

Hedonistic Lifestyle as a Predictor of Happiness in K-popers (Study of the Malang ARMY Community)

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Abstract

This research aims to find out whether a hedonistic lifestyle predicts happiness in the members of the community of fans of the Korean boy band BTS, known as ARMY, in Malang City. This quantitative research uses a simple linear regression analysis method. Respondents were selected using non-probability sampling and purposive sampling techniques with the following criteria: (1) K-popers who are members of the Malang ARMY Community; (2) like K-pop music; and (3) have ever spent money to buy K-pop merchandise. The research respondents totaled 152 people. Data were collected using the Oxford Happiness Questionnaire (happiness scale) with content validity test results ranging from .426 to .743 and a reliability of .829 and a hedonistic lifestyle scale with a validity of .254 to .454 and a reliability of .767. The research results showed that (1) 74.3% of respondents had a high level of happiness; (2) 84.9% of respondents have a low hedonism lifestyle; and (3) a hedonistic lifestyle is not a predictor of happiness among members of the Malang ARMY Community, with a significance value of .148 or greater than .05.

Abstrak

Penelitian ini bertujuan untuk mengetahui apakah gaya hidup hedonistik memprediksi kebahagiaan pada anggota komunitas penggemar grup vokal pria Korea BTS yang dikenal dengan ARMY di Kota Malang. Penelitian kuantitatif ini menggunakan metode analisis regresi linier sederhana. Responden dipilih menggunakan teknik *non-probability sampling* dan *purposive sampling* dengan kriteria sebagai berikut: (1) pecinta K-pop yang tergabung dalam Komunitas ARMY Malang; (2) menyukai musik K-pop; dan (3) pernah mengeluarkan uang untuk membeli barang-barang K-pop. Responden penelitian berjumlah 152 orang. Pengumpulan data dilakukan dengan menggunakan Oxford Happiness Questionnaire (skala kebahagiaan) dengan hasil uji validitas isi berkisar 0,426 hingga 0,743 dan reliabilitas 0,829 serta skala gaya hidup hedonistik dengan validitas 0,254 hingga 0,454 dan reliabilitas 0,767. Hasil penelitian menunjukkan bahwa: (1) 74,3% responden mempunyai tingkat kebahagiaan tinggi; (2) 84,9% responden mempunyai gaya hidup hedonisme rendah; dan (3) gaya hidup hedonis tidak menjadi prediktor kebahagiaan anggota Komunitas ARMY Malang dengan nilai signifikansi sebesar 0,148 atau lebih besar dari 0,05.



INTRODUCTION

Happiness is the dominance of positive affection over negative affection, which is influenced by three things: life satisfaction, the presence of positive emotions, and the absence of negative emotions (Argyle, 2001). Ryan and Deci (2001) define happiness from two perspectives, namely the eudaimonic perspective and the hedonic perspective. The eudaimonic perspective is a viewpoint of happiness related to doing something well and morally, which produces a significant positive impact. In contrast, the hedonic perspective is a viewpoint that sees happiness as a pleasant feeling and only obtained if there is a pleasure for the mind and body; for example, individuals who get happiness from material aspects such as shopping, buying branded goods, hanging out with friends, music concerts, and going out to cafes or malls. It changes the meaning of happiness, where happiness becomes synonymous with hedonistic behavior (Nurhayati, 2020).

The case of Indonesia's happiness at the world level has decreased. World Happiness (in Afriyadi, 2018) recorded 156 countries in its survey from 2015 to 2017, showing Indonesia decreasing the level of happiness from 88th to 96th place. It means that the happiness of Indonesian people has dropped by eight places. Apart from the declining level of happiness, in the eyes of the world, there are also cases related to happiness problems, one of which is related to South Korean pop music lovers or K-poppers. One of the very well-known group singers from South Korea is BTS, a Grammy-nominated group that has captivated millions of fans worldwide since its debut in June 2013 ("About BTS," n.d.). Their fans are referred to as ARMY, which stands for Adorable Representative M.C. for Youth, who are known to be very close to their idols (Utami & Winduwati, 2020).

According to the 2020 BTS ARMY census results (in Syafikarani et al., 2023), Indonesia has the most BTS fans globally. The numbers of views for BTS music videos on their YouTube channel are largely provided by ARMY from Indonesia, the largest contributor, followed by Thailand, Vietnam, and the United States (Utami & Winduwati, 2020). ARMY is very active in raising the popularity of BTS on social media, such as Twitter, Instagram, Facebook, V Live (now Weverse), and Reddit (Lee & Nguyen, 2020). In 2020, BTS was the most-listened-to artist in Indonesia on Spotify (Syafikarani et al., 2023). ARMY Indonesia also volunteered to do PR activities for BTS, such as holding a fan gathering event, social project activities, photo exhibitions, cup sleeves events, concert projects, and watching BTS movies together in the theater (Utami & Winduwati, 2020).

Most K-pop fans are prepared to shell out a hefty sum of money to support their idols. The Korean wave phenomenon encourages fans to purchase merchandise, concert tickets, and albums and participate in activities like dance covers to emulate their idols' actions and way of life (Cesara & Putri, 2020). They feel happy to attend concerts or buy the band's seemingly endless stream of merchandise (Dooley & Lee, 2020). On average, K-pop fans purchase idol albums, concert tickets, and souvenirs with their money (Devita et al., 2020). However, 60.4% of K-pop fans in Indonesia have an average income of one million rupiahs (Sholihah & Majid, 2023). However, despite their mediocre incomes, these fans are prepared to save and budget some of their pocket money to purchase BTS merchandise.

In the Theory of Planned Behavior, pocket money is an internal component that might affect attitude toward behavior (Sakdiyah & Handayani, 2022). This suggests that pocket money is the factor influencing behavior, including lifestyle. Armelia and Irianto (2021) define pocket money or allowance as a sum of money obtained by an individual from family, scholarships, and earnings from employment within a specific time frame (annually, monthly, weekly, or daily). Fauzziyah and Widayati (2020) found that students who have a lot of pocket money each month have high levels of consumption since they purchase necessities and indulge in their wants, such as their favorite goods.

The problem arises when K-pop fans buy things to make them happy without considering their finances. It will lead to a hedonistic lifestyle where someone only seeks life's pleasures. Students will behave more consumptively the more hedonistic their lifestyle is (Melina & Wulandari, 2018). They have less control over managing their finances because they are outside their parents' direct authority or supervision. They will be compelled to pursue their happiness constantly (Ertina & Ibrahim, 2019).

Regarding the ARMY, they feel sad if they cannot participate in all the BTS activities, even though they still depend on their parents for money to join those activities. These problems include the case of an ARMY who was reportedly sad, hated herself, and felt guilty because she could not afford BTS tickets and was forced to watch illegally (Zuniar, 2021). Based on the result of initial interviews, three subjects from the ARMY community in Malang City interpreted happiness as the fulfillment of a hedonistic lifestyle, such as buying K-popers attributes, having much money, and going out with friends. This behavior can greatly influence their happiness because it can be a mood-booster. However, if it is not fulfilled, it will cause problems for them, such as bad mood, feeling inferior, and excessive sadness when they hear bad news about their idols.

Argyle et al. (1989) found the fact that there are seven causes of happiness in individuals, namely social contact with friends, sexual activity, success and achievement, and physical activities such as sports, nature, reading, music, food, or drink, which these activities will form a lifestyle pattern. Lifestyle is a pattern in an individual's daily life, shown in the activities, interests, and opinions of the person concerned (Kotler, 2011). A hedonistic lifestyle is a lifestyle that directs activities to seek happiness by avoiding pain by spending free time (Blackwell et al., 2001). A hedonistic lifestyle is also defined as a pattern of activities used to seek pleasure in life, such as spending much time outside the home, wanting to be the center of attention, and the pleasure in buying expensive things (Kaparang, 2013). So, this hedonistic lifestyle can be interpreted as a lifestyle that only thinks about pleasure, such as spending time having fun.

Previous research shows different opinions about the relationship and influence of the hedonistic lifestyle on happiness. Veenhoven (2003) explains a relationship between the hedonistic lifestyle and individual happiness because hedonistic tends to manifest individuals a positive attitude toward leisure, and the study results show that individuals tend to be happier when leisure is considered very important. Another research by Sutiwi (2018) shows that ARMY Medan has a hedonistic lifestyle, such as purchasing BTS-related items by buying BTS merchandise, buying BTS accessories, collecting albums, and others, which will bring happiness to the Medan ARMY Community. In contrast, research by Sholeh (2017) shows no relationship and no influence between the hedonistic lifestyle and happiness among psychology students, both subjectively and objectively. The hedonistic lifestyle provides temporary satisfaction, while happiness tends to be permanent or long-lasting.

Happiness among the ARMY community in Malang, influenced by a hedonistic lifestyle, is interesting to study. College students exposed to this social "disease" of hedonism tend to become consumptive, indifferent, lazy, and effortless people who will defend any means to satisfy their desires (Ertina & Ibrahim, 2019). The money that parents send to support themselves is used to fulfill their hedonistic lifestyles. Fewer funds are sent or completely depleted before the next sending time (Rumianti & Launtu, 2022). They should have learned and familiarized themselves with how to spend money wisely and not waste it. If this issue is not resolved immediately, it will harm Indonesian culture's noble ideals and indigenous knowledge and result in extreme socioeconomic injustice (Ertina & Ibrahim, 2019).

This research aims to (1) find out the happiness of the Malang ARMY Community, (2) find out the hedonistic lifestyle in the Malang ARMY Community, and (3) to find out the contribution whether

the hedonistic lifestyle can predict happiness in the Malang ARMY Community. This research hypothesizes that a hedonistic lifestyle does not predict the happiness of Malang ARMY Community members. It is hoped that the results of this research will provide insight and contribute to the development of psychological science, especially social psychology.

METHODS

This research uses quantitative research methods and descriptive causality research design (Azwar, 2012). There are two research variables: happiness and hedonistic lifestyle. Happiness is the dependent variable, while hedonistic lifestyle is the independent variable. The location chosen in this research is within the Malang ARMY Community. The research was conducted from March to June 2021.

The population in this research is 246 K-poppers who are members of the Malang ARMY Community. The sampling technique used is non-probability sampling with purposive sampling technique, with the following criteria: (1) K-poppers who are members of the Malang ARMY Community; (2) like K-pop music; and (3) have spent money to buy K-pop merchandise. The number of samples is determined using the Slovin formula because the population is known (Sugiyono, 2020). So, a sample of 152 people was obtained. The method used in collecting data in this research is by distributing scales via Google Forms.

This research used two instruments adapted from previous research. The first instrument, the happiness scale of The Oxford Happiness Questionnaire by Hills and Argyle (2002), was adapted by Adeline (2017). This instrument is based on aspects of Hills and Argyle (2002) to measure happiness. This scale consists of 29 items, including favorable and unfavorable items. The second instrument uses a hedonistic lifestyle scale based on aspects from Blackwell et al. (2001) to measure the hedonistic lifestyle. This scale consists of 30 favorable and unfavorable items.

The construct validity test result is assessed using the product moment formula, and the reliability test uses Cronbach's alpha coefficient. The happiness scale has a validity ranging from .426 to .743 and a reliability of .829. The hedonistic lifestyle scale has a validity ranging from .254 to .454 and a reliability of .767. Thus, both scales are suitable for use to collect research data. The subsequent steps involve conducting descriptive analysis and assumption tests, including normality and linearity tests, and hypothesis testing in simple linear regression analysis with IBM SPSS Statistics 22 for Windows. These analyses aim to reveal the positive or negative trends between the independent variable and the dependent variable, as well as to predict the value of the dependent variable if it increases or decreases.

RESULTS

Description of the Characteristics of Research Respondents

The respondents in this research are K-Poppers who are members of the Malang ARMY Community. The total number of respondents was 152. Most respondents were aged 14–22 (82.9%), while the remainder were aged 23–25 (17.1%). In addition, the amount of respondents' monthly allowance also varies. Most respondents had a monthly allowance of IDR 0–IDR 1,500,000 (78.9%), followed by respondents with a monthly allowance of IDR 1,501,000–IDR 3,000,000 (17.8%), IDR 3,001,000–IDR 4,500,000 (2%), IDR 4,501,000–IDR 6,000,000 (0.65%), and IDR 6,001,000–IDR 8,000,000 (0.65%).

Descriptive Statistic

Descriptive analysis in this research will provide an overview and description based on data obtained using the Oxford Happiness Questionnaire measurement scale and the hedonistic lifestyle scale based on aspects from Blackwell et al. (2001).

Happiness

Table 1.
Descriptive Analysis of Happiness Variables

Variable	N	Mean	SD	Min.	Max.
Happiness	152	101.5	24.1	29	174

The table above shows 152 respondents on the happiness variable, with a mean value of 101.5 and a standard deviation of 24.1. The table also shows that the lowest score on the happiness variable is 29, and the highest is 174. Then, the score obtained is converted into a T score. The following ranges are obtained after being converted into a T score.

Table 2.
Categorization of Happiness T Score

Categorization	Score Range	Frequency	Percentage
High	50.21–70.95	113	74.3%
Low	36.93–49.79	39	25.7%
Total		152	100%

The table above shows that more than half of the respondents have high happiness. Of the 152 total samples in the research, 113 had a high level of happiness (74.3%), and 39 had a low level of happiness (25.7%).

Hedonistic Lifestyle

Table 3.
Descriptive Analysis of Hedonistic Lifestyle

Variable	N	Mean	SD	Min.	Max.
Hedonistic Lifestyle	152	38.5	9.16	11	66

The table above shows 152 respondents on the hedonistic lifestyle variable, with a mean value of 38.5 and a standard deviation of 9.16. The table also shows that the lowest score on the hedonistic lifestyle variable is 11, and the highest is 66. Then, the score obtained is converted into a T score. The following ranges are obtained after being converted into a T score.

Table 4.
Categorization of Hedonistic Lifestyle T Score

Categorization	Score Range	Frequency	Percentage
High	50.55–61.46	23	15.1%
Low	27.62–49.45	129	84.9%
Total		152	100%

The table above shows that more than half of the respondents have a low hedonistic lifestyle. Of the 152 total samples in the research, 129 had a low level of hedonistic lifestyle (84.9%), and 23 had a high level of hedonistic lifestyle (15.1%).

Assumption Test

Normality Test

This research uses a normality test using the one-sample Kolmogorov-Smirnov method with IBM SPSS 22 for Windows. The following is a table of normality test results on the hedonistic lifestyle and happiness variables.

Table 5.
Normality Test Result

Variable	Sig.	Conclusion
Hedonistic Lifestyle	.200	Normal*
Happiness	.200	Normal*

*Sig. > .05

If the significance of a one-sample Kolmogorov-Smirnov is greater than .05, then the data is normally distributed. Based on the table above, the normality results use a one-sample Kolmogorov-Smirnov with a significance of .200, greater than .05. The residual value is normally distributed. It can be continued for the linearity test.

Linearity Test

The linearity test determines whether the two variable data have a linear relationship. Two variables are said to be linear if the significance value of their linearity deviation is above .05. The following results were obtained based on the linearity test conducted on the hedonistic lifestyle variable with happiness.

Table 6.
Linearity Test Result

Variable	Sig.	Conclusion
Hedonistic Lifestyle and Happiness	.101	Linear*

*Sig. > .05

The table above shows that the deviation from the linearity significance level of the hedonistic lifestyle variable and the happiness variable is .101, greater than .05. This means that the hedonistic lifestyle and happiness variables have a linear relationship.

Hypothesis Testing

Hypothesis testing was carried out using simple linear regression analysis with a significance level of .05. The contribution of the independent variable to the emergence of the dependent variable can be seen from the R-squared (R²) value. The following are the results obtained from the results of hypothesis testing on the hedonistic lifestyle variable with happiness using IBM SPSS 22 for Windows.

Table 7.
Hypothesis Testing Result

Variable	R	R ²	Sig.	Conclusion
Hedonistic Lifestyle (X) Happiness (Y)	.118	.14	.148	H0 is accepted*

*Sig. > .05

Based on the table above, it can be seen that the significance value is .148, which is greater than .05, so H_0 is accepted. This means the hedonistic lifestyle does not predict happiness in the Malang ARMY Community.

DISCUSSION

Description of the Happiness in the Malang ARMY Community

In this research, the happiness level in the Malang ARMY Community is mostly high (74.3%). This can happen because most respondents in the Malang ARMY Community show happiness with positive emotions, satisfaction with their lives, and dissipating negative emotions. Happiness has many meanings. According to Seligman (in Sholeh, 2017), happiness is when individuals remember more pleasant things and forget bad things. This theory can be strengthened by Argyle (2001) who states that happiness results from an experience influenced by three things: satisfaction in life, the presence of positive emotions, and the absence of negative emotions.

Based on the age of the respondents, the majority of them are in the range of 14–25 years (82.9%) or are in their teens. Teenagers aged 14–22 are in the range that, even with increasing age, does not reduce happiness in respondents. These results align with the opinion of Guo-Xing and Hai (in Schultz & Schultz, 2016) that increasing age does not decrease happiness in individuals. In addition, a high level of happiness in the Malang ARMY Community can occur due to the satisfaction factor, where most respondents are satisfied with their lives. So, it is in line with Carr (2004) who states that happiness in individuals is a psychological state characterized by a high level of life satisfaction, a high level of positive affect, and a low level of negative affect.

When viewed in terms of aspects, Hills and Argyle (2002) explains that the description of happiness in the Malang ARMY Community can be measured by three aspects: the frequency and degree of positive emotions, the average level of satisfaction in a period, and the absence of negative emotions. The first aspect is the frequency and degree of positive emotions. Most of the Malang ARMY Community has a frequency and degree of positive emotions, as evidenced by the feeling that many things make respondents happy. Respondents also often laugh because they feel happy and carefree. Apart from feeling happy, respondents are also friendly with almost everyone and respondents actively participate in an activity. Respondents can have a good influence and a cheerful effect on others and their environment.

Based on the second aspect, most Malang ARMY Community members' life satisfaction is described as very pleasant, useful, and satisfying. According to Diener (in Husna & Saidiyah, 2014), life satisfaction can be assessed based on Abraham Maslow's need satisfaction theory, which includes physiological, security, social, appreciation, and self-actualization. The majority of respondents show a sense of disapproval of the thoughts of "less attractiveness," "no life goals," and "uncontrolled life." This happens because the respondents are happy with themselves and think their world is a good place.

The absence of negative emotions is the final aspect of happiness. Negative emotions are a mindset that directs individuals to the negative side, manifesting in beliefs, views, and daily behavior (Hills & Argyle, 2002). The results showed that respondents have a weak tendency toward negative emotions. It has been shown by respondents who realize and feel they find beauty in things, thus making the majority of respondents feel optimistic about the future and can accept many things in their lives.

Description of the Hedonistic Lifestyle in the Malang ARMY Community

In this research, most respondents had a hedonistic lifestyle in the low category (84.9%). Most respondents did not spend their time having fun outside the home with friends, not spending money for fun, such as going to music performances, buying expensive items, and buying new accessories that are

trending. Also, the low level of hedonistic lifestyle can be because of the condition of the respondents, the majority of whom are in adolescence with monthly allowance from parents in the range of IDR 0–IDR 1,500,000 (78.9%). In line with Hurlock (2007), most adolescents have a low hedonistic lifestyle because they still do not have their own income.

The description of the hedonistic lifestyle of respondents in this research can be measured through activities, interests, and opinions (Blackwell et al., 2001). The activity aspect is a real action that individuals can see and feel. Activities are a form of manifestation of a lifestyle that individuals have adopted. Most of the respondents in this study do not direct their activities to buy new accessories to support their appearance, so the activities of the hedonistic lifestyle are less realized. This result is in line with Inayah (2020), who states that the hedonistic lifestyle does not direct individual behavior to follow trends in accessories.

The majority of respondents also dislike buying expensive items. This result contradicts Rachma (2017), who found that the hedonistic lifestyle is shown by spending time outside, having many activities, being happy with the crowd in the city, being happy while buying expensive items, and having a desire to be the center of attention of others.

The next aspect of the hedonistic lifestyle is interest. Interest is defined by the tendency in individuals to direct their activities accompanied by feelings of pleasure (Rendi, 2017). This interest arises in interesting objects, events, or topics so that the individual pays attention to them (Blackwell et al., 2001). This research shows that the Malang ARMY Community tends to need more interest. This can be because of the financial conditions that do not allow respondents to bring up a hedonistic lifestyle (78.9%). Respondents also tend not to allocate their pocket money to buy BTS merchandise (63.81%). So, although respondents were found to spend much time having fun, most respondents in the Malang ARMY Community needed more interest in buying expensive accessories, and most respondents also did not need to follow ongoing trends.

The last aspect of a hedonistic lifestyle is opinion. According to Blackwell et al. (2001), opinion is an answer to a response to a stimulus. The existence of this opinion is to respond to questions or statements regarding social issues or other things related to lifestyle. In this research, respondents' opinions also tend to be lacking. This makes respondents of the Malang ARMY Community less likely to respond to situations when issues related to a hedonistic lifestyle arise, especially if they lead to a low hedonistic lifestyle.

Description of the Hedonistic Lifestyle Do Not Predict the Happiness in the Malang ARMY Community

In this research, the hedonistic lifestyle does not predict happiness in the Malang ARMY Community. The hedonistic lifestyle cannot predict happiness in respondents because the hedonistic behavior of K-Poppers in the Malang ARMY Community is low. Respondents did not show high hedonistic behavior because most respondents were still in their teens (82.9%), so they had yet to make their own money (Hurlock, 2007). Although most respondents did not allocate their finances to hedonistic behavior, the results showed that respondents still had a high level of happiness (74.3%). High happiness in respondents is caused by having positive emotions, satisfaction in their lives, and dissipating negative emotions.

This research is supported by the results of previous research, where true happiness is determined by how many positive emotions are formed in an individual's personality (Sholeh, 2017). According to Goleman (2002), positive emotions are desirable feelings that comfort individuals. This positive feeling can be interpreted as many positive emotions in life. Positive emotions of the Malang ARMY Community can be shown by feeling happy, carefree, and laughing often. In addition to feeling happy,

respondents were friendly with almost everyone and actively participated in an activity. So they can have a good influence and a cheerful effect on others and their environment. These positive emotions have something in common with the absence of negative emotions. This section describes it by respondents who realize and feel that they find beauty in things and feel optimistic about the future.

Respondents in the Malang ARMY Community are also happy because they feel satisfied with their lives. According to Diener (in Husna & Saidiyah, 2014), life satisfaction is defined by the results of individual perceptions when assessing and living their lives. These results align with Sholeh (2017), that happiness is eternal. In addition, the insignificant relationship between hedonistic lifestyle and happiness is due to the long-lasting nature of happiness. So when someone feels happy, they do not want anything else, while someone who has a hedonistic lifestyle will continue to want to get more things (Aristotle, 2004).

When viewed from an Indonesian cultural point of view, the hedonistic lifestyle does not predict happiness because it tends to be seen as something negative. Indonesian parents tend to prioritize teaching their kids a frugal lifestyle from an early age, which is applied to saving behavior (Marlina & Iskandar, 2019). One region in Indonesia also implemented a program to foster interest in saving and provide an understanding of the concept of money. In addition, in Indonesia, financial literacy is still under the supervision of parents (Pulungan et al., 2018). So, access to a hedonistic lifestyle will be increasingly limited in contrast to countries with Western cultures that tend to be free, making it easier for these countries to behave hedonistically.

From the discussion above, we find that the hedonic lifestyle does not predict happiness in Malang ARMY Community respondents because even though respondents have a low hedonistic lifestyle, they are still happy. The happiness of the Malang ARMY Community is high. In addition, the hypothesis test shows that the high level of happiness is due to respondents having positive emotions, feeling satisfied with their lives, and dissipating negative emotions. Research conducted by Aini (2019) explains that happiness in K-popers has a significant relationship with borderline pathology. Borderline pathology is indicated by the willingness of Malang K-popers to do anything for their idols, high obsession, and uncontrolled thinking. In addition, previous research has shown that happiness is influenced by hardiness. When respondents have good hardiness, it can bring out happiness (Pradana, 2019).

CONCLUSION

The Malang ARMY Community has high happiness and a low hedonic lifestyle. A hedonic lifestyle does not predict happiness in the Malang ARMY Community. So, even though respondents have a low hedonic lifestyle, they are still happy. In addition, respondents are happy due to positive emotions, feeling satisfied with their lives, and dissipating negative emotions. Suggestions for future researchers to be able to develop related research by expanding the population and research respondents, especially those with middle to upper economic backgrounds, and adding other variables to make it more diverse. So, it can contribute to the scientific field of psychology, especially social psychology. Suggestions for respondents are that they are expected to be able to use their pocket money for positive activities and develop themselves in society.

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