



Bangtan Sonyeondan (BTS) as Global Phenomenon and Their Impacts on Army's Social Movements in Indonesia

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Abstract: This research aims to find out the factors behind the success of Bangtan Sonyeondan (BTS) as global phenomenon and the impacts they create on many social movements done by their fans called ARMY (Adorable Representative MC for Youth) in Indonesia. Many researches had been done dealing with the topic but less talked about the social movements done by Indonesian ARMY. The purpose of this study is to analyze the reason why BTS is loved by people of the universe and kinds of social movements done by Indonesian ARMY dedicated to the members. The writers used questionnaires as the instrument to collect the data and qualitative method to analyze it. Through analysis, the main reason of BTS, was identified as having a positive group boyband personality, smart and creative, having a sense of empathy, having an independent attitude, never giving up, loving family, and having a strong determination in life. The commitment of BTS ARMY's causes positive impact similarly from their favorite idol.

Keywords: *BTS, ARMY, bangtan sonyeondan , phenomenon , social movements*

INTRODUCTION

Korean popular music or K-Pop is a popular genre of music originating from South Korea. K-pop songs contain many musical influences, such as hip-hop, electronic dance, jazz and rock, performed by groups featuring anywhere from four to twenty-one members. The K-pop groups who are dominating the charts today are the third generation. BTS, EXO, Seventeen and BLACKPINK have taken over the music world with no signs of stopping. The

mainstream success of third-generation K-pop in the U.S. is unique because traditionally America exports culture but has been reluctant to import it.

K-pop's widespread popularity and its impact on many countries, including the global phenomenon of Bangtan Sonyeondan. Bangtan Sonyeondan, also known as the BTS, was formed through a rigorous and highly competitive audition process by Big Hit Entertainment. The journey to BTS's formation began with a nationwide audition process by Big Hit

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Entertainment in South Korea. The company held auditions to discover talent in the fields of singing, rapping, dancing, and other entertainment skills. Those who successfully passed the auditions were signed as trainees under the agency. Once selected as trainees, the seven members of BTS; Kim Namjoon (RM), Kim Seokjin (Jin), Min Yoongi (Suga), Jung Hoseok (J-Hope), Park Jimin (Jimin), Kim Taehyung (V), and Jeon Jungkook (JK) underwent years of rigorous training. This training encompassed vocal and dance lessons, language classes, physical fitness, and other aspects of performance. They also received instruction in songwriting, music production, and the entertainment industry. As trainees, the members developed their skills and talents under the guidance of Big Hit Entertainment. They were originally brought together as a team to debut collectively, which was an unconventional approach at the time. This allowed them to build chemistry and camaraderie during their training period.

BTS officially made their debut on June 13, 2013, with the single album "2 Cool 4 Skool," which included the title track "No More Dream." The debut marked the beginning of their journey as a seven-member group. After their debut, BTS continued to work tirelessly to gain recognition and popularity both in South Korea and international music industry especially Europe and America. Their music, performances, and lyrics began to resonate with a global audience, earning them a dedicated fanbase known as the ARMY, stands for Adorable Representative MC for Youth (Kusuma, Putri Purbantina, Nahdiyah, & Khasanah, 2020).

BTS's dedication, unique style, and socially relevant lyrics have propelled them to incredible heights in the music industry. They have released numerous chart-topping albums and singles, collaborated with international artists, and achieved worldwide recognition. Their influence extends beyond music into various areas, including fashion, philanthropy, and cultural diplomacy. BTS's journey from trainees to global superstars is a testament to their talent, hard work, and the support

of their fans. They have become one of the most influential and iconic boy bands in the world.(Bajenaru, 2022). Through their androgyny physical appearance that redefines American traditional masculinity. K-pop constitutes the hybridity or combination of modern Korean styles in performance such as visualization, dance moves, fashion and talents from the idol with Western sound and African – American influence such as hip hop, R&B Jazz, Disco, etc. A lot of different genres are used to create different K-Pop music concepts. How K-Pop groups have a designated rapper and English phrase are mixed into the song's South Korean lyrics. Their songs raise social issues and mental health problems, helping their fans survive their harsh lives. Some of them write and produce the songs. In the first album, they were in the high school era, so it was about them being teenagers that experienced love and did not know about their dreams (Skool Luv Affair) Then in the next album, it is mostly about their dream that seems too hard to reach and support each other to achieve it (The Beautiful Moment in Life part 1 &2). BTS also promotes the "Love Myself" campaign that aims for anti-violence and self-confidence in collaborating with UNICEF and becoming a youth representative at the United Nations (Kusuma et al., 2020).

Many researches had been done previously dealing with BTS's act that turned the world's eyes to them. Some of them are: "Bangtan Sonyeondan (BTS) as New American Idol" written by Ade Nine Suryani. On her research, Suryani discussed about the audience reception on BTS—as Korean boy group—impact in American society (Suryani, 2020).The second research talked about BTS is the one titled "Bangtan Boys (BTS) – Part of South Korea's Cultural Diplomacy and Soft Power Strategy" by Iona Raluca Bajenaru. This research discussed about how a musical group, created specifically for the South Korean cultural industries, becomes a true representative of the state to which it belongs, both culturally and diplomatically, through their global popularity(Bajenaru, 2022).The third research came from Narita Gianini



Singer and Z. Hidayat titled “Influencing Factors in Fans’ Consumer Behavior: BTS Meal Distribution in Indonesia.” On this research, Singer and Hidayat analysed about the influencing factors in sociopsychology for fans to buy products (BTS Meal) available online using celebrity endorsement strategy, as well as demonstrating social empathy as an extended effect (Singer & Hidayat, 2021). Fourth research titled “Identitas Komunitas ARMY (Fandom Bangtan Boys) Suatu Kajian Subkultur di Kota Surabaya” written by Ratna Kumala Sari. This research focused on examining three main issues, ideology formation in ARMY Surabaya community, the practice of ideology in ARMY Surabaya community activities and efforts to maintain the ARMY Surabaya community to survive (Sari, 2017).

None of the previous studies mentioned above discussed BTS impacts on social movements done by Indonesian ARMY. That is the reason why the writers chose the topic to be discussed on the research. The objectives of this research are to find out the factors that made BTS as global phenomenon and the impacts they made behind the reason for ARMY’s social movements in Indonesia.

METHODS

Respondents

There were forty-two ARMYs involved in filling the questionnaire for this research. They came from different age levels and different background dealing with the year, the very first time they listened to BTS’ songs and the reasons why they love BTS very much.

Instruments

The researchers employ a multifaceted approach to gather comprehensive and insightful information. The utilization of diverse data sources enhances the depth and richness of the analysis, providing a well-rounded understanding of the BTS phenomenon and its impact on a global scale. As the primary data, the researchers used questionnaire as the instrument in doing the research. The questionnaire is made in Google Form and can be accessed on the link below:

BTS Questionnaire

The link was spread through WhatsApp and Instagram. Some of the questions stated in the form related to the reason why they love BTS, kinds of social movements they had ever joined, and lyrics of BTS’ songs that felt meaningful to them. For the secondary data, the researchers used scientific articles, popular articles from websites, and social media posts by ARMY’s based account.

Procedures

First the researchers spread the Google Form link through WhatsApp and Instagram for collecting the primary data. After that, they collect the data based on the category. Next, the researchers also categorized the secondary data taken from scientific articles, popular articles from websites, and social media posts by ARMY’s based account. Then, compared the findings from different sources, such as scientific articles, popular articles, social media content, and interviews. Identify commonalities, divergences, and contradictions to comprehensively understand the research topics. It enhances the robustness of the research by cross-referencing information obtained from different methods and perspectives. By conducting direct observations, analysing articles, social media content, and interviews thematically, and employing triangulation, the researcher can gain a multifaceted view of the BTS phenomenon, the ARMY community, and their impact on social movements in Indonesia. This comprehensive approach helps in addressing the research objectives and providing a more nuanced understanding of the complex dynamics at play. It allows the researcher to identify not only recurring themes and patterns but also potential areas of contention and further investigation, thus enriching the research findings.

Data analysis

This research used qualitative descriptive method. The activities included reviewing the data to gain a thorough understanding of its content, grouping related data points to establish connections, interpreting the information to extract

meaningful insights, and verifying the findings to ensure their validity and reliability. The absence of a standard technique for data analysis in qualitative research underscores the need for a flexible and adaptable approach that is best suited to the research questions and the data at hand.

The research findings are used to draw conclusions, offer insights into the significance of BTS as a global phenomenon and its influence on A.R.M.Y. These conclusions are based on a rigorous and methodical analysis of the data, providing a valuable contribution to the social, academic, and scientific understanding of this cultural phenomenon. The conclusions reached in this research serve as a foundation for future research and a source of knowledge for a wide range of stakeholders interested in the impact of music, fandom, and social movements in the contemporary world.

The music industry, cultural organizations, fan communities, and social activists can benefit from the insights gained in this research. The knowledge generated through this study can inform strategies, policies, and initiatives related to music, fan engagement, social causes, and the cultural exchange between South Korea and Indonesia. In essence, this research goes beyond academic inquiry, it offers valuable insights that can contribute to the enhancement of cultural understanding, social movements, and the transformative power of music and fandom in today's interconnected world. The conclusions act as a bridge between theory and practice, providing guidance for those who seek to harness the influence of cultural phenomena like BTS for positive change and development

FINDINGS AND DISCUSSION

ARMY's responses dealing with BTS' Songs' Lyrics

Most correspondences in the study consistently highlight the significant role of song lyrics in their connection to BTS. They emphasized that the lyrics not only serve as a source of motivation but also carry profound meaning that resonates with their

personal experiences. Furthermore, these lyrics are seen as a powerful means of forging connections with people who share similar sentiments and experiences. The themes of the lyrics extend beyond mere musical enjoyment, often addressing critical societal issues such as bullying, self-acceptance, and mental health. This suggests that BTS' music goes beyond entertainment, serving as a meaningful and impactful medium for elevating empathy and understanding among their fans. Some of the responses get from the questionnaire are:

Account @awinara, an ARMY for more than 5 years, love the lyrics form the song titled Not Today. She stated that this lyric is very motivating, they kept mentioning whatever our dream of right now, will come true if we believe and try. The lyrics are:

*If you can't fly, run today we will survive, if you can't run, walk today we will survive, if you can't walk, crawl even if you have to crawl, gear up Eonjenga kkocheun jigetji
But no not today
Geu ttaega oneureun aniji
No no not today
Ajigeun jukgien
Account @ulfachandra2, an ARMY for less than 5 years, loves Epiphany lyrics much:
I'm the one I should love in this world
Bichnaneun nareul sojunghan nae yeonghoneul
Ijeya kkaedara So I love me
Jom bujokhaedo neomu areumdaun geol
I'm the one I should love*

Ulfa said that the emotional impact of the music lies in its message of self-acceptance and the importance of embracing our true selves without the need to conform to others' expectations. When we listen to these songs, they resonate with us on a deep level because we can relate to the feelings expressed by Jin and the other members of BTS. This sense of connection brings us closer to both the music and the artists themselves. As we navigate through life, it is easy to forget the importance of self-love. We can start to view ourselves as flawed, unattractive, or unworthy of affection, leading us to hide our true selves behind masks.



Account @rkivetan1 who had been an ARMY for less than 5 years likes Paradise lyrics.

*Naega eojesbam chimdaeseo kkun geon mwo?
Kkum-ui ileum-i dallado gwaenchanh-a
Da-eumdal-e noteubug saneun geo
Animyeon geunyang meoggo janeun geo
Amgeosdo an haneunde don-i manh-eun geo
Kkum-i mwo geochanghan geolago
Geunyang amuna doelago
We deserve a life
Mwoga keugeon jaggeon geunyang neoneun
neojanh-eo*

She stated that on this song BTS drew a parallel between life and a marathon, emphasizing the importance of pacing oneself rather than rushing at the start, much like the measured approach required in a 42.195km marathon. The message conveyed is that there is no need to pressure oneself to achieve greatness immediately, as life unfolds over a considerable duration, providing ample time to pursue aspirations.

Account @rhyaapr_, been an ARMY for less than 5 years and loves the lyrics of Zero O'Clock:

*Those days where you're sad for no reason those
days where your body is heavy and it looks like
everyone else except you is busy and fierce
Geureon nal itjana
Iyu eopsi seulpeun nal
Momeun mugeopgo
Na ppaegon modu da
Bappeugo chiyeolhae boineun nal
Balgeoreumi tteoreojijil ana
Beolsseo neujeun geot gateunde mallya
On sesangi yalmimne*

She said that when she felt tired, she would listen to this song because its meaning is about someone who needs more support to get back.

Account @mamaserrr who had been an ARMY for less than 5 years likes Butter song's lyrics:

*Ooh, when I look in the mirror
I'll melt your heart into two
I got that superstar glow, so
Ooh (do the boogie, like)*

*A side step, right-left, to my beat
High like the moon, rock with me, baby
Know that I got that heat
Let me show you 'cause talk is cheap
Side step, right-left, to my beat
Get it, let it roll*

She stated that Butter is a cute confession song that tells that someone wants to melt their partner gently like butter.

Account @angelshhhh_ loves the lyrics form the song titled Just One Day. She stated that the lyrics is so beautiful and easy to be remembered.

*Haruman naege sigani itdameyon
Dalkomhan ni hyanggie chwihaeseo gonhi nan
jamdeulgopa
Ppakppakan seukejul saie gihoega itdameyon
Ttaseuhago gipeun nun ane mom damgeugopa
I like that neoui geu gilgo ginsaengmeori
Ollyeo mukkeul ttaeui ajjilhan mokseongwa
heulleonaerin janmeori
Seoro gachi eodil gadeun nae haendeubaeggeun
ni heori
Yo ma honey*

She also stated that it was the very first song that made her became and ARMY. When she listened to the song, she felt that she was loved by many boys in the world and could make her smile the whole day. She also said that the song is highly recommended to be listened.

Account @tarinta_djawas really loved the lyrics of the song titled Idol.

*Songaragjil hae (Oh yeah, yeah, yeah), naneun
jeonhyeo singyeong sseuji anhne
Nareul yoghaneun (Woah!) neoui geu iyuga
mwodeun gane
I know what I am (I know what I am)
I know what I want (I know what I want)
I never gon' change (I ain't never gonna change)
I never gon' trade
Mwol eojeogo jeojjeogo tteodeureodaesyeo
(Talk it, talk it, talk it)
I do what I do, geunikka neon neona jalhasyeo
(Nah, nah)
You can't stop me lovin' myself*

She said that the lyrics were powerful and motivating. It taught the listeners to be brave to do anything that creates good impacts in someone's life and do not give attention to any negative comments from other people.

Account @weneedtogotoanotherplanet really fond of the lyrics of Fire.

*When I wake up in my room, room
Nan mwotdo eopji, mwotdo eopji
Haega jigo nan hu, hu, biteuldaemyeo geotji
(Biteuldaemyo geotji)
Da mansinchangiro chwihaesseo chwihaesseo
Mak yoka gireseo gireseo
Na masi gatji michinnom gatji
Da eongmangjinchang livin' like ppii
Ni meotdaero sareo eochapi ni kkeoya
Aesseuji jom mareo jyeodo gwaenchana
Err'body say, la-la-la-la-la (La-la-la-la-la)
Say, la-la-la-la-la (La-la-la-la-la)
Soneul deureo sorijilleo burn it up*

She stated that the lyrics could boost her mood everytime she experienced something bad in her life.

Account @Leonaanthony loved Not Today's lyrics.

*All the underdogs in the world
A day may come when we lose
But it is not today
Today we fight!
No not today
Eonjenga kkocheun jigetji
But no not today
Geu ttaega oneureun aniji
No no not today
Ajigeun jukgien
Too good day
No no not today
No no no not today*

She mentioned that the lyrics gave her spirit to keep moving on whatever happened in life and not to be surrendered easily. The lyrics motivated her to do everything at her best and to face the world with positivism.

Indonesian ARMY's Social Movements

Cited from Antaranews.com, Senyum ARMY, one of Indonesian ARMY social-based organizations, held exhibition titled "Remedy" in Jakarta from June 6th to August 4th, 2022. This art exhibition showed eleven rooms with art installations, paintings, and contemporary dance videos inspired by BTS' music videos from the albums Map of the Soul: Persona and Map of the Soul:7. The profit of this exhibition was donated to support UNICEF's charity program called "Back to School". This program was established to help children in needs so that they can continue their study at schools. The founder of Senyum ARMY, Selly Wilson stated that when BTS did not get any gift directly from the fans anymore, then the "gifts" were presented in such kinds of events. At that time, there were ideas to conduct an art exhibition and charity event as the way to show their love to BTS (Antara News, 2022)

Taken from Panditfootball.com, BTS ARMY Project Lombok donated 447 million IDR for the victims' family of one of the worst tragedies happened in football's history, Kanjuruhan Tragedy that killed hundreds of people. This donation program started on October 3rd, 2022 and lasted for thirty hours. Stated by Dyanti, the founder of BTS ARMY Project Lombok that they just acted as initiator since they have done many humanity projects before like charity events in orphanage, senior living, coral and turtle conservation, and the opening of a food stall for online transport drivers. Those activities were done as the celebration of BTS members' birthday (Pandit Football, 2022).

Cited from CNN Indonesia, in June 2021 when BTS celebrated their 8th anniversary, BTS ARMY INDONESIA donated 10 million IDR for online transport drivers who helped them in getting the BTS Meal, a limited meal package served by McDonald's in cooperation with BTS. This meal package consisted of a box of chicken nugget, a pack of French fries, a glass of soft drink, and two kinds of sauce. Another special thing from this meal package is the packaging itself. The nugget's box and soft drink's glass were purple coloured with



BTS' logo on them which became the must collect-items for ARMY. On their Instagram account @armyindonesiaa2, they stated that this program was conducted as their gratitude for the drivers since they worked so hard for getting the meal by dedicating their time and effort to deliver the BTS Meal to ARMY's houses (CNN Indonesia, 2021). The action did not stop there, taken from Kompas.com, on June 24th 2021, in collaboration with Kitabisa platform, BTS ARMY Indonesia conducted another charity program for Gojek drivers who were involved in helping them for getting the BTS Meal. They donated 159 million IDR for 35.000 drivers all around Indonesia (Kompas, 2021).

Cited from mediaindonesia.com, the recent action done by BTS ARMY Indonesia was the donation for Palestine that reached more than 1 billion IDR. This action was conducted in October 2023 and in collaboration with Human Initiative (HI). The most outstanding thing about this action is the donation was collected just in four days (Media Indonesia, 2023).

The evidences dealing with Indonesian ARMY's social movements from social media platforms, particularly Instagram, have been meticulously organized, presented informatively, and communicated with precision. The researchers have ensured that the data is directly relevant to the research problem and aligned with the research objectives. This presentation adheres to established writing conventions, maintaining clarity and coherence throughout the chapter, thus facilitating ease of comprehension for the reader. One of the social movements done by Indonesian ARMY is the activity held by ARMY-based organization named @btsmyina.project.

Their most recent project focuses on providing aid to victims of natural disasters that struck South Kalimantan, West Sulawesi, and NTT. The outpouring of support from the Indonesian A.R.M.Y community in April 2021 was nothing short of remarkable. Together, they collected an astounding total of 639,896,831 IDR from the

contributions of 20,670 individuals who came forward to help those in need. This incredible response underscores the strength of the A.R.M.Y bond and their unwavering commitment to making a positive impact in times of crisis. Their actions exemplify the values of compassion, solidarity, and collective goodwill that BTS's message inspires within their fan base. To celebrate J-Hope's birthday, @btsarmyina embarked on a remarkable tree-planting initiative. They planted a total of 5,417 trees, creating the J-Hope Forest, which spans across Bontang, East Kalimantan, and Semarang, Central Java. This eco-friendly endeavor was made possible through the Forest Protection Foundation, further highlighting the ARMY's dedication to environmental causes. The collective effort of 2,894 ARMY members resulted in the impressive collection of 60,000,038 IDR for this meaningful project. This exceptional display of support underscores the profound impact of BTS's message on their fans and their commitment to making a positive difference in both the fandom and the world. Involvement in this social initiative is especially important because the birthdays of two BTS members, J-Hope are on February 18th and Suga's are on March 9th. In March 2022, they started a fundraising campaign on the Kitabisa platform, a platform that allows individuals to contribute to charitable causes. The focus of this campaign is to address mental health problems, and the initial goal is to raise IDR 60 million. However, the campaign exceeded expectations and reached a maximum of IDR 64,642,140.

On June 13th 2022, when celebrated BTS' 9th anniversary, several other social activities took place. These activities were made possible through the support of ARMY, and for that, we extend our heartfelt gratitude. As a token of our appreciation, the Indonesian ARMY community invites fellow fans to participate in this Anniversary project. The ARMY community encourages fan members to join in planting mangrove seedlings in Gunung Riting Village, Membalong subdistrict, Belitung Regency. This initiative aims to not only bring joy to BTS but

also to nurture the environment. As they say, when we make BTS happy, nature will smile too.

A similar initiative took place when Jin and V celebrated their birthdays. The Instagram account @btsarmyina.project initiated a fundraising campaign for students in NTT (East Nusa Tenggara). Remarkably, they not only reached their target of 45,000,000 IDR but surpassed it, collecting a total of 55,195,800 IDR. The funds raised were subsequently used to purchase bicycles and school stationery for students residing in rural villages in NTT, providing them with much-needed support.

Discussion

Factors that Made BTS as Global Phenomenon

Most correspondences in the study consistently highlight the significant role of song lyrics in their connection to BTS. They emphasize that the lyrics not only serve as a source of motivation but also carry profound meaning that resonates with their personal experiences. Furthermore, these lyrics are seen as a powerful means of forging connections with people who share similar sentiments and experiences. The themes of the lyrics extend beyond mere musical enjoyment, often addressing critical societal issues such as bullying, self-acceptance, and mental health. This suggests that BTS's music goes beyond entertainment, serving as a meaningful and impactful medium for elevating empathy and understanding among their fans.

The emotional impact of the music lies in its message of self-acceptance and the importance of embracing our true selves without the need to conform to others' expectations. When we listen to these songs, they resonate with us on a deep level because we can relate to the feelings expressed by Jin and the other members of BTS. This sense of connection brings us closer to both the music and the artists themselves. As we navigate through life, it is easy to forget the importance of self-love. We can start to view ourselves as flawed, unattractive, or unworthy of affection, leading us to hide our true selves behind masks.

In Paradise song, BTS draws a parallel between life and a marathon, emphasizing the importance of pacing oneself rather than rushing at the start, much like the measured approach required in a 42.195km marathon. The message conveyed is that there is no need to pressure oneself to achieve greatness immediately, as life unfolds over a considerable duration, providing ample time to pursue aspirations. Moreover, marathons are characterized by personal achievements, with the finish line being the same for all participants. Similarly, in life, the focus should not be on comparing one's progress to others but on progressing at an individual pace. The goal for everyone is reaching a figurative "paradise," symbolizing self-fulfilment and self-actualization. In essence, this "paradise" represents finding contentment and happiness in one's personal accomplishments, which is a rewarding destination.

Stuart Hall wrote the theory of "encoding and decoding" as the process of consuming audiences and producing meaning in the process of receiving the mass media content it consumes. This communication model focuses on the relationship between media discourse, as constructed (encoded) by the producer, and how the discourse is interpreted (decoded) by the audience. The encoding process takes place when the text is produced by the manufacturer. Before reaching the audience, the producers first string the text with certain values to produce complex discourse. The discourse can also be constructed with certain goals, for example to influence, entertain, instruct, or persuade the audience who consume them. When the text is consumed by the audience, the process of meaning (encoding) takes place. In this process, the audience will interpret the text in accordance with their respective sociocultural contexts (Fauzi & Nugraha, 2020).

The responses from the studies participants shed light on the connection between the research results and the theoretical frameworks of Reception and Representation Theory by Stuart Hall and Identity Theory by David Gauntlet. Stuart Hall's Reception and Representation Theory focuses on how media



text is received, interpreted, and represented by the audience (Stuart Hall, 1997). In the context of the study, the participant comments about BTS's song lyrics exemplify the application of this theory. Their interpretation of the lyrics not only serve as source of motivation but also carry deep personal meaning, demonstrating how they actively engage with and interpret the cultural products, in this case, BTS's music. This interpretation process reflects the core ideas of Reception and Representation Theory, where individuals construct their own meaning from content media. Stuart Hall's Reception and Representation Theory serves as a robust theoretical framework to understand how BTS's lyrics transcend mere musical content. It goes beyond the surface level, emphasizing the deep personal connections fans establish with the songs. The lyrics become a vessel for conveying powerful messages that resonate with the audience, transforming the music into a source of inspiration and motivation. This connection goes far beyond passive consumption; it involves the active interpretation of cultural products, underscoring how fans actively engage with the content.

Furthermore, David Gauntlet's Identity Theory plays a significant role in understanding the impact of BTS on ARMY's identity formation (Gamman, McRobbie, & Walkerdine, 1992). The lyrics and themes in BTS's music often revolve around self-acceptance, love, and embracing one's true self. This aligns with Gauntlet's ideas regarding the role of cultural products in shaping individual and collective identities. BTS's emphasis on self-love and acceptance influences ARMY to embrace their own identities more fully, challenging societal norms and expectations. Through the shared experience of connecting with BTS's message, ARMY members collectively shape their identity as a supportive and empowered community. The interplay between Stuart Hall's Reception and Representation Theory and David Gauntlet's Identity Theory creates a rich tapestry of meaning in the context of BTS's global phenomenon in Indonesia. It highlights how BTS's music and

messages not only motivate and inspire fans but also contribute to the formation of a shared identity among ARMY members in Indonesia and worldwide

BTS' Impacts on ARMY's Social Movements in Indonesia

Other factor that made BTS globally famous is their generosity and awareness dealing with social issues that happened around them. They gave donations to local and international organization to give helping hands. Jimin and J-Hope donated 1,2 billion IDR each when an earthquake happened and caused terrible damage in Turkey and Syria. In a collaboration with UNICEF, the donation was used to support the recovery process and to help the children in coping with traumatic experience (Kompas, 2023a). To celebrate his birthday, Suga gave donation to the victims of massive fire in a mountain area near a beach city in Uljin Province. He also gave donation to children with cancer in Keimyung University Hospital (Jawa Pos, 2023). RM donated 1,1 billion IDR to Korean Society of Legal Medicine as his support for a training aimed to train a professional forensic expert. He gave the donation thought Dr. Lee Ho, a forensic expert and professor of Chonbuk National University (Kompas, 2023b). Jungkook had donated 11,2 billion IDR to Seoul National University Hospital.

The donation was used to help child patients and to support families of less fortunate patient. It was also used for the development of comprehensive treatment centre that focused on giving psychological support for the families of young aged patients (Ngopi Bareng, 2023). On 13th January 2022, Jin donated to Beagle Rescue Network, a shelter for Beagles dog that often used as experiment media. Jin also a member of UNICEF Honors Club and had donated monthly to the organization for many years (Kompas, 2022). V joined an event called WeAja, a charity event held in Korea annually. He auctioned one of his t-shirts and donated the money to the people in need (Brilio, 2022).

Fans are engaged in customization, production and devotion practice to enhance their relationship with the artist and fans tend to be more compulsive in their behaviour to obtain anything consumable related to their idol (Derbaix, 2019 in Singer & Hidayat, 2021). Young people tend to follow whatever their role model suggests or tells them to do. This includes when people they admire point out their favourite types of food, restaurants where they meet and eat, or order food and drinks. Directly and indirectly, role models have encouraged their fans to do the things that were also done by them.

When all community members share their beliefs and practices, they share their behaviours. A study also mentions that social order (of empathy) occurs when an individual has a consequence of an act (Singer & Hidayat, 2021). There is some misjudgement to ARMY due to their dedication to the band. The acts of donation probably took place to increase the image and ensure the public is not only focused on overenthusiasm. When people use idols as a learning model or an inspiration based on individual quality, they are willing to do the same things as the idols. The statement also defines that when the role model demonstrates more quality, people will copy their actions. When the singer, or performer, provides a role model for overcoming difficulties in the past, fans could make a significant emotional investment (Turner, 2017).

Fan's culture constructs a group identity, articulates the community's ideals, and defines its relationship to the outside world, fan culture exists independently of formal social, cultural, and political institutions; its own institutions are extra-legal and informal with participation voluntary and spontaneous. Fans seen this community as a contradiction of the 'usual' world inhabited by non-fans, trying to build social structures that more accepting the individual differences, more accommodating their interests, also more democratic and communal. Many things they shared with other fans related to their identity and their pleasure. In addition to small talk and exchange info about BTS, this fanbase twitter account also

displays the schedule of fans gatherings and other events or projects that they are make. They also work together to solve their problems called as Collaborative Problem Solving. This happened especially when the followers asking about how to get to the venue gathering, or like when BTS had the fan meeting in Jakarta, some of the followers asked to come and watch along as they watched the fanmeeting themselves. (Utami, 2016).

In the social movements done by ARMY, they tried to "copy" all the good things done by BTS. It also acted as one of their love languages for the members. They dedicated events, acts, and sosial-based activities as their way to express their love to their idols. It is common for ARMY to spend amounts of money in celebrating the members' birthday. They will collect donation, mostly by using private fund, to conduct a charity event as the members' birthday celebration. The donation then turned into meal and snack packages that will be given to people in needs like the homeless ones, stray kids, and online transport drivers.

ARMY also gave big support in the form of promotion when BTS, either in group or solo, launch an album. They paid amount of money so that the video promotion for the album is shown in almost one hundred train station all around Indonesia.

CONCLUSION

This research delves into the multifaceted impacts of BTS as a global phenomenon, shedding light on the key factors contributing to BTS's global popularity and the resulting social movements among their fans. The study reveals that BTS's song lyrics play a significant role in connecting with ARMY. These lyrics not only motivate but also carry deep personal meaning. Themes in the lyrics extend beyond entertainment, often addressing critical societal issues like bullying, self-acceptance, and mental health. BTS's music serves as a powerful medium for elevating empathy and understanding among their fans.



Indonesian ARMY members engage in diverse social activities, demonstrating their commitment to making a positive impact. They initiate donations, support disaster relief efforts, engage in environmental conservation, and contribute to global education initiatives. Their actions showcase the depth of the BTS fan community's dedication to various causes. A significant aspect of the social movements involves celebrating BTS members' birthdays through charitable initiatives. These projects range from supporting individuals with mental health disorders to providing aid to students in need. Indonesian ARMY had proven their generosity and dedication through these meaningful endeavours. The fan initiatives emphasized the sense of community, unity, and solidarity that BTS has fostered among its fans. BTS's messages of self-love, support, and embracing one's true self resonate deeply with ARMY members, encouraging them to come together and make a positive impact.

Beyond music, BTS's influence extends into philanthropy, environmental conservation, disaster relief, and more. Their dedicated fan base reflects the values of compassion and solidarity championed by the group. BTS serves as an inspirational force that goes beyond their music, encouraging social change and fostering a sense of global community among their fans.

In summary, BTS's global phenomenon is not just about their music; it is about the positive social movements and changes they inspire among their fanbase. The impact of BTS transcends entertainment, reaching into the realms of social consciousness and community engagement, demonstrating the profound influence that this K-pop group wields both on and off the stage.

The dedication and perseverance exhibited by BTS fans, specifically ARMY members in Indonesia, are truly remarkable. Their efforts reflect a genuine commitment to making a positive impact on their community, demonstrating a heartfelt sense of social responsibility.

It is worth noting that this fundraising initiative did not spring up overnight; rather, it has been an ongoing endeavour since 2019. This long-term commitment underscores the sustained passion and dedication of ARMY Indonesia in their mission to collect donations and support meaningful causes. Over the years, their collective efforts have likely made a tangible difference in the lives of those they

aim to help, showcasing the enduring power of fandom when harnessed for social good.

The persistence and resilience of ARMY members in Indonesia serve as an inspiring testament to the potential for positive change that can emerge from fan communities. Their journey in fundraising is undoubtedly a story of passion, collaboration, and unwavering support for both BTS and their local community. The dedication and perseverance exhibited by BTS fans, specifically ARMY members in Indonesia, are truly remarkable. Their efforts reflect a genuine commitment to making a positive impact on their community, demonstrating a heartfelt sense of social responsibility. It is worth noting that this fundraising initiative did not spring up overnight; rather, it has been an ongoing endeavour since 2019. This long-term commitment underscores the sustained passion and dedication of ARMY Indonesia in their mission to collect donations and support meaningful causes. Over the years, their collective efforts have likely made a tangible difference in the lives of those they aim to help, showcasing the enduring power of fandom when harnessed for social good.

The persistence and resilience of ARMY members in Indonesia serve as an inspiring testament to the potential for positive change that can emerge from fan communities. Their journey in fundraising is undoubtedly a story of passion, collaboration, and unwavering support for both BTS and their local community.

Hopefully this situation will elevate a sense of community and promoting positive actions not only benefits the current generation but also sets a meaningful example for future generations to follow. By collectively working towards positive change and embracing the values of empathy, unity, and social responsibility, we can contribute to a brighter and more harmonious future for all.

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