

Jutimas Kliengkloaw 2013: The Study of South Korean Pop Star Groups' Image via the New Media and Fanclub's Behavior. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Porntip Yenjabok, Ph.D. 387 pages.

The purpose of this research is to study South Korean Pop Star Groups' Image via the New Media, Fanclub's Perception towards South Korean Pop Star Groups' Image via the New Media and Thai fanclub's behavior. The quality research was used by content analysis and in-depth interview. To take them for discussion in the description type.

The research result found that image which is presented through music TV programs is simply different in each groups of Korean Pop Stars including the whole appearance and the genre of music. In fact, South Korean Pop Star Groups introduce the new, fascinating, interesting images to global all the time. And image through the New Media, found that the image presenting through facebook is the image managed by music entertainment company. While the image presenting through twitter expresses their real personality and individuality, the influence of their traits still affect fanclub to admire artists. For the major behaviors of the fanclub are exposure of K-POP, gathering, consuming the products, using Korean language and interacting with other fanclub abroad, following the South Korean Pop Star Groups and Visiting South Korea. From all of these behaviors, each group of fanclub has different acts and different ways to show their love to the South Korean Pop Star Groups.

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Student's signature

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Thesis Advisor's signature