinated and participatory communication practices (Malik & Haidar, 2023).

The emergence of these practices is closely related to the global popularity of K-Pop as part of the Korean Wave. K-Pop is recognized for its strong visual aesthetics, high-quality performances, and systematic production

processes, which contribute to its global appeal and influence fan engagement (Romano, 2018). As a result, fans are not only passive consumers but also active participants who contribute to the circulation of cultural content in digital spaces. Previous studies have explored K-Pop fandom from various perspectives, including fan motivation, parasocial interaction, and meaning construction. However, research that specifically examines the subjective meaning of Selca Day, particularly among fourth-generation K-Pop fans such as TXT-MOA in Indonesia, remains limited. This indicates a gap in understanding how fans construct meaning from participatory digital practices that involve both personal identity and collective engagement.

To address this gap, this study adopts a social phenomenological approach grounded in Alfred Schutz's perspective. Phenomenology emphasizes understanding human experience from a subjective perspective, focusing on how individuals interpret their actions, motives, and social interactions. Schutz distinguishes between *because* motives (rooted in past experiences) and *in-order-to* motives (oriented toward future goals), which are essential in understanding human action within social contexts. Through this framework, the study aims to explore the motives, experiences, and meanings that TXT-MOA fans construct when participating in Selca Day as a form of digital communication practice.

Research Questions

Based on the background of the Selca Day phenomenon as a digital communication practice within K-Pop fandom communities, particularly among fans of Tomorrow X Together (TXT-MOA), it can be observed that this activity functions not only as a form of entertainment but also as a space for meaning construction, lived experience, and social interaction in digital environments such as X. Therefore, a more in-depth investigation is needed to understand how fans interpret and construct meaning from their participation in this activity through a social phenomenological perspective.

In line to explore the subjective meanings constructed by fans, the research questions of this study are formulated as follows:

1. What are the motives of TXT-MOA fans in participating in Selca Day on social media X?
2. How do TXT-MOA fans experience their participation in Selca Day on social media X?
3. How do TXT-MOA fans construct the meaning of Selca Day as part of their digital communication practices?

LITERATURE REVIEW

Communication (Intrapersonal and Interpersonal Context)

Communication is a fundamental process through which individuals create and interpret meaning. In this study, communication is not only understood as interaction between individuals but also as an internal process that shapes how meaning is constructed. According to Effendy (2003), intrapersonal communication refers to communication that occurs within an individual, including thinking, perceiving, interpreting, and meaning-making.

Intrapersonal communication involves several stages, including sensation, perception, memory, and internal processing, which influence how individuals interpret stimuli from their environment (Kustiawan et al., 2022). This internal process allows individuals to evaluate experiences and construct subjective meanings before expressing them outwardly. In the context of digital fandom activities such as Selca Day, intrapersonal communication plays a crucial role in how fans interpret their experiences, evaluate their participation, and decide to express themselves through visual content. At the same time, these internal interpretations are later externalized through interaction with others on social media, forming a bridge toward interpersonal communication. Interpersonal communication, in this sense, occurs when fans interact with others through comments, likes, reposts, and shared participation in Selca Day activities. Although mediated by digital platforms such as X, these interactions still reflect fundamental interpersonal processes, including self-presentation, feedback exchange, and relationship building within the fandom community.

Selca Day

Selca Day is a monthly activity carried out by K-Pop fans on the platform X, where each fandom has its own designated date for participation. The term selca originates from the Korean phrase “self-camera,” which refers to a self-taken photograph or selfie captured using a mobile phone or digital camera (Arinda, 2021). In practice, Selca Day involves fans taking photos using poses similar to their idols and uploading them side by side, accompanied by creative or engaging captions and specific hashtags (Malik & Haidar, 2023). Within the fandom of Tomorrow X Together, this activity is known as MOA Selca Day and commonly uses hashtags such as #MOASD or #MOASelcaDay. It is held on the 22nd of each month, referring to the official establishment date of the MOA fandom on August 22, 2019, which has since become the regular schedule for this activity among TXT fans.

Social Media X

X is a social media platform that enables users to participate, share, and create content, as well as communicate through its primary feature, namely tweets. The platform was previously known as Twitter before being rebranded as X in July 2023. Twitter was founded on March 21, 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. On October 27, 2022, the platform was acquired by Elon Musk for approximately US\$44 billion, granting him control over the company. X provides several key features that facilitate user interaction. The tweet feature allows users to post messages with a limited number of characters, which can be accompanied by images, videos, or GIF content. The retweet feature enables users to share posts from other users, while the follow feature allows users to connect with others by subscribing to their accounts, which is reflected in the number of followers.

Phenomenological Theory

This study employs a qualitative method using phenomenological theory. Phenomenology is derived from the Greek term *phainomenon*, meaning “that which appears” (Rorong, 2020). This theory views phenomena as part of individuals lived experiences that are consciously perceived through human senses (Efni Salam, 2018). Furthermore, phenomenological theory emphasizes

that experience serves as the basis for understanding reality, in which individuals actively interpret their experiences (Turchin, 1977). Conceptually, phenomenological theory aims to understand how individuals subjectively interpret their lived experiences. This perspective focuses on the construction of meaning through intersubjectivity, referring to how individuals' understanding of the world is shaped through their relationships with others. According to Creswell, phenomenology is used to explain the meaning of events or experiences as perceived by individuals or groups.

In its development, phenomenology was pioneered by Edmund Husserl and later expanded within the social sciences by Alfred Schutz. Schutz emphasizes that phenomenological theory is used to understand social action based on individuals' experiences, motives, and meanings. He argues that human action is inseparable from interpretive processes that help reveal the underlying meanings of such actions. Schutz's phenomenology also highlights the concept of intersubjectivity, which explains how individuals understand the meaning of others' actions through social interaction. This theory is considered systematic and comprehensive in explaining social phenomena, as it connects individual experiences with broader social contexts. Furthermore, Schutz categorizes human motives into two types: in-order-to motives and because motives. In-order-to motives refer to future-oriented goals or intentions, while because motives relate to past experiences that influence individual actions. In this study, the concept of motives is used to understand the goals of TXT-MOA fans in participating in Selca Day, as well as the past experiences that shape their participation.

METHODOLOGY

Research Design

This study employs a qualitative research design to explore the subjective meanings constructed by individuals in their lived experiences. Qualitative research is appropriate for understanding social phenomena in depth, as it emphasizes meaning rather than generalization (Sugiyono, 2013). In this context, the study focuses on examining the motives, experiences, and meanings of Selca Day participation among fans of Tomorrow X Together (TXT-MOA) on X.

Phenomenological Theory

This research is grounded in phenomenological theory, particularly the perspective of Alfred Schutz, which seeks to understand social action through subjective interpretation. Phenomenology focuses on how individuals construct meaning based on their lived experiences and interactions within a social context (Rorong, 2020). Schutz explains that human action is influenced by two types of motives, namely because motives, which are rooted in past experiences, and in-order-to motives, which are oriented toward future goals. These concepts are used to analyze how individuals interpret their participation in Selca Day activities.

Research Subject and Object

The subjects of this study are K-Pop fans belonging to the TXT-MOA fandom, particularly those who actively participate in Selca Day activities. The object of the study is Selca Day as a form of digital communication practice within fandom culture. This focus allows the research to explore how meaning is constructed through interaction and participation in digital environments.

Informant Selection

Informants are selected using purposive sampling, which involves choosing participants based on specific criteria relevant to the research objectives (Sugiyono, 2013). The study involves three key informants and one supporting informant who have direct experience in participating in Selca Day activities. This selection ensures that the data collected is relevant and provides in-depth insight into the phenomenon being studied.

Data Collection Techniques

Data collection is conducted through in-depth interviews, observation, and literature review. In-depth interviews are used to explore participants' motives, experiences, and interpretations. Observation is carried out to understand how Selca Day activities are performed and shared on social media in their natural context. Literature review is used to support the analysis by providing theoretical and empirical references related to phenomenology, fandom, and digital communication.

Data Analysis Technique

The data analysis process follows an inductive qualitative approach, where findings are derived from the data collected rather than predetermined assumptions. The analysis focuses on identifying patterns related to motives, experiences, and meanings, which are then interpreted using Schutz's phenomenological framework. This approach allows for a deeper understanding of how individuals construct meaning from their participation in Selca Day.

RESULTS AND DISCUSSION

Motives of TXT-MOA Fans in Participating in Selca Day

The findings reveal that the motives of TXT-MOA fans in participating in Selca Day can be categorized into because motives and in-order-to motives, in line with the phenomenological framework of Alfred Schutz. The because motives are closely related to the fans' prior experiences and background as K-Pop enthusiasts. Informants indicated that their involvement in Selca Day is influenced by their identity as fans of Tomorrow X Together and their familiarity with fandom practices on X. Many participants stated that joining Selca Day is a natural extension of their engagement in fandom culture, where such activities are commonly practiced and widely recognized. In addition, the enjoyment of participating in collective fan activities serves as an important underlying factor. Informants described Selca Day as a fun and exciting activity that allows them to feel more involved in the fandom. This sense of enjoyment is closely tied to their emotional attachment to the idol group, as well as their desire to engage in activities that reflect their admiration and support.

On the other hand, the in-order-to motives reflect future-oriented goals and expectations. The findings show that fans participate in Selca Day to achieve social and personal objectives, such as interacting with fellow fans, gaining recognition, and receiving appreciation in the form of likes, comments, and reposts. Informants also expressed that they wanted to build closer relationships with other fans and become more visible within the fandom community. Furthermore, participation is motivated by the desire to express creativity and personal identity. Fans use Selca Day as an opportunity to showcase their ability to create visually appealing content, including photo composition, editing techniques, and thematic concepts. These motives indicate that Selca Day is not merely a spontaneous activity but a purposeful practice shaped by both past experiences and future expectations.

Experiences of TXT-MOA Fans in Participating in Selca Day

The experiences of TXT-MOA fans in participating in Selca Day demonstrate both individual and social dimensions. At the individual level, informants described the activity as an enjoyable and meaningful process that involves preparation, creativity, and self-expression. The process typically includes selecting appropriate poses that resemble the idol, editing photos to enhance visual quality, and composing captions that reflect personal feelings or humor. This creative process contributes to a sense of satisfaction and accomplishment among participants. At the social level, Selca Day serves as a platform for interaction and communication among fans. Informants reported that they actively engage with other participants by liking, commenting, and reposting each other's content. These interactions create a dynamic communication environment in which fans can connect, exchange feedback, and build relationships. The use of shared hashtags also facilitates visibility and connectivity, allowing fans to discover and interact with a broader network within the fandom.

Moreover, the findings indicate that participation in Selca Day fosters a sense of belonging and community. Informants reported feeling closer to other TXT-MOA fans during the activity, as it creates a shared experience that strengthens their collective identity. This sense of belonging is further reinforced by the supportive and positive responses they receive from other fans. Another important aspect of the experience is the development of self-confidence. Initially, some participants felt hesitant to share their personal photos publicly due to concerns about self-image and social judgment. However, through repeated participation and positive community feedback, they gradually became more confident in expressing themselves. This suggests that Selca Day functions not only as a social activity but also as a space for personal growth and self-acceptance.

Meaning of Selca Day for TXT-MOA Fans

The meaning of Selca Day, as constructed by TXT-MOA fans, is complex and multidimensional, reflecting the interplay between motives and experiences. First, Selca Day is interpreted as a medium for self-expression. Fans perceive the activity as an opportunity to present their identity, creativity, and personal style in a public digital space. Through the combination of images,

captions, and hashtags, they construct a representation of themselves that aligns with their identity as fans. Second, Selca Day is understood as a space for mutual appreciation and support. Informants emphasized that the activity fosters a positive and encouraging environment where fans appreciate each other's creativity and effort. This sense of appreciation is not only expressed through direct interaction but also through the overall atmosphere of inclusivity and acceptance within the fandom. As a result, Selca Day contributes to positive emotional experiences and strengthens fans' motivation to participate.

Third, Selca Day is perceived as a means of building and maintaining social relationships. The continuous interaction among fans during Selca Day creates opportunities for forming new connections and strengthening existing ones. Informants highlighted that they feel more connected to the fandom community through this shared activity, which reinforces their sense of belonging and collective identity. Finally, Selca Day is also interpreted as a form of empowerment, particularly in relation to self-confidence. By participating in the activity, fans are able to overcome personal insecurities and develop a more positive self-image. The supportive responses from other fans play a crucial role in this process, as they provide validation and encouragement. Overall, the findings suggest that Selca Day is not merely a routine or recreational activity, but a meaningful communication practice that integrates self-expression, social interaction, and identity construction within digital fandom culture.

The findings of this study indicate that Selca Day is not merely a routine digital activity but a meaningful social practice shaped by motives, experiences, and intersubjective interactions among fans. These findings can be interpreted through the phenomenological perspective of Alfred Schutz, which emphasizes that social action is constructed through subjective meaning, past experiences, and future-oriented intentions. First, the motives underlying TXT-MOA fans' participation in Selca Day reflect the dual structure of because motives and in-order-to motives. The because motives, such as being part of K-Pop fandom culture and having an emotional attachment to Tomorrow X Together, demonstrate that participation is rooted in prior experiences and social background. This finding is consistent with Schutz's argument that individual actions are shaped by subjective experiences, values, and prior knowledge (Nurdiana, 2023). It also aligns with previous studies showing that fan participation is driven by emotional attachment and the desire to support idols (Noviyanti et al., 2020).

Meanwhile, the in-order-to motives highlight fans' future-oriented goals, such as interacting with fellow fans, gaining recognition, and receiving appreciation. These findings support the notion that fan activities are not only expressive but also purposive, aimed at achieving social validation and connection (Malik & Haidar, 2023). In line with this, Gesty (2021) explains that Selca Day participation is closely related to emotional satisfaction, increased self-esteem, and the strengthening of social relationships among fans. Second, the experiences of TXT-MOA fans demonstrate how meaning is constructed through everyday interaction within digital environments. According to Schutz,

individuals exist within a “world of experience” where meaning emerges through continuous interaction and interpretation. The findings show that Selca Day provides both individual and collective experiences, including creative self-expression, emotional enjoyment, and social interaction through features on X such as hashtags, comments, and reposts.

These experiences reinforce the concept of intersubjectivity, where shared meanings are developed through social interaction (Rorong, 2020). Fans’ interactions during Selca Day create a sense of belonging and collective identity, which is also supported by findings from Maisarah et al. (2023), who note that K-Pop fan activities often produce both positive communication experiences and expanded social networks. Furthermore, the role of intrapersonal communication is evident in how fans process their experiences before expressing them publicly. As explained by Effendy (2003), intrapersonal communication involves internal processes such as perception, interpretation, and decision-making. This is supported by Kustiawan et al. (2022), who state that intrapersonal communication includes stages such as sensation, perception, memory, and internal evaluation. In the context of Selca Day, fans first evaluate their self-image and creative ideas internally before sharing them, which is then followed by interpersonal interaction through digital engagement.

Third, the meanings constructed by TXT-MOA fans reflect the dynamic and socially constructed nature of digital communication practices. The findings indicate that Selca Day is interpreted as a medium for self-expression, a space for mutual appreciation, and a means of building social relationships. This supports Schutz’s view that meaning is formed through intersubjective processes and social interaction. The interpretation of Selca Day as a form of self-expression and creativity is consistent with the broader characteristics of K-Pop culture, which emphasizes visual aesthetics, performance, and participation (Romano, 2018). Fans actively construct and display their identities through digital content, reinforcing their role as active participants rather than passive consumers.

In addition, Selca Day is also interpreted as a space for mutual appreciation and social support. Fans engage in positive interactions, providing encouragement and recognition to one another.

This finding aligns with research by Juwita et al. (2022), which highlights that fandom participation can create meaningful and positive experiences, even in the presence of social challenges. Another important finding is the role of Selca Day in enhancing self-confidence. Through repeated participation and positive feedback, fans become more comfortable expressing themselves publicly. This suggests that Selca Day functions as a form of personal empowerment, allowing individuals to develop a more positive self-image. This finding is also supported by Basit (2023), who notes that online interactions can influence individual identity and social behavior through continuous communication experiences.

Overall, the discussion shows that Selca Day serves as a meaningful communication practice that integrates motives, experiences, and meaning-making within a digital social context. Through the phenomenological lens, this

study demonstrates that participation in Selca Day is shaped by subjective interpretation, social interaction, and shared understanding. These findings highlight the importance of digital fandom as a space where identity, communication, and meaning are continuously constructed and negotiated.

Table 1. Summary of Selca Day Findings

Research Aspect	Category	Indicators	Description
Motives	Because Motives (Past-Oriented)	Fandom identity, emotional attachment, and prior experience	Fans participate due to their background as K-Pop fans and their attachment to TXT, as well as familiarity with fandom culture.
	In-Order-To Motives (Future-Oriented)	Social interaction, recognition, and self-expression	Participation is driven by goals such as interacting with other fans, gaining appreciation, and expressing creativity on X.
Experiences	Individual Experience	Creativity, enjoyment, confidence	Fans experience satisfaction through content creation (photos, captions) and develop self-confidence over time.
	Social Experience	Interaction, belonging, engagement	Fans engage through likes, comments, and reposts, creating a sense of community and belonging.
Meaning	Self-expression	Identity display, creativity	Selca Day is interpreted as a medium to express personal identity and creativity.
	Social Appreciation	Support, validation	Fans perceive Selca Day as a space for mutual appreciation and positive interaction.
	Social Relationship	Connection, community bonding	The activity strengthens relationships and reinforces fandom identity.
	Personal Empowerment	Confidence, self-acceptance	Participation helps fans build confidence and overcome self-doubt.

Source: Processed by the Researcher, 2024

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings and discussion, this study concludes that TXT-MOA fans' participation in MOA Selca Day is driven by both because motives and in-order-to motives. The because motives are rooted in prior experiences as K-Pop fans, peer influence, and the desire to engage in creative activities and contribute to fandom participation. Meanwhile, the in-order-to motives reflect future-oriented expectations, including the desire to interact with other fans, build new social connections, gain appreciation, and enhance self-confidence.

In terms of experience, participation in Selca Day extends beyond the act of uploading edited photos. It provides both social and emotional value, as fans develop closer relationships within the community, expand their social networks, and discover new forms of self-expression. Positive feedback from fellow fans further reinforces a sense of belonging and contributes to increased confidence and enjoyment in digital participation.

The meaning constructed by fans indicates that Selca Day is understood as a space for creativity, social bonding, and mutual appreciation. It functions as a platform for expressing personal identity while strengthening relationships within the fandom. Overall, Selca Day can be interpreted as a meaningful communication practice that integrates self-expression, social interaction, and identity construction, ultimately fostering fans' confidence within digital fandom communities.

Based on the overall research process, several recommendations can be proposed. From an academic perspective, future studies are encouraged to employ alternative approaches or methodologies, such as more context-specific case studies focusing on other forms of fandom activities in digital environments, including streaming parties, charitable initiatives, or other participatory practices. In addition, considering the challenges encountered in recruiting informants, particularly due to participants' reluctance or self-consciousness, future research may benefit from adopting virtual ethnography or communication ethnography to better capture the behaviors of fans who are highly active in online spaces yet less inclined toward direct interaction.

From a practical perspective, for TXT-MOA fans, participation in MOA Selca Day is expected to continue fostering a sense of community, enhancing interaction among members, and contributing to the broader visibility of the group. For the general public, this phenomenon is expected to be understood as part of contemporary digital culture that carries positive values, particularly in terms of motivation, experience, and meaning construction among fans. Ultimately, such understanding may contribute to a more open perspective and help reduce negative stereotypes toward K-Pop fans in social media contexts.

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