Research Article

Decision-making dynamics of straight fujoshi in enjoying Boys Love (BL) content

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Article Info	Abstract
	Decision making is the choice of an alternative behavior of two or more. Decisions are usually made consciously to solve a problem. Fujoshi is a Japanese term for straight/heterosexual women who choose to enjoy homosexual content like boys love. The aim of this study is to explore the dynamics of fujoshi's straight decision making in enjoying boys love content. The method used in this research is a qualitative method with a phenomenological approach. Participants in this study were five adult women aged 20-22 who were a straight fujoshi. Sampling was done using snowball sampling. Data collection was done using semi-structured interview techniques. The data analysis technique used is the Interpretative Phenomenological Analysis (IPA) technique. The results show that participant decision-making is based on intuition that is subjective. The decision to enjoy boys love content was made after the participants managed to overcome internal conflict and put their liking to Boys Love content at the forefront. The decision to enjoy boys love content also produces positive, negative impacts as well as making straight fujoshi judge the decisions they make.

To cite this article

Introduction

With the development of technology, Indonesians can more easily access various information both through mass media and social media. Japanese culture such as anime, manga, games, music, movies, and cosplay is one of the popular cultures that has been internalized and entered Indonesia in recent years (Ayudyasari, 2016). Popular culture is a culture that has many enthusiasts and is able to cross the traditional culture that exists within a society (Setiadi, 2015; Ayudyasari, 2016). One of the Japanese popular cultures enjoyed by Indonesians is manga. Manga is a Japanese term that refers to works in the form of comics (Gusri et al., 2020). Usually manga is printed in black and white, and published in popular magazines serially (Gravett 2004; Gusri et al., 2021).

Like comics in general, manga also has a variety of genres that can be enjoyed by various groups (Gusri et al., 2020). The genres presented in manga are usually romance, slice of life, action, fantasy, adventure, and others. One of the genres also provided in manga is a genre that focuses on same-sex romance such as boys love (Ayudyasari, 2016). There are two different types of boys love manga: yaoi, which features romance between men with explicit sexual scenes, and shonen-ai, which is a genre that features romance between men but with implicitly depicted sexual scenes (Ayudyasari, 2016).

The boys love genre began to develop in the form of doujinshi (manga created by fans of certain anime/manga) in

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the 1980s at Comiket. The flood of yaoi doujinshi at Comiket due to the popularity of these series was eventually referred to as the yaoi boom trend (Lam, 2010). In Japan, around 2000, the term fujoshi began to appear to refer to women who had a penchant for the boys love genre. In Japanese, Fu means rotten and Joshi means woman, which when combined, fujoshi means "rotten woman" (McLelland et al., 2015). Meanwhile, male fans of the boys love genre are referred to as fudanshi which means "Rotten Boy" or "rotten man" (Ashari, Trinugraha, and Astutik, 2023).

According to McLelland et al (2015) boys love in the world of anime and manga is a genre that is mostly made and aimed at young women or adolescent girls. This is because there is a sense of pleasure that arises when women see visuals of handsome and sexy male characters and feel anxious when they see interactions between cute and intimate men (Indriani et al., 2023). Based on an initial interview with informant L, who is a woman (fujoshi), said that she likes boys love content because she feels happy and misbehaves when she sees romantic interactions or scenes in boys love content. There were five informants in this study, namely C, D, K, V, and W who also agreed that they were interested in enjoying boys love content because of the handsome character visuals. Interviews with informants were conducted between October 3 and 7, 2023.

The factors that cause someone to become a fujoshi are quite diverse. Ammar (2018) describes the internal and external factors that make someone a fujoshi in Indonesia. Internal factors include: (1) Curious and looking for information, (2) Bored with the usual monotonous romance genre, (3) Dislike weak, naive, innocent, and easily oppressed female characters. Furthermore, the external factors include: (1) Various media intake (the latest updates about the preferred partner), (2) The existence of international forums that make it easier for fujoshi to get intake, (3) Many choices of stories, (4) Yaoi or boys love does not make women as sexual objects.

Being a fujoshi certainly has an impact on a person. In Gusri, Arif and Dewi's research (2021) entitled "Construction of Gender Identity in Japanese Popular Culture (Virtual Ethnographic Analysis of Fujoshi Phenomena on Social Media)" explained that fujoshi in Indonesia tend to be freer in expressing themselves on social media virtually. They tend to hide their identity as fujoshi in the real world and are open in cyberspace. This means that being a fujoshi makes someone have a dual identity that must be maintained. In addition, Gusri, Arif and Dewi (2021) also mentioned other impacts such as: (1) considering same-sex relationships as normal both consciously and unconsciously; and (2) consciously or unconsciously fujoshi are getting used to accessing pornographic content through homosexual content.

The term fujoshi was originally used to denigrate women who enjoy manga with romantic content between men (Ammar, 2018). Women who enjoy boys love content are said to be rotten because they embrace a rottenness (homoerotic content) that is contrary to their sexuality (McLelland et al., 2015). This refers to the sexual orientation of the girls who enjoy boys love content. Sexual orientation is a term that refers to the gender in which a person feels emotional, physical, sexual and love attraction (Caroll, 2010). Sexual orientation is generally divided into three, namely heterosexual, which is attraction to the opposite sex; homosexual, which is attraction to someone of the same sex; and bisexual, which is attraction to two sexes, both male and female. People with heterosexual orientation are usually also referred to as straight, while homosexual men are known as gay, and homosexual women are usually referred to as lesbians (Ramadhan, 2016). Based on initial interviews, all five interviewees said that as a heterosexual or straight woman, they feel spoiled with a variety of handsome male characters with diverse personalities. Therefore, boys love content usually attracts more heterosexual/straight women than heterosexual or straight men who have an interest in the opposite sex or women. This ultimately led the researcher to focus the research subject on heterosexual/straight women who are interested in homosexual content or boys love content.

Straight women who first encounter or see BL content will usually feel disgusted and amused. According to the results of research conducted by Sianturi and Junaidi (2021), this is due to several preconceived perceptions; such as the perception that homosexuality is against religion, the perception that homosexual behavior is abnormal, and the perception of homosexual behavior as disgusting or 'disease'. The phenomenon of straight women enjoying boys love content in Indonesia has caused various controversies (Winduwati, 2013). This is because the view of same-sex love is

still taboo (Hidayati & Hidayat 2021). Same-sex couples are also considered deviant because they are considered to have violated applicable laws and religious norms (Harari et al., 2024). In addition, boys love content that contains same-sex romance with explicitly depicted sexual scenes also raises the pros and cons of accepting boys love content among young people because it is considered as pornographic content. These issues have made it difficult for BL manga to circulate in the Indonesian media market, making the internet become main source for fujoshi to enjoy boys love content (Dewi, 2012). Even so, despite the opposition experienced from within themselves and society, there are still many straight women who decide to try enjoying boys love content. Decision making is a process of systematically selecting the best alternative from several alternatives to be followed up or to be used as a way of solving problems. Decision making will choose the most favorable alternative for interested parties (Pasolong, 2023). The alternatives in decision-making of romance genres for straight women are romance genres with opposite-sex couples (heterosexual) and romance genres with same-sex couples (homosexual).

Then Terry (2010) explains the basics of decision making as follows: (1) Intuition; that is, decisions tend to be subjective, (2) Rational; which considers in terms of usability, (3) Facts; that is, decisions that use data and information, (4) Experience; the past is used as a guide for making decisions, (5) Authority; decisions are made based on authority. Furthermore, Schoenfeld (2010) divides the stages of decision making into 6 stages based on the rational model (in Lunenburg, 2010), namely: (1) Identifying the Problem (stages for problem identification and understanding the situation in a problem), (2) Generating Alternatives (creating alternative solutions to problems), (3) Evaluating Alternatives (evaluating existing alternatives), (4) Choosing an Alternatives (choosing the best alternative), (5) Implementing the Decision (making decisions), and (6) Evaluating Decision Effectiveness (evaluating whether the decision is effective and has the results as expected).

Focus Study

This study focuses on the dynamics of heterosexual women's (fujoshi) decision-making in enjoying Boys Love (BL) content, by highlighting how they deal with internal conflicts between social norms and beliefs that prohibit same-sex relationships and the pleasure they experience from the content. This study also explores the reasons behind the decision to enjoy BL content, the internal and external factors that influence it, and changes in perceptions of same-sex relationships. In addition, this study explores the positive and negative impacts experienced, such as the influence on self-identity, social relationships, and media consumption habits, as well as the strategies used to overcome social and cultural barriers related to their interest in BL content. This research aims to learn more about the dynamics of straight women's decision-making to become fujoshi and enjoy BL content.

Method

The method used is a qualitative research method. Qualitative research methods are systematic procedures (methods) agreed upon by a scientific community to reveal a subjective meaning (search for meaning) of research participants about a symptom that is the object of research study in the field of science (Hanurawan, 2016). When this method is applied in the field of psychology, the qualitative method is a method agreed upon by a scientific community of psychology to reveal a subjective meaning of research participants about a symptom that becomes the object of research study in the field of psychology.

The sampling technique that will be used is the snowballing sample technique with the following participant criteria: Heterosexual or straight women aged 18-25 years and Fujoshi who are fond of boys love content.

Furthermore, the qualitative method approach used in this research is a phenomenological approach, which is an approach that describes the awareness or experience of one or more people about a phenomenon. Phenomenology is a model or approach that explores in detail the personal life experiences of individuals with the result of a description of how a person gives meaning to phenomena related to his personal and social world (Hanurawan, 2016). Furthermore, the data collection tool in this study is a semi-structured interview.

According to Kahija (2017), the data collection tool used for qualitative research with a phenomenological approach is a semi-structured interview. In semi-structured interviews, basic questions will be made which can then be developed as the interview process progresses. After the interview process is complete, it will be followed by making an interview transcript. Then the validity of the interview data will be checked. This research uses the member check technique, which is data checking where the researcher asks the participant's answer again in depth whether it is in accordance with the interview transcript that has been made to equalize perceptions and asks again whether there are additions or things that have been changed from the previous transcript (Susanto and Jailani, 2023).

Furthermore, the analysis technique used in qualitative research with a phenomenological approach is the Interpretative Phenomenological Analysis (IPA) technique. In the IPA analysis technique, researchers focus on interpreting how participants as people who experience an event directly interpret their experiences. The steps taken to perform the IPA analysis technique are: (1) reading many times, (2) making exploratory comments, (3) making emergent themes, (4) making superordinate themes, (5) making patterns between cases / between participants' experiences, (6) structuring superordinate themes, (7) reporting the results of the analysis (Kahija, 2017).

Results

Description of Subject Characteristics

The participants in this study amounted to five people with initials, namely C, D and W who are 21-year-old students, V is a 20-year-old student and K is a 22-year-old employee. The age range of participants is 20-22 years old with an average age of 21 years old. W claimed to have liked BL content from the 6th grade of elementary school or in early adolescence. V said he had liked boys love from junior high school or during middle adolescence. C said he had liked boys love content since graduating from high school or during late adolescence, while K started enjoying boys love content from grade 2 of high school or during middle adolescence and D had liked BL content from grade 3 of high school or during middle adolescence. D and V are Christians, while C, K, and W are Muslims.

Results of the interview

The following are the results of the interview process and analysis conducted in this research:

The beginning and process of recognizing boys love

The beginning of knowing boys love content

Four interviewees have enjoyed BL content since high school, and one has enjoyed BL content since elementary school.

"Euuu, i like boys love content... from senior high school class 3 semester 2" (W1.N2.26-27)

"I learn about boys love when i was in 2nd grade of senior high school" (W1.N3.30-33)

"When i was 6th grade in elementary school" (W1.N5.26)

First time discovery of boys love content

Each interviewee first learned about BL content through different platforms. One person learned from the internet, one person from social media, one person from accidentally seeing his friend, and another person with a source from YouTube advertisements.

"The algorithm is hooked. On tiktok parts/scene from boys love content started to appear .." (W1.N1.33-38)

"It's just fun to see stories or pictures about gay couple on the internet" W1.N4.14-17)

"I knew it from my sister, she has been a fujoshi longer than me..." (w1.n2.3) " (W1.N2.72-75)

"I accidentally saw my freind were enjoying an anime. I asked her, what anime is that? How good is it? At thah time I didn't understand that it was BL." (W1.N3.40-45)

"From an advertisement on YouTube." (W1.N5.28)

Initial response felt

Three out of five interviewees stated that they felt strange and disgusted when they saw BL content. This is due to the incompatibility of the values they believe in.

"Eummm, at first I was hesitant, because like... how come two boys become a couple? That's strange" (W2.N2.386-387).

"My friend said that it was a BL anime. ar first I was disgusted because i at that time i think homosexual relationship is impossible." (W1.N3.44-46)

Supporting factors to start enjoying BL content

The five informants tried to start enjoying BL content because of curiosity and interest. This is because BL content is new to them, so curiosity and interest make them try to enjoy BL content. In addition, one of the interviewees also enjoyed it during the pandemic, and enjoying BL content really helped him to ease his mind and refocus during the pandemic.

"How interesting... Finally I started looking into it..." (W1.N2.74-75)

"'What is this? How come it looks like this?' I was curious. Finally I tried to read it..." (W1.N1.40-42)

Continued enjoyment of BL content

Then the excitement of the BL content and the pleasure caused made the five informants start to find out more about the BL genre. This eventually made the five informants enjoy BL content more often.

"Finally, I was curious and tried to watch one series. Like wow, how exciting it turns out... then I tried to find out more about it and got interested" (W2.N2.389-392).

"It feels like it's more exciting. I like genres that are a bit antimainstream." (W1.N3.100-103)

Reasons for liking and enjoying boys love content

Characters in the story

All five interviewees mentioned that one of the things that makes them like and enjoy BL content is the main character in the story. They mentioned the visual/artstyle of the main character as the main reason why they enjoy BL content. Three interviewees also liked the depiction of the characters in the BL content, such as the attitude and sincerity of the characters.

"This is the description... The type of person is like ... Approaching my type, so I'm like curious." (W1.N1.44-47)

"Eumm what is it again? first is definitely because of their visuals..." (W1.N2.126-127)

"The quality of the pictures and the quality of the animation, the art is better than the regular romance content" (W1.N3.95-97)

"Eumm, first because they are handsome... I also like the sincerity of the characters in love." (W1.N4.71-77)

"Something that make me insterested is definitely vthe character's visual" (W1.N5.90)

The content presented by BL

All five interviewees mentioned that they also liked BL content from the content content in the form of the storyline presented. They feel that the storyline in BL content feels more interesting because it is different from romance in general. The things they liked about the BL storyline were the lightness of the story, the conflict about the forbidden

relationship, the interaction of the main characters, the romantic scenes and the adorable story. Furthermore, the three interviewees added that they also liked BL content when it matched their expectations. Then one of the interviewees also mentioned cinematography as one of the reasons why he liked BL content.

"I like it because... The plot... The visuals. And character interaction" (W1.N1.409-410).

"Eumm their romance, struggle... More about their struggle. " (W1.N2.96-97)

"i prefer boys love content with a lot of comedy scene. I prefer something that is not heavy like soap opera drama." (W1.N3.86-88)

"The videography is sometimes better than the usual dramas.." (W2.N5.333-335)

Things enjoyed in BL content

One of the interviewees said that she felt more excited when enjoying BL content. Then two interviewees stated that they enjoyed the fictional couple in the story. Furthermore, two interviewees also enjoyed stories that made them feel emotional. Finally, one other person enjoyed the romantic scenes, one other person enjoyed the tension he felt when enjoying BL content, and one other person enjoyed the couple that lasted a long time.

"I only enjoy the ... The animation." (W1.N1.174-179)

"But when I watch the BL ones and watch the romantic scene made me really happy." (W1.N3.199-201)

"I really wanted to cry even though I was at work. Maybe because I was so carried away by the story." (W1.N3.526-532)

"Eumm, i like the actions scene. The problem is that i'm not really interested when there's no intense scene in the content.." (W2.N2.363-364)

"Maybe because of my favourite couple that i like for a very long time.." (W2.N4.530-532)

Types of content enjoyed

Animation

There are two speakers who enjoy BL content in animated form.

"I only watch boys love in animation form" (W1.N1. 174-175)

"I only watch few animations cause some have a bad quality in terms of graphic and video" (W1.N3. 69-73)

Comics

There are four speakers who enjoy BL content in the form of comics."I read manga more often. Because there are so many BL manga nowadays" (W1.N3. 67-69)

"Yes, brother, that's right. I like to read manga and watch j-drama" (W1.N4. 32-33)

Drama

There are three speakers who enjoy BL content in the form of drama.

"Yeah, it's a drama series.." (W2.N2. 360)

"There are dramas, manhwa (comics), manga (comics)." (W1.N5.44-45)

Non-BL genres

The five speakers still enjoyed non-BL genres except the romance genre because they were no longer interested after

enjoying BL content. Non-BL genres that are usually enjoyed by the speakers include: action, fantasy, mystery, and horror.

> "I also like.. action movies.. and fantasy too.." (W1.N2. 282-283)

> "I like the genre of action" (W1.N3. 398-401)

> "This is action.. For the romance.. The straight one is less.. I don't like it, brother.." (W2.N4. 209-210)

Genre BL

The BL Genre has a variety of stories, although the main story in BL is about a romance story, two sources stated that they also liked the BL genre about mafia and stories that contain action scenes. while the other four speakers liked the BL content with light stories such as stories with the trope childhood friend, enemies to lovers, opposite characters, school-life, and college-life. Two of the interviewees also mentioned that they enjoyed BL's story with a happy ending.

> "From the action, from the..what...about.. company... about teenage high school boy..Mafiaa..." (W1.N2. 44-47)

> "usually from enemy to lovers or childhood friends. But i like love hate relationship the most" (N3.W1. 82-84)

> "that character that I like.. for example, one of them is so cold.. the other one is more cheerful..." (W2.N4. 254-257)

> "The conflict is not too heavy, Usually it's like a high school story or early college " (W1.N5. 98-100)

Decision making to enjoy BL content

Difference between BL and romance content

There are two sources who find the difference between the content of BL and romance lies in the conflict and struggle of the characters. according to them, the conflict and struggle of BL characters tend to be heavier than romance content. While the other three sources only found differences in the main characters in the content of BL and romance.

> "In that conflict.. The conflict is very different..how so.. There's gotta be a difference.." (W1.N1. 102-108)

> "It's like, they're fighting to live together, it's hard.." (W1.N2. 101-105)

> "It's a romance, it's a romance, it's a romance. So that's different from that " (W1.N3. 109-112)

Problems with romance content

Four out of five respondents said they didn't like romance content because they didn't like the main female characters. The reasons for this are various, such as female characters who seem menye-Menye (weak and spoiled), annoying, and problematic. Even one of them has envy towards the main female character. Then the three speakers mentioned that the romance genre tends to be more menyeenye / lebay compared to BL content. Two of them also found romance content uninteresting. One of the interviewees felt that the romance content was not interesting because the romantic scenes were of mediocre image quality, even one of the other interviewees mentioned the romantic scenes in the romance cringe content. These things make the four sources dislike and do not enjoy romance content.

> "Yes.. but if the usual romance is not too interested" (W1.N2. 286)

> "When I was a kid, most of the time, it was kind of weird, so I didn't like it." (W1.N3. 113-115)

> "I've always been a fan of romance novels, and I'm jealous of the characters." (W1.N4. 103-107)

> "Usually the character of the girl is made problematic in my opinion." (W1.N5. 108-110)

Decision making

The five interviewees made the decision to enjoy the BL content initially because there was a sense of interest. After enjoying BL content, they feel excitement and pleasure from within. Four out of five respondents even stated that they prefer/happy, excited, cool, and curious when enjoying BL content compared to enjoying romance content. Two interviewees also mentioned that the BL content felt more memorable because of the interesting conflict. Although for, one source stated that they still enjoy BL and romance content at this time. He currently feels that he enjoys more romance content than BL, whose storyline is getting more and more similar.

> "The last one I read.. It is no longer so" (v1.N1. 122-128)

> "The content is so cool.. It's the same guy..Continue to make more kepo so.." (W1.N2. 129-135)

> "I never liked romance. I finally got around to watching it, and it was even more fun." (W1.N3. 329-333)

> "In my opinion, I think the character of BL is more sincere..so it's more of an impact." (W1.N4. 95-99)

Factors influencing decision making
Driving factors
Based on the results of the study, the driving factors of decision making there are four kinds, namely: (1) sources of Information, (2) information considered, (3) internal driving factors, and (4) External driving factors. The source of information from each speaker is different. However, there are five Information media that speakers use, namely social media. In addition, some other sources of information are the internet, telegrams and other people's recommendations.

In addition, there is information that is considered as an incentive for speakers to enjoy a content. The five speakers usually consider the following things before enjoying one BL content: (1) Synopsis, (2) spoiler, (3) review, (4) content warning, (5) interesting cover. Furthermore, the following are external or external driving factors: (1) the response of others (five speakers), (2) the influence of association/friends (three speakers), bromance scenes in non-BL content (one speaker), leisure time (one speaker). The last type of driving factor is internal or from within. A Total of only three speakers who feel the urge from within such as: (1) do not think bad (one speaker), (2) mood/mood (one speaker), (3) more explore BL (one speaker), (4) old and accustomed to enjoying BL content (two speakers), and (5) often looking for the latest info (One speaker).

> "Eummm is usually from the internet.. It's like walking through a maze like that.." (W2.N4. 192-194)

> "No, sir, more than that.. If you open tiktok or not open instagram, Well, there are a lot of pops up" (W1.N2. 66-69)

> "Sometimes it's from tiktok, sometimes instagram. And if it's on telegram, it's usually in groups.." (W1.N5. 78-84)

> "First look at the cover first new synopsis, the same mood too" (W1.N3. 387-389)

> "I know, I know, it's just like that.. It's normal.. Friends, at least.. "Oh, " he groaned, but not too loudly.." (W2.N1. 518-523)

Inhibiting factors
Based on research data, inhibitory factors have three types, namely difficult access, unfreedom and external barriers. Things that are included in difficult to access include: (1), paid content (one speaker), (2) difficult to access legal websites (two speakers), (3) difficult to find manga/physical books (one speaker), (4) no quota and cannot use wifi (one speaker). Then in the second there is Unfreedom. The following are things that include fujoshi's Unfreedom when enjoying BL content: (1) not being able to enjoy BL in public places (two speakers), (2) taboo cultural values (four speakers), (3) fear of being discovered by others (two speakers), (4) religious and family prohibitions (two speakers). Then the last inhibiting factor is the external inhibiting factor / from the outside. Things that are included as external

inhibiting factors include: (1) busyness (one speaker), (2) BL is rarely translated into Indonesian (one speaker), (3) the content is not continued (One speaker), (4) sad ending (one speaker).

> "Sometimes there is a story that is really good, the illustration is also really okay,.But this author somehow stopped.." (W2.N1. 576-579)

> "For obstacles.. Euuu.. the first is quota.. The quota must exist." (W2.N2. 632-634)

> "Obstacles.. Maybe the obstacle if read bl it can not be done in.. Euu.. public places." (W3.N3. 1468-1476)

> "there are considerations anyway brother. Religion is the same as society." (W1.N4. 116-121)

> "Almost all of the web has been locked by the government which causes us to no longer be able to access it." (W2.N5. 402-405)

Attitude in overcoming obstacles
Efforts to overcome difficult access

In an effort to overcome obstacles, each resource person tried to find a way. To overcome the difficulty of finding paid legal applications, one of the speakers tried to find free applications and perform tasks provided instead of paid applications. Meanwhile, three out of five interviewees switched to illegal websites when. When an illegal website is blocked by the government, one of the interviewees can still access it using a VPN. Furthermore, to overcome the difficulty of access, one of the interviewees decided to give up and not need to read and the other interviewees actually felt happy. This is because the speaker has actually wanted to quit for a long time but it is still difficult to do so.

> "You don't have to read it haha..There are apps that are still free, only he kayak.. Do that task.." (W2.N1. 633-640)

> "Yes, it is the safest to use quotas.." (W2.N2. 639)

> "So use it.. The Vpn is good..Otherwise.. You have to be smart enough to find out which sites to read." (W2.N3. 790-793)

> "Ga always yt, telegram, and kawan2nya it provides.. Automatically we switch to web2 forbidden right.." (W3.N5. 739-746)

Trying to enjoy the bling

In order to overcome obstacles and be able to enjoy BL content freely, speakers will usually enjoy BL content alone. In addition, the interviewee who was afraid of the parents ' response finally tried to observe how his parents reacted when he enjoyed the BL content.

> "I'm usually alone in my room.. If you go to a public place, you never see it.. So it was in privacy.." (W2.N2. 641-644)

Views on same-sex couples
Cons against same-sex couples)

There are three sources consider same-sex love as an abnormal and deviant. But as fujoshi, they felt they had no right to blame homosexuals, so they decided not to interfere. The interesting thing is, two of the three speakers only enjoy BL in the form of animation and comics. This is because the drama with the cast of Orang asli seems too real to them so they feel strange about it. However, the three sources have something in common, namely only enjoying homosexual content in fictional form, they do not support homosexual people in the real world.

> "I have no right to say it's wrong.. But me too.. Can't stop them....I don't care anymore.." (W1.N1. 334-340)

"Actually I'm scared. I like the story, but I don't support it" (W1.N3. 136-140)

"Enough.. What.. just have fun..let me see if I agree with that.." (.N5. 343-348)

Pros against same-sex couples

Two of the interviewees stated that they had no problem and were legitimate towards homosexual couples. One of them even stated that homosexual couples seemed more enduring, sincere and loyal compared to heterosexual couples. He also felt excited and happy when he saw the BL couple and even sad when there were couples in the BL drama who did not survive. Even so, one of the other interviewees who is pro-same-sex couples stated that he did not want anyone close to him to experience this.

"many last a long time.. Continue to be sincere.. Faithful.. More.. They are more loyal than the opposite sex.." (W2.N2. 373-377)

"I mean, I'm personal.. It's legal, really." (W2.N4. 276-278)

Risks of decision making

Mature content

The five interviewees stated that one of the risks of enjoying BL content is enjoying mature content or erotic scenes as well. One of the interviewees also said they became aware of dirty things prematurely.

"It feels like a sin.. You don't READ porn, do you?" (W2.N3. 929-936)

"Know hal2 that should not be enough time for my age so loh kak." (W2.N5. 546-552)

Addiction

Two of the interviewees felt they were already in the addiction stage. They find it difficult to stop being fujoshi and enjoy BL content, because they have been fujoshi for a long time and feel enough. But it is very difficult to do. While one more person feels afraid if he ends up addicted, but fortunately he is a person who is easily bored so he is not addicted.

"I feel like I'm addicted.." (W2.N3. 1111-1113)

"Kayak.. Repent now.. Continue when you get home.. How come 2.. I'm watching it again" (W2.N4. 480-482)

Unpleasant experience

During the fujoshi, the five speakers also experienced the risk of unpleasant experiences. The five interviewees worried about the negative views of others if others knew that they were fujoshi. This eventually makes them become afraid if this is known to others. One of the interviewees also said that he was afraid of being considered strange if others knew who fujoshi was. Then another source also mentioned the risk of being ostracized by others. Two other sources also mentioned the sadness and heartache he felt when one of the BL actors had a partner.

"That's Fushoji.. It even torments us..Kan later right view orang2 to fujoshi it's bad ya.." (W2.N2. 455-458)

"People look at it like it's weird. So, I feel that way." (W3.N3. 1487-1490)

"I'm afraid the public is not going to accept it.. Isolated as possible.." (W2.N4. 388-392)

Attitude in the face of risk

Coping with unpleasant experiences

The five interviewees tried to face the risk by not caring about the views of others. In addition, one of the speakers also responded by protecting himself so that the principles he had were not scattered. Then, another source also tried to

minimize people who knew themselves as fujoshi. One interviewee also tried to convince himself that there was no need to be upset by negative views. Then finally, one of the interviewees tried to disagree with the negative view, because he thinks he is a fujoshi not like what others say.

> "Protect myself.. If it's for someone else, I don't care.. It's up to them.. That's it.." (W1.N1. 336-340)

> "Euuu if from me it minimizes that orang2 not know if I was watching it.." (W2.N2. 613-614)

> "I want to take the safe route. I don't know, it's up to them." (W1.N3. 301-303)

> "I want people around.. You know I'm a faggot.. That's their business.. As long as it doesn't affect it.." (W2.N4. 295-297)

> "I don't like kaa.. Sometimes we feel like we belong to that group.." (W2.N5. 440-450)

Attitudes in reducing addiction

There are two speakers who have attitudes in reducing addiction to BL content. One of the speakers tried to switch to other content until he forgot the BL content he previously wanted to watch. He also tries not to find out the latest updates of BL content that he enjoys. One of the other speakers addressed the addiction by starting to seriously limit themselves so as not to enjoy excessive BL content.

> "I felt it was wrong....Start.. Don't find out either.. Brace yourself, gituu.." (W2.N1. 549-553)

> "Alhamdulillah, now I have limited and no art first." (W2.N3. 1124-1129)

How to deal with mature content

There are two sources that address mature content. One of the sources said that when there is mature content that appears and connects to the road, then he considers the scene as a bonus. However, if the mature content has no correlation at all with the storyline, it will be skipped. Then another source said that also in the drama he watched did not censor the mature content scene, so he would switch to another channel. Furthermore, if he has switched to another channel and the scene is not censored as well, then he will close the scene with his hands.

> "I think of it as a bonus..If it's a good read and added It's still in the same plot." (W2.N3. 967-975)

> "Sometimes there are channels that give it censored..Sometimes there really isn't.. Yeah.. I'll keep it that way.." (W2.N5. 515-519)

Impact of decision-making

Positive impact

The following are some of the positive impacts felt by the informants after enjoying BL content: (1) wanting to be dominant in romantic relationships (one interviewee), (2) restoring focus (one interviewee), (3) energized (one interviewee), (4) improved social relations (one interviewee), (5) gained new insights (two interviewees), (6) improved drawing skills (one interviewee), (7) language skills improved (two interviewees), (8) predicting men's intentions (two interviewees), (9) being vigilant and taking care of themselves (two interviewees), (10) feeling relieved and calming the mind (two interviewees), (11) entertainment when stressed (five interviewees), (12) insight increased (two interviewees), (13) temporarily freeing oneself from problems (three interviewees), (14) respecting other people's preferences (one interviewee), (15) getting motivation (one interviewee), (16) making money (one interviewee), (17) not being surprised when learning reproduction (one interviewee), (18) getting moral messages (one interviewee), (19) more confidence and expression (one interviewee), (20) can be used as an alternative solution to the problems being experienced (one interviewee), and (21) getting inspiration (two interviewees).

> "I can make more friends from it...I also have new insights from their opinions..." (W1.N1.413-417)

"There are some... The actors are graduates from famous universities... It's like having motivation..." (W2.N4.368-373)

"So I kind of know that we have to be wary of men too..can be more careful..there are messages that can be taken." (W1.N5.144-149)

"Escape from this world. Yes, yes... I'm really bored with the reality of life ... Then I look for entertainment." (W3.N3.1363-1366)

Negative impact

Some of the negative impacts felt by the informants are as follows: (1) being too casual with others (one informant), (2) seeing things ambiguously (one informant), (3) disrupted communication (one informant), (4) guilt for enjoying BL content that is not in accordance with their beliefs (one informant), (5) losing interest in straight couples (one informant), (6) a sense of confusion about themselves (one informant), (7) the value of trust becomes blurred (one informant), (8) not knowing the time, and (9) fear if they also become same-sex lovers (three informants).

"When I see the cewe cowo couple, I just become ordinary kak." (W1.N2.203-204)

"Because... I'm often ambiguous when I see something that I think..so it also..interferes with my way of communicating.." (W2.N1.491-494)

"Then I once watched a normal romance..But it just felt, blah. I don't know why I feel like that." (W1.N3.196-202)

"For example, I already have a child. Then suddenly my child is like that, right? I'm scared too huhuhu" (W2.N4.408-411)

Self-interpretation as a fujoshi
Openness as a fujoshi)

The five informants only open up to people they trust. One of the informants stated that she had a fear of rejection from others, therefore as a fujoshi she only told her trusted friends. One interviewee who opened up to her mother had more confidence as a fujoshi compared to the others. She feels that it is okay if she is herself in front of others.

"Yes, only to trusted people and family who know the most..." (W2.N2.402-406)

"I am very private about this in the work environment, but yes, only to trusted friends." (W2.N3.760-768)

"Just be yourself. I want people around me to... Know that I am a fujo... That's their business" (W2.N4.294-297).

Self-expression as a fujoshi

As a fujoshi, the things that informants do in expressing themselves are as follows: (1) getting excited when meeting fellow fujoshi (four informants, (2) sharing stories when the situation is conducive, i.e. no one looks negatively (two informants), (3) posting on an anonymous account (three informants), (4) posting on whatsapp stories (one informant), (5) more free expression in cyberspace (two informants), (6) eagerly waiting for updates on BL content (two informants), (7) inviting friends to watch BL (one informant), (8) expressing themselves when enjoying BL content (three informants), and (9) sharing information with fellow fujoshi directly (two informants). Then one of the interviewees also mentioned that she felt free to express herself as a fujoshi both in the real world and in the virtual world. Meanwhile, another interviewee stated that she did not feel free to express herself as a fujoshi both in the real world and in the virtual world. This is due to the condition of Indonesian society which still views it as taboo.

"I'll look at the surrounding conditions first, if for example they are pro, maybe I will join them. Discuss too." (W2.N1.470-476)

> "It's normal to see a couple of guys with guys... It's like I want to scream with excitement ... I'm happy to see it." (W.N2.532-535)

> "If in the real world or in real life, I can't yet...But in the virtual world, it's just free." (W2.N3.1204-1208)

> "Then it's like... I also have friends who... What... who are not fujo... Well sometimes I just invite them..hahahaha" (W2.N4.447-450)

> "If you meet fellow fujoshi...when you meet them, you immediately get too excited..." (W2.N5.374-377)

Changes felt during being a fujoshi

Each of the informants experienced changes during their time as a fujoshi. One of the interviewees used to feel that she did not accept the term fujoshi, but over time she became indifferent to the term. Then she also felt very open, proud and satisfied with herself as a fujoshi. But now, she only opens up to people she trusts. This is due to the fear of being labeled as a fujoshi.

Furthermore, one of the other interviewees also said that she used to feel that enjoying BL was a way for her to escape from her problems. But as she grew older, she felt that BL content was just entertainment. Then another interviewee emphasized that fujoshi is not her identity, instead she now feels that she has had enough of being a fujoshi and has the desire to stop. In addition, there are four other interviewees who also have the desire to stop being fujoshi, but all four still find it difficult to do so. This is because they are very used to enjoying BL.

> "Actually it's... It doesn't affect my identity anyway ... It's just that I feel ... Just enough" (W2.N1.605-607)

> "I used to be a bit proud. In fact, I used to like being called a fujoshi...But if you say 'loh fujoshi too?' how is it, it's like weird." (W3.N3.1517-1529)

> "Sometimes I think too...What... I just quit fujo... But it's hard to get out of it" (W2.N4.473-477)

> "In the past, yes, sis, but now it's just for entertainment, if it used to be." (W3.N5.657-658)

Values of decision-making

Urgency of boys love

All five interviewees felt that the content of BL was not important and only served as entertainment.

> "When I read BL, I feel like it's just for entertainment. So if you say it's important or not, it's not really. Not really." (W2.N3.853-856)

Assessing decision-making

There are two informants who think that being a fujoshi and enjoying BL content is not a good thing, this is also influenced by their beliefs about same-sex relationships being wrong. While the other two interviewees felt that being a fujoshi and enjoying BL content was a good thing. Then there is one interviewee who thinks that being a fujoshi and enjoying BL content has a good side and a bad side. She will try not to follow the bad things, and take the good things from it. Then there are four interviewees who feel that BL content can benefit others, but two of the five interviewees suggested that it is better to seek benefits from sources other than BL.

Furthermore, one had regrets such as being addicted to BL, while two other interviewees also had regrets for knowing mature content or erotic content through BL. In addition, another interviewee also regretted the time wasted during her time as a fujoshi. The last interviewee also stated that she had no regrets about being a fujoshi. Furthermore, 4 interviewees considered the obstacles/risks to be greater than the positives gained. While there is only one interviewee who considers that the obstacles/risks are not greater because he feels that it can still be overcome. Then there were five informants who considered the results obtained from enjoying BL content to be in accordance with expectations. Then one of the interviewees also stated that he was very satisfied as a fujoshi.

"Actually... There is ... but I think there can be alternatives so that you don't fall into it ..." (W2.N1.527-529)

"If there are no obstacles, it can be overcome if the positive impact is more..." (W2.N2.653-655)

"The regret is...I feel like I've gone too far in bl...Wanting to turn back to make it no longer is difficult." (W2.N3.1215-1217)

"Personally, I think it's fine, hahaha" (W2.N4.379)

"There are regrets too because I know things like this right sis...It was good. Can... what... Just take the positives" (W3.N5.755-759)

Flow of Research Dynamics

The following is the flow of the dynamics of straight fujoshi decision making in enjoying BL content based on the data obtained.
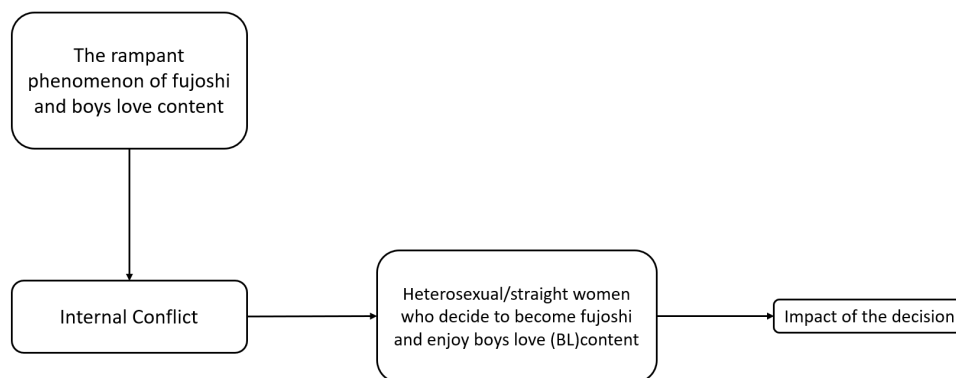
Figure 1: The flow of the dynamics of straight fujoshi decision-making in enjoying BL content

Based on the research results, the data shows that straight women already have or form perceptions about love and partners based on religious laws and norms in society. The perception is that heterosexual couples are normal and homosexual couples are bad, unnatural and ridiculous. When first seeing content with the boys love genre, the response that straight women have is usually disgust and amusement because they feel it is not normal. But at the same time, they feel curious and attracted to new things.

In the process of getting to know boys love content, there is an inner upheaval or conflict within them. This is due to the clash of beliefs that think homosexual relationships are wrong with the pleasure of enjoying boys love content. When the inner conflict is successfully passed, there will be two decisions, namely enjoying boys love content and becoming a fujoshi or choosing not to enjoy boys love content and become a fujoshi. People who make the decision to become a fujoshi and enjoy boys love content have their own characteristics, and vice versa. Each decision also produces positive and negative impacts.

Discussion

Boys love is a genre that focuses on telling the story of Love Among Men (Ayudyasari, 2016). Fujoshi in Indonesia is expected to begin to appear around 2008 when the emergence of the internet and the rise of social media. In 2014, fujoshi and Fudanshi appeared on the kaskus website (Ani, 2008). One of the factors that facilitate the rise of fujoshi in Indonesia is the method of distribution is so easy. One method of spreading BL content is through social media. The viral drama and film genre boys love through social media makes many people know the existence of the genre boys love this (Harari et al., 2024). Some Fujoshi claim to like the boys love manga from accidentally finding illustrations that contain boys love content. Some are also influenced by their friends who are fujoshi. Fitriana, et al (2021) also

mentioned that not only accessing boys love content through print media such as books, now yaoi manga can also be accessed easily through digital manga.

This spread is also supported by the interaction between friends of the fujoshi community, both directly in the real world and online in cyberspace. Ayudyasari (2016) observed how fujoshi's behavior in online forum portals. Together with their online community friends, the fujoshi likes to tell stories about manga boys love/yaoi and show a pro attitude towards the existence of the manga. The average age of Fujoshi in Indonesia is teenagers and women aged 18 to 30 years (there are also younger ones) with professions as students, students and workers and active in social media and have joined several communities such as Otaku, K-Pop, Wota and others (Rasnika, 2021).

The majority of heterosexual/straight fujoshi have the same initial view when viewing boys love content for the first time. They feel strange, disgusted, and amused feelings. According to the results of research conducted by Sianturi and Junaidi (2021), this is due to several preconceived perceptions, such as the perception that homosexuality is contrary to religion, the perception that homosexual behavior is abnormal, and the perception that homosexual behavior is disgusting or 'disease'.

The interviews showed that while straight fujoshi felt boys love's content was weird, ticklish, and disgusting, they were curious about the genre at the same time. In the results of their research, Avianti and Yunanto (2023) said that the thing that made fujoshi plunge into the world of boys love was because there was a sense of curiosity from within. Fujoshi who initially felt amused when enjoying boys love content slowly began to appear feelings of pleasure. This is in accordance with the results obtained by researchers where the majority of speakers began to enjoy the content of boys love because it is considered exciting and fun.

This eventually made the participants ' perception of boys love content slowly began to change. Perception is the process of organizing, and interpretation of the stimulus received by the individual so that it becomes something meaningful, and is an intergrated activity within the individual (Walgito, 2003). Perception has three aspects that make up the structure of attitudes namely: (1) cognitive aspects (related to knowledge, views, beliefs, which are related to how a person perceives the object of attitude), (2) affective aspects (related to positive and negative feelings such as happy, sad, etc.), (3) conative aspects (a person's tendency to behave towards the object of attitude).

Related to cognitive aspects, there are three participants who are Muslims, namely C, K and W have knowledge that same-sex relationships are prohibited according to their beliefs. They also said they disagreed and opposed it. So their view of the content of boys love is wrong, but at the same time they are also very accustomed and do not consider the content of boys love as a taboo. From the affective aspect, the three speakers felt pleasure when enjoying boys love Content, two of them (K and W) found it difficult to stop being fujoshi. This concerns the conative aspect where they often read or watch boys love content. This habit ends up making it difficult for them to stop enjoying boys love content. While C said that he initially did often enjoy boys love content even though now he doesn't. This is due to the busyness of college and work so that C does not have time to have boys love content. The activity of enjoying boys love content that has rarely made C's view that prohibits same-sex relationships stronger.

Two other sources (D and V) who are Christians also have prior knowledge that in their beliefs, same-sex relationships are also prohibited. Although at first they also feel strange and disgusted, both feel happy when they start enjoying boys love content. D even said that enjoying boys love content can calm his mind when he is tired due to college assignments. The existence of intense activity loops, eventually making them increasingly accustomed to relationships or couples of the same type. The difference now is that after enjoying boys love for a long time, their view of same-sex relationships has finally changed. At this time they feel that the relationship with each other is not a problem and is natural. Both of them even tend to feel resentful when they see romantic moments from gay couples they see both in person and through social media.

The five interviewees decided to enjoy the boys love content. They do this because they are happy to see handsome characters, adorable interactions from two male characters, and very diverse types of stories. Four speakers who still

regularly enjoy boys love content have the same view of hetero romance content where they feel they don't like the main female character. Things that are not liked usually are the portrayal of weak and lebay female attitudes and the emergence of jealousy to female characters who get a dream man in the story. The four interviewees also said they were tired of the same hetero romance genre. In his research, Ayudyasari (2016) mentions fujoshi motives in enjoying yaoi/boyslove manga there are three, namely jealousy of female characters when enjoying hetero romance content, saturated with hetero romance because it is often affected by patriarchal culture, as well as the number of handsome characters/bishonen that appear in boys love content. The four interviewees felt ordinary when enjoying the romantic scenes of heterosexual romance content. One of them even said the scene was cringe. As Ayudyasarai (2016) says in his research, fujoshi are usually not only jealous of female characters, but also jealous of the relationship between men and women in romance stories. This leads to a sense of mediocrity or not wanting to see romantic scenes in romance content.

Based on the basics of decision-making according to Terry (2010) straight women's decision-making in enjoying boys love content is based on intuition that is subjective or relies on "inner voice" in themselves. Straight women who decide to enjoy boys love content are usually happy to see a handsome character, the interaction of two adorable male characters, and get a variety of stories from there. Usually fujoshi are looking for entertainment or fun when enjoying boys love content. The interesting thing is, the five kompak interviewees gave the same answer that they did not want their closest people to be affected or become part of same-sex enthusiasts. It can be said that the value of boys love content for them is only as entertainment when they are tired.

Whereas usually people who do not enjoy boys love Content on an ongoing basis are caused by a very deep sense of guilt because they have enjoyed things that they think are wrong. C said that he felt that he was not too interested in enjoying the content of boys love which, according to him, was getting monotonous and had been firm to say that boys love was the wrong thing. Indrian et al (2023) in their research found that non-fujoshi who had tried to access boys love content felt uncomfortable with vulgarity and were afraid of being influenced by fujoshi's friends to continue it. C who has quit from enjoying BL mentions that she has switched to other content.

The five speakers have something in common, namely they already know and enjoy boys love content from adolescence. Muagman (1980) defines adolescents in three criteria, namely biological, psychological, and socio-economic. (1) in biological criteria; adolescence is a period of development of the individual from the time he first showed signs of secondary sexual until reaching sexual maturity, (2) in psychological criteria; adolescence is a period when individuals experience psychological development and identification patterns from childhood to adulthood, (3) in socio-economic criteria; adolescence is a period when there is a transition from full socio-economic dependence to a relatively more independent state. In its development, adolescent development is divided into three stages, namely early adolescence (ages 10-13 years), middle adolescence (ages 14-17 years), and late adolescence (ages 18-21 years) (Sarwono, 2006).

The longer fujoshi enjoyed boys love content, the activity eventually became a routine. Speakers who have enjoyed boys love content since early adolescence and middle adolescence find it difficult to leave the routine of enjoying boys love content. At the beginning of seeing boys love content, they feel that this is not normal, but the pleasure of seeing two men making out makes them not attach much importance to it. This is because the ego is still thick at that time. According to Sarwono, 2006 individuals in early adolescence tend to be selfish and always feel right with their thoughts. While in adolescence, individuals tend to choose to act without thinking carefully. The decisions made at that time were purely based on feelings. At that time individuals were quickly attracted to the opposite sex. The five interviewees said one of the factors that attracted them to the boys love content was the handsome male characters. But when they entered adulthood, two of the four interviewees had a strong sense of guilt. They feel very guilty or guilty because they have liked something that is contrary to their beliefs or religious teachings.

Damanik, et al (2022) explained that adulthood is a phase that begins to show emotional maturity in individuals.

They also mentioned that individuals who are in adulthood will choose the norms that feel good and try to maintain those norms. Fujoshi who failed to maintain religious norms and still find it difficult to stop enjoying boys love content feel as deep regret as three (C, K and W) of the five speakers in this study. While the other two speakers, namely K and V as previously described, are speakers who experience changes in perception of homosexual couples. After enjoying boys love content they feel that homosexual love stories are natural and even adorable so they don't feel guilty in adulthood or at this time.

Various decisions certainly have an impact, both positive and negative. Based on research results, the positive impact of enjoying boys love content, namely:

First, comfort yourself when there are problems and tired. Fujoshi says that enjoying boys love content can restore enthusiasm when you are tired or have problems (Indriana et al, 2023). This study found a positive impact in fujoshi, namely being excited, restoring focus when tired, can be a means to calm the mind and free yourself from problems even temporarily, and get motivation from there. The second positive impact, namely getting new insights. fujoshi said that after enjoying the boys love content, they gained some new knowledge and skills such as language skills, drawing skills, inspiration and moral messages. They can also get the science of solving related problems in everyday life. The third positive impact is that the audience becomes wider and more appreciative of others. Interviewees find it easier to be nonjudgmental and value the opinions of others more. The last positive impact is to expand the association. Fujoshi can find people with similar interests on social media. In this study, it was found that the interviewees found friends from various social media such as twitter, Instagram, telegram.

In addition to the positive impact, fujoshi also also get negative impacts such as; First, get used to accessing mature content on boys love content. In boys love content with the yaoi genre, many contain explicit sexual scenes or can be said to be pornographic scenes, namely images of immoral acts that are dirty, fun and vulgar. Pornography can have an impact on a person's life such as being disturbed by his socialization with other people (Salsabila and Sari, 2023). The second negative impact is that the value of trust becomes blurred. The results showed a sense of guilt in the five interviewees because they felt they had violated their beliefs. They say they are confused about themselves. Questions such as' something is wrong with me ' are often said from one of the interviewees to himself. The third negative impact is the negative view of others. Interviewees are afraid if they show themselves as fujoshi with others for fear of being labeled or viewed negatively. according to Fitriana, et al (2021) Indonesian people still view same-sex couples as taboo so that women who enjoy boys love content are considered strange and abnormal. This is because same-sex relationships are considered deviating from religious norms and moral values. The interviewees also said that they were afraid of being perceived as lesbians by others for enjoying homosexual content. The last negative impact is addiction. Sources said when enjoying boys love content, they are dissolved so that they end up wasting their time. Four speakers until now still cannot stop enjoying boys love content. In line with Indirani's opinion, et al (2023) boys love content can cause addiction because fujoshi is difficult to stop enjoying it.

Conclusion

In this study it can be concluded that the distribution of boys love content in Indonesia is usually through the internet, social media, and social interaction. When I first learned the content of boys love there was an upheaval / inner conflict in fujoshi. They love boys love content but have the confidence to balk at any kind of sesame romance. In the beginning they agreed that homosexuality was forbidden. But because of the interest and pleasure when viewing homosexual content, the five decided to enjoy boys love content. It is certain that the basis of the decision is the intuition that fujoshi decided to enjoy boys love content because of the pleasure felt.

Straight women who enjoy boys love content usually feel pleasure from seeing handsome characters, adorable interaski from male characters, as well as stories that are very diverse and hate female characters from hetero romance content. In the process of enjoying boys love content, there is a straight fujoshi who changes his view of sesame type relationships to be a natural thing. The five interviewees rated the boys love content only as fun entertainment.

The impact obtained by straight fujoshi is a positive impact such as: comforting yourself when there are problems and tired, getting new insights, views become wider and more appreciative of others, and expanding social relations. Then the negative impacts obtained include: accustomed to accessing mature content, the value of trust becomes blurred, negative views of others, addiction.

The advantage of this study is the similarity of research related to the fujoshi phenomenon that discusses from the point of view of Psychological Science. This research is expected to be a source of knowledge for researchers in the future arrivals. The uniqueness of this study is that there is an inner conflict between trust and liking for boys love content in each interviewee. The suggestion of the researcher is a less diverse subject, in the future other subjects with male gender can be developed. The majority of subjects like boys love content from middle adolescence and late adolescence, in the future it can be expanded to subjects who like boys love content from childhood and adulthood.

Recommendations

Based on the results of the study, it is recommended that future research expand the scope of subjects to include men or more diverse age groups in order to understand the fujoshi phenomenon more comprehensively. Researchers can also explore the perspectives of the general public on this phenomenon to find out how stigma or social acceptance influences fujoshi behavior. In addition, it is important to consider the long-term psychological and social implications of BL content consumption, especially related to identity and cultural norms. Future research can also utilize quantitative data to complement the qualitative approach that has been used, resulting in more comprehensive and valid insights. Finally, collaboration with other fields of study, such as sociology or cultural studies, can provide a broader perspective in understanding the dynamics of fujoshi behavior and decisions.

Acknowledgement

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