

Self-confident analysis as a result of the love myself campaign by BTS

Siti Cahyati*

Universitas Ma'soem
Indonesia

Irfan Fahriza

Universitas Ma'soem
Indonesia

Ira Mirna Priatna

Universitas Ma'soem
Indonesia

Isti Yuni Purwanti

Universiti Putra Malaysia
Malaysia

*Corresponding Author. e-mail: siticahyati1604@gmail.com

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Abstract

The Korean wave or hallyu has evolved into a transnational phenomenon with global significance with the boy group named BTS being one of the leading representations in this wave of Korean cultural spread. Taking advantage of BTS's popularity as a public figure who has a significant social influence in shaping public opinion and behavior, BTS initiated the Love Myself campaign with UNICEF to spread positive messages, build confidence, respect for others, and end violence. This study aims to obtain a specific picture of the level of confidence as an influence of the Love Myself campaign conducted by BTS and UNICEF. The approach used in this study was a quantitative approach with a survey research design. Sampling in this study was carried out using a saturated sampling technique as the population was relatively small with 62 people. The results of the study showed that the majority of respondents felt that the Love Myself campaign had a positive impact on their lives. Based on quantitative data, the results were showed that in general the majority of respondents were in the medium category. The aspect of a positive outlook on self in the majority of respondents were in the high category. This explained that the "Love Myself" campaign has succeeded in giving them confidence in their abilities, decisions, and a positive outlook on themselves. The study recommend to navigate the potential negative impact of the campaign from other perspective such as parents and teachers.

Keywords: *love myself campaign, confidence, BTS effect.*



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Introduction

Sociologically, pop culture is the most popular culture with rapidly changing trends. One of the countries that popularized this pop culture is South Korea and has managed to attract attention from various circles (Ri'aeni et al., 2019). The phenomenon of the widespread spread of Korean culture in the world that has occurred in Asia over the past few years has fundamentally affected several countries including Indonesia (Glodev et al., 2023). The influence of popular Korean culture encourages a shift in ideal models and interests in various aspects of life so that teenagers try to follow Korean cultural trends. In the 1990s, Chinese media described the explosion of South Korean culture and entertainment as Hallyu or Korean wave.

The Korean Wave, which is developing in various parts of the world, has brought various changes ranging from fashion and beauty products to music tastes (Irwansyah & Lestari, 2020). This is inseparable from the spread of Korean culture through the entertainment industry, which attracts teenagers through idol groups. Lee (2012) argues that the Korean wave is used by South Korea as a form of soft power in public diplomacy strategy. In contrast to hard power which is based on military power, soft power emphasizes on cultural and ideological appeal to influence international preferences (Correa, 2022), in this case the Korean wave becomes a means to improve South Korea's national image, promote cultural values and build goodwill in the global arena, this has been successfully done by looking at the development of South Korea's economy where South Korea's cultural exports reached \$12.4 billion in 2021, This data shows the significance of the Korean wave's contribution to the South Korean economy. The success of Korean culture does not only occur in Asia but has succeeded in penetrating various countries in Europe, North America, South America, and the Middle East .

Based on data in www.Koreatimes.co.kr (Cheriyah & Hadi, 2022) a study was conducted on as many as 80,000 BTS fans around the world to understand the demographics of Army BTS. As a result, 20% of BTS fans are the largest in Indonesia, followed by Mexico (10.6%), America (8.4%), Peru (5.12%), and the Philippines (4.5%). The survey, which was conducted through social media, was filled by respondents who were on average less than 18 years old with a percentage of 50.31%, 18-29 years old with a percentage of 42.59%, and 30 and 40 years old with a percentage of 4.24% and 2.02%. When viewed from the perspective of gender, 86.34% are women while 11.3% of them are men. Based on the findings of the study, it shows that BTS fans are heterogeneous by targeting various age groups.

The spread of Korean culture through Korean pop (K-Pop), Korean Drama (K-Drama) and K-sensation such as beauty products has unwittingly influenced most of people's culture, especially the millennial generation (Melisa et al., 2023). The majority of fans of Korean culture, especially Korean pop who are synonymous with idols, often follow the style of their idols, both in clothing, care, to food and lifestyle (Jannah et al., 2023).

The Korean wave or hallyu has evolved into a transnational phenomenon with global significance where the boy group BTS is one of the leading representatives in this wave of Korean cultural spread. BTS (Bangtan Sonyeondan) is one of the South Korean boy bands that is at the peak of its popularity. Debuting in June 2013, BTS gained recognition for the originality of their music and became a global superstar who broke many records. BTS's music, lyrics, and social activities have reached a vast and heterogeneous fan base globally. BTS's influence that goes beyond the realm of the music industry, includes social, cultural dimensions and even mental health issues. BTS's popularity in the world has been shown by the acquisition of various awards both in Korea and in various countries.

According to Caulfield (2019), BTS has won the Top Social award for 3 consecutive times at the Billboard Music Awards, being a guest star at the America Music Awards, the first kpop artist to get the chance to be able to speak at the United Nations, UNICEF, the first artist with 3 consecutive albums to rank #1 on the Billboard Chart only within 1 year after The Beatles, and many other proud achievements.

Taking advantage of BTS's popularity as a public figure who has a significant social influence in shaping public opinion and behavior, BTS spreads a positive influence to the wider community including ARMYs (BTS fan groups), such as the Love Yourself campaign and the 'Speak Yourself' speech at the United Nations. With this, BTS is included in the TIME 100: The Most Influential People of 2019. In 2019, in order to celebrate World Friendship Day, BTS in collaboration with The United Nations Children's Fund (UNICEF) released a video titled "Love Myself". This video shows how that pain can be healed through music, friendship, and kindness. This has the potential to trigger public discourse and increase awareness of the urgency of mental health.

The campaign, which was initiated by BTS together with UNICEF in 2017, was carried out to convey essential messages about self-love, respect for others, and the cessation of violence. Through this campaign, BTS wants to convey to all teenagers the importance of loving themselves who have lost confidence and felt suffering (Larasati, 2022; Tristianingrum, 2019). BTS also wants to convey that true love is when one loves oneself (Miftahurrezki & Anshori, 2021; Vetricx & Build, 2022). In Korea, the Love Myself campaign has had a significant impact in addressing the problem of high suicide rates (Lestari & Saidi, 2020). This campaign has reached millions of individuals globally through various platforms including social media, concerts and merchandise. The messages in this campaign carry a universal theme that resonates with the life experiences of many people, especially the younger generation who are vulnerable to mental health issues, especially body image and self-confidence.

Research conducted by Lee Moon Ho (2021) with the research title "K-popを的の日本大学生の 자기인식 변화 小考 -교양 조선어수업 기말과제의 案を中心로 -" (Changes in self-awareness of Japanese university students through K-pop -Focusing on the case of the final assignment of the liberal arts Korean language class-), that Japanese students experience changes in self-awareness regarding better identity such as increased self-confidence, self-esteem and self-love in Japanese students after listening to K-pop songs.

Loving yourself is a different thing from narcissism. Margaret Paul Ph.D defines self-love as the act of understanding one's true worth, of what is really inside, rather than judging oneself based on physical appearance or self-performance (Lailatussaidah et al., 2021). Loving yourself is about self-acceptance, self-mastery and respect for yourself. Furthermore, self-love means being aware of your feelings and needs, accepting yourself fully, and caring for your overall well-being (Henschke & Sedlmeier, 2023; Sakti et al., 2023). Self-love enables individuals to find greater peace with themselves, without the constant need to compare themselves to others (Khumairoh et al., 2024). Individuals with self-love are capable of fostering positive relationships with themselves, their family, others, and the broader society (Setiawan, 2023). Self-love involves appreciating oneself without diminishing others, taking pride in personal achievements, and extending compassion to oneself during challenging times (Malik, 2021).

Loving yourself may take time, but it's not impossible. Loving yourself means having faith, confidence, and pride in yourself (Tanjung, 2018). When self-love is practiced, individuals accept themselves, making it easier to think positively even in situations of anger and disappointment (Rerung et al., 2022; Virgita et al., 2024). Confidence crises are experienced by many teenagers, because they are a phase that provides development and change in themselves. Many teenagers experience insecurities, which become the primary factor preventing them from accepting themselves and, in turn, hinder the optimal development of their self-confidence (Astuti & Purnomosidi, 2023). Individuals who have low self-confidence often lack the ability or tendency to value, accept, and care for themselves, which frequently has a negative impact on their emotional and psychological well-being (Deniz & Yildirim Kurtulus, 2023; Harshad & Ghosh, 2022)

Self-confidence is essential to a person's life process because it is the principal capital in living an optimistic life (Fitri et al., 2018; Leman, 2000; Taylor, 2009). Lauster described that a person with self-confidence tends to be selfless, does not need the encouragement of others, and

is happy (Xu et al., 2024). Lauster (2012) also explained that self-confidence consists of four main aspects: having a positive, objective, responsible and rational self-concept. According to Lindenfield (1997), one of the factors that can help develop a person's confidence is a role model. In this case, a person uses others to be a model or example for him.

Along with the Korean wave phenomenon With the spread of Korean culture, including idol groups, many people are making these idols models for themselves (Putri & Savira, 2021). The way fans imitate idols develops into a form of self-expression to show their existence (Nurfadiah & Yulianti, 2017). In this case, the modeling behavior carried out by fans of Korean idols is symbolic, which means that it is presented in the form of a video (Simbar, 2016). The influence of Korean idols does not only target aspects of life in fashion and lifestyle, but also affects the psychological aspects of fans (Najla, 2020), this is shown in research conducted by Laela (2022) showing that the majority of respondents who like Korean idols realize that some aspects of their lives change, such as independence, mindset, and relationships with others, and based on the results of the analysis, it was found that Korean idols have a positive influence in bringing their fans to love themselves more and believe in themselves.

The results of a preliminary study conducted by researchers through interviews with several students found that 7 out of 10 respondents could not maximize the best potential in them because they felt insecure. As many as 54% of teenagers have low self-confidence. As a result, many of them choose to limit themselves from association because they feel less confident in what they have. Even though having a good relationship with yourself is just as important as establishing relationships with others. Establishing a good relationship can start with self-love, and confidence will arise when you have a good view of your personality.

The level of confidence and the rapid influence of Korean culture on adolescents in Indonesia motivated researchers to conduct a form of research entitled "Self-Confident Analysis As a Result Of The Love My Self Campaign By BTS".

Method

The approach used in this study is a quantitative approach with a survey research design. The survey research design can provide a numerical description of the phenomenon of a population (Creswell, 2011). Creswell (2011) argues that survey research design is used with the aim of describing a phenomenon with a numerical approach. This Study aims to get a specific picture of the army's confidence level on the influence of the Love Myself campaign conducted by BTS and UNICEF through a video titled "Love Myself" and a "Speak Yourself" speech at the United Nations. The population in this study is 62 college BTS fans who participated in the Love Myself campaign. Sampling in this study was carried out using a saturated sampling technique because the population is relatively small. The data obtained in this study is by distributing questionnaires through Google Forms. This questionnaire has previously been tested for validity and reliability, which was tested using the Cronbach alpha formula. Then, the collected data is sorted and verified to avoid errors in obtaining data that does not meet the criteria. Furthermore, interpreting the data using quantitative descriptive statistical analysis by looking for ideal maximum values, ideal minimum values, ideal mean and ideal standard deviations in the form of narratives and histograms to describe the categorization of the confidence of BTS fan students who know about the Love Myself campaign. This study uses a confidence questionnaire derived from Lauster (2012) self-confidence theory which explains that self-confidence consists of four main aspects: having a positive, objective, responsible and rational self-concept.

Table 1. The Self-Confidence Indicators

Aspects	Indicators	Σ	Item	
			(+)	(-)
A positive outlook on self	1. Believe in your own abilities. 2. Strong belief in herself to do something and do something. 3. Have a good view of everything. 4. Be independent in making decisions.	20	1, 2, 3, 4, 5, 6, 7, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20	8, 9
Objective	1. View 2. Valuation	10	21, 22, 23, 24, 25, 26, 28	27, 29, 30
Responsible	1. Accepting the consequences of everything he does. 2. Complete the assigned tasks.	12	31, 33, 35, 36, 37, 38, 40, 42	32, 34, 39, 41
Rational	1. Thoughts accepted by reason.	10	43, 44, 45, 46, 47, 49, 50, 51, 52	46, 48,
Total		52		

Findings and Discussion

The data that has been obtained will be described based on aspects of the questionnaire that has been prepared.

Findings

Lauster (2012), explained that self-confidence is an attitude or feeling of confidence in one's own abilities so that the person concerned is not too anxious in his actions, can feel free to do what he likes and is responsible for his actions, warm and polite in interacting with people and has the drive to achieve. self-confidence consists of four main aspects: having a positive, objective, responsible and rational self-concept.

A Positive Outlook on Self

Having a positive self-concept, namely the existence of a good judgment from within oneself, both from the views and actions taken that cause a positive sense of self. A study of 62 respondents found that as many as 58.1% were at a high level, 35.5% were at a moderate level, and 6.5% were at a low level. Based on these data, many respondents are in the high category, indicating they have high confidence in their abilities, decisions, and views. They are illustrated in Table 2.

Table 2. A Positive Outlook on Self

Score	Category	f	%
X > 67	High	36	58%
54 < X < 67	Moderate	22	35,5%
X < 54	Low	4	6.5%

Objective

Objective is a person who is confident in looking at problems or everything that is in accordance with the truth as it should be, not according to personal truth or according to himself. Based on the survey conducted, data on objective aspects are as follows.

Table 3. Aspect of Objective

Score	Category	f	%
X > 42	High	8	13%
34 < X < 42	Moderate	41	66%
X < 34	Low	13	21%

Research conducted on 62 respondents found that 13% were in the high category, 66% were in the medium category, and 21% were in the low category. This shows that respondents have views and assessments based on objectivity at a reasonably good level.

Responsible

Being responsible is a person's willingness to bear everything that has become a consequence. Accepting the consequences of everything that has been done and committing to complete a predetermined task can bring individuals to independence and help develop confidence in themselves.

Table 4. Aspect of Responsible

Score	Category	f	%
X > 39	High	-	0%
33 < X < 39	Moderate	1	2%
X < 33	Low	61	98%

Research conducted on 62 respondents found that 1.6% were in the medium category, and 98.4% were in the low category.

Rational

Rational and realistic is the analysis of a problem, a thing, an event using thinking that is accepted by reason and in accordance with reality. Considering and analyzing a problem or situation using cognition that follows reality can help individuals adjust to social life.

Table 5. Aspect of Rational

Score	Category	f	%
X > 46	High	25	40,3%
37 < X < 46	Moderate	34	54,8%
X < 37	Low	61	4,8%

Based on data obtained from the survey conducted, it was found that 40.3% were in the high category, 54.8% were in the medium category, and 4.8% were in the low category.

Discussion

BTS launched the Love Myself campaign with UNICEF in November 2017, which aims to help individuals find true love after self-love and stop violence against young people worldwide (Yasmin, 2020). In his short speech, the BTS leader explained his childhood experiences and journey to success with the other BTS members.

In 2019, BTS teamed up with The United Nations Children's Fund (UNICEF) to celebrate Friendship Day by releasing a video titled "Love Myself." This video shows how that pain can be healed through music, friendship, and kindness.

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On September 20, 2021, BTS or Bangtan Boys also held a speech at a United Nations (United Nations) conference entitled Generation Unlimited. In their speech, BTS said, "No matter who you are, where you come from, what color your skin is, what gender you are, you have to love yourself for who you are and for the person who wants to be you."

BTS's Love Myself campaign movement received a positive response from the public, especially

from BTS fans (ARMY). Based on the results of a study conducted on 62 respondents, they explained that they felt the positive impact given through this campaign such as feeling more optimistic, motivated, and better prepared to face life's challenges, they also felt the impact on all aspects, especially in terms of a positive outlook on themselves. The following are the results of data collection based on a confidence questionnaire on the influence of BTS campaigns:

Table 6. The Confident Level of ARMY’s who know the Love Myself Campaign

Score	Category	f	%
189 < X	High	22	35,5%
153 < X < 188	Moderate	35	56,5%
X < 152	Low	5	8,1%

The following is an overview of the confidence level of army’s who knows the Love Myself Campaign which is revealed in Figure 1 below.

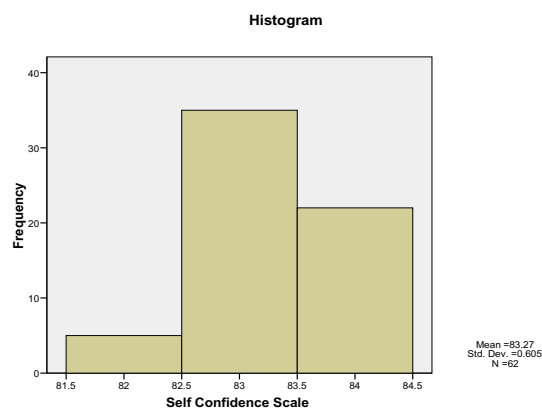


Figure 1. The Confident Level of ARMY’s who know the Love Myself Campaign

Based on the results of data collection, it has been found that as many as 35.5% are at high levels, 56.5% are at medium levels, and 8.1% are at low levels. The data shows that ARMYs who know the Love Myself campaign have reasonably good confidence. The results of the study conducted on 62 self-confidence respondents also explained that Bangtan Boys has music with exciting concepts, one of which is the album Love Myself: answer, which can inspire young people to love and respect themselves so that they can fight for dreams and every music makes listeners feel embraced and given a strong encouragement.

The 'Love Myself' campaign is a campaign that encourages young people around the world to find love in themselves and spread that love to those around them. As one of the efforts to spread the message in the campaign, BTS also released an album titled 'Love Yourself: Her', 'Face Yourself', 'Love Yourself: Tear', 'Love Yourself: Answer' where the album contains songs that invite and inspire us to love and appreciate ourselves more. In addition, in his speech at the United Nations, BTS said to love yourself regardless of origin, skin color, gender, or race.

In a study conducted by Vetrix & Bangun (2022) conducted through a phenomenological qualitative research method by interviewing six participants to find out the experiences and meanings of BTS fans about the Love Myself campaign, the results were obtained that the six participants felt that the Love Myself campaign was a help for them to accept their physical shortcomings, the Love Myself campaign and the positive messages given by BTS members Regarding Love Myself helping them to overcome anxiety about how others perceive them, the participants also said that the BTS members' experience in trying to make peace with themselves and trying to achieve success is a motivation for the participants to rise from the downturn.

The study, which involved 62 respondents, revealed the positive impact of the LoveMyself Campaign, the majority of whom said that they experienced an increase in motivation and were inspired to stay motivated in life. Music used as one of the campaign media used by BTS has a crucial

role in conveying the message of the Love Myself Campaign. Through the lyrics and music presented, BTS is able to create an emotional resonance with fans. Messages related to self-acceptance, self-love, and appreciating one's uniqueness can be conveyed so that in the end it contributes to increasing self-confidence. This was conveyed by the respondents in filling out the questionnaire that the song lyrics, positive messages and experiences of BTS members are a help for them to learn to love themselves and make peace with imperfections.

Conclusion

The "Love Myself" campaign initiated by BTS with UNICEF has had a positive impact on its fans, ARMY. Quantitative data analysis from the confidence questionnaire indicates that the majority of respondents occupy the medium category. Another important finding is in the aspect of a positive outlook on Self where the majority of respondents are in the high category. This shows that the "Love Myself" campaign has succeeded in giving them confidence in their abilities, decisions, and a positive outlook on themselves. The use of songs as a medium to call for positive messages is able to bring a therapeutic influence so that it can change negative perspectives to positive so that they are able to be more confident. This study recommends to deeply investigate the negative effect of the campaign due to the issue of lowering school performance.

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