

## LOVE YOURSELF: A SUCCESSFUL TRENDING CAMPAIGN IN BUILDING SELF-ACCEPTANCE OF BTS ARMY

*Nurul Hamizah binti Mohamed<sup>1</sup>, Nurul Hazwani binti Mohamed<sup>2</sup>*

**Abstract:** A person can experience a lot of exchange in feelings, different emotions, relationships, loves, and many more throughout their growth. Some of us face failures, traumatic experiences, and downtime that create anxious minds of feeling unworthy and hopeless. Having a role model has been agreed to be helpful in the character development of human beings. In other words, idols affect the admirer's choices in life matters. *Bangtan Sonyeondan* (BTS), a seven-member boy band from South Korea, stood up at United Nations in 2018 and spoke about their support for self-love to increase child esteem. However, this campaign is not only successful in being delivered to children but also to youngsters and adults. This effort has greatly impacted their 90 million worldwide fans to be aware of their worth, proud of their own, accept their flaws, and respect differences. In a survey on BTS ARMY, 90% of the participating fans agreed to support the artist until today because they can feel the positive energy from BTS. Even though most of the songs in the albums are made in the Korean language, ARMY understands and can feel the message of the songs clearly. They can react and relate the songs easily to their situation. Fans also gain motivation from speeches, advice, or even idols' characters. The slogan of LOVE YOURSELF is very straightforward and adaptable to be a value in human lives.

Keywords: self-acceptance, self-love, young motivation, Korean idols, BTS, KPop

---

### INTRODUCTION

*Bangtan Sonyeondan*, globally known as BTS, is a Korean pop idol who has become the musical artist of people's choice these days. The band has been debuted on 13 June 2013 with a total of seven members who are Kim Namjoon (RM), Kim Seokjin (Jin), Min Yoongi (SUGA), Jung Hoseok (J-Hope), Park Jimin (Jimin), Kim Taehyung (V) and Jeon Jungkook (Jungkook). This group has gained recognition for their authentic and self-produced music and top-notch performances, and they even have been nominated for Grammy awards for three years in a row (T. Lee, 2022; Recording Academy, 2021, 2023; Recording Academy, 2022). BTS has established themselves as "21st century Pop Icons", breaking countless world records (BigHit Music, 2022). On top of all the excellent achievements in their career, BTS is being so famous for their mutual relationship with their fandom. Throughout ten years in the industry, the band shows different music approaches and is frank to share their feelings with the fans. The band members always being sincere in sharing their experiences and opinions with the whole fandom.

---

<sup>1</sup> The author is an independent author who is currently a researcher in Lndon, United Kingdom and actively supported BTS since its debut. Email: nurulhamizahmohamed@gmail.com.

<sup>2</sup> The author is an independent author who works in the academic sector in Kuala Lumpur, Malaysia

Imparting on promoting self-love and self-acceptance, BTS started their journey with the release of a poster in August 2017 (Fandom Community, 2017). Continuing from the poster, BTS released four short drama reels to show the struggles and problems of the youngster in their life, love, relationship, friendship, health, money, anxiety, depression, and trauma (HYBE LABELS, 2017c, 2017d, 2017e, 2017f). Within the reels, BTS trying to picture that as the main issue of youngster problems that can be in the range of struggle to accept their true selves. The highlight the quote, 'To love without fear, hesitating and parting, merely living as a person I am' through the reels. These reels were very close to the fans and even viewed by up to 30 million YouTube viewers.<sup>3</sup>

In starting to promote the album, BTS took the step of releasing a comeback trailer song sung by Jimin, entitled Serendipity, which bold the idea of self-love and togetherness, before coming with their mini album "Love Yourself: Her" in September 2017, with 'DNA' serving as the main album track. Besides that, the songs 'Mic Drop' and 'Go Go' are some other side tracks used during the album's promotion.

All these three songs promote self-love differently, as DNA is more towards showing that every person born differently can be together (HYBE LABELS, 2017a). Go Go has a different approach where BTS tries to let the listener be more self-centered in deciding, including towards spending money. Mic Drop is one successful song that hit every chart of Korean music. This song can be in the favourite track list of most of the fans. The song is cynically spoken about their struggle journey of being an idol and how have they moved on to accept critics from any haters or anti-fans(HYBE LABELS, 2017b).

A mini album is not the last step of the promotion; BTS keeps its track on promoting self-love by releasing a studio album entitled Love Yourself: Tear. This album showed another part of loving yourself, highlighting how one is unable to be true to himself. Starting with a promotion short film Euphoria: Theme of Love Yourself Wonder (HYBE LABELS, 2018a) and trailer of Singularity, sung by V of BTS(HYBE LABELS, 2018b), BTS shows the dark colour of being selfless and sadness through the album song 'Fake Love', 'Anpanman', and 'Airplane pt 2'.

Going through the lyrics written in Fake Love, the song is more towards a person's love for themselves and the bias of how a person cannot accept their flaws (HYBE LABELS, 2018c). A person may be unable to accept the deficiencies of being different from others. Anpanman is a song that markets the heroic character of a person even with no superpowers. Airplane pt 2 is a sequel song that BTS used as a song to speak about their career and life after their debut as an idol.

The final sequel of Love Yourself started at the end of the third quarter of 2018. BTS starts the promotion with the comeback trailer of the beautiful Epiphany song, with direct "*I'm the one I should love in this world*" lyrics to wake the fandoms about self-love (HYBE LABELS, 2018d). On 28 August 2018, a compilation album entitled Love Yourself: Answer was released. 'IDOL' has been selected to be the title track. In this album, BTS shows how a person should react to criticism and how these critics should not be the reason for not accepting their deficiencies. "*You can't stop me loving myself*" (HYBE LABELS, 2018e). A track of 'I'm Fine' is used during the promotion of this album to support the love yourself message of the album. Many ARMY members testify that they are drawn in by BTS's lyrics, which express the universal themes of youth, especially their agony and fear. ARMY has learned comfort and empathy from the lyrics and is inspired to feel that they need no one else to save them and take action to start loving themselves first.

Music and songs can be just entertainment to anyone or any listener. However, BTS is able to reach and affect young people with their self-love messages in a way that many prominent

---

<sup>3</sup> The view of the YouTube video has been retrieved on 21<sup>st</sup> July 2023.

philosophers and educators cannot. The concept and role of fandom in the digital age have been profoundly configured. This relationship between the fandom and the idol can be one of the reasons behind the successful campaign. The following research questions are investigated:

1. What is the mutual relationship between BTS and ARMY?
2. What is the chronology action of BTS to promote self-love and acceptance?
3. How has the ARMY motivated and confident with the campaign introduced by BTS?

## **BTS AND ARMY MUTUAL RELATIONSHIP**

Fandom can be a source of positive influence in any youngster's life. ARMY<sup>4</sup>, short for Adorable Representative M.C for Youth, is known to have a very strong relationship between Korean and international groups. The fan club even comes with the nicknames of K-Diamond (for Korean) and I-lovelies (international) ARMY. The fan club members are actively engaged in activities such as lyrics production, translating, and as well as fan-made content. Many of the fans donate a significant amount of time and resources to help each other fans to support various causes that the artist supports (J. H. Lee & Nguyen, 2020). A person can officially join the fan club through annual registration, but the relationship between the ARMY is beyond the registration status. An ARMY is still an ARMY without official fan club registration as long as they will together show love and full support to BTS members and their activities.

The break record history of BTS and even successfully reached 101.1 million views in 24 hours during BTS's single launch '*Dynamite*'. The collective effort shows that this fandom works more as a cohesive group, team, or organisation than a simple network of people. They often treat another ARMY as a friend even though both are strangers. The deep trust in the companionship of the ARMY community, founded in shared values and precious success, compensates for any negative aspects, and leads to the higher evaluation of team composition, which was found to mediate the relationship between psychological safety and team efficacy (Park et al., 2021).

BTS values resonate with fans and are subtly found in their music's messages and social commentary, where messages about youth, dreams, struggles, and self-love are easy to relate to and identify with (McLaren & Jin, 2020). The relationship between ARMY and BTS is very close, and their private intimate conversation and exchange have been best to be categorised as digital intimacy (Chang & Park, 2018). To BTS, social media is not just a fan-management tool but also a daily home ground that allows fans and band members to share their lives, opinions, and critical comments about their work.

In terms of supporting BTS socially, ARMY successfully coordinated the project and achieved organisational cohesion in proposing actions and activities, spreading the word, and showing up for the cause. Surprisingly, ARMY always reminds each other they are the faces of BTS (J. Lee, 2019). In 2021, ARMY successfully organised the #MatchAMillion campaign to raise over one million USD to support Black Lives Matter (Park et al., 2021) While not an organisation in the conventional sense; the fan clubs nevertheless organise spontaneously and flexibly, and even successfully coordinates services and produces goods (Chang & Park, 2018).

## **CELEBRITY AND SELF ACCEPTANCE**

Celebrities: singers, public figures, and artists are considered to be close to the life of the people. Their songs, fashion, lifestyles, and ideas are treated as a message to the fans. BTS is not the only celebrity who supports self-love and acceptance. Beyonce, a popular prima donna, speaks publicly about self-worth in her concert. "*You don't have to depend on someone telling you who you are*" – Beyonce. Michelle Obama, the former first lady of the United States, is

resourceful in giving good advice. She supports women to work in our way and accept people's different thinking. Adele once also talked about insecurities and even experienced not hanging out with anyone because of that. She tries to accept herself and chooses her circle carefully after that.

Through song, Christina Aguilera was once popular with the hit song '*Beautiful*' in 2009. The song promotes self-acceptance and confidence and being loved by all generations. '*You're beautiful in every single way, yeah word won't bring you down*' – Christina Aguilera (Christina Aguilera, 2009). The Disney cartoon called Frozen, debuting a main song entitled 'Let it Go' shows a good message of self-acceptance. The lyrics go, "*It's time to see what I can do. To test the limits and breakthroughs. No right, no wrong, no rules for me. I'm free*" – Idina Menzel (Disney Music VEVO, 2013).

Self-love and acceptance are challenging concepts. It isn't about not acting or changing yourself, but it does bring the meaning of not beating yourself up over the parts that you do not love. Celebrities can be idols to youngsters or children, and these emotional messages are very useful to build confidence in themselves. BTS is very keen and focused on showing the fans their message of self-love and acceptance. A few BTS-ARMY terms, such as AFoBangFo,<sup>4</sup> Magic Shop,<sup>5</sup> Borahae,<sup>6</sup> and many more, are created for them to communicate to each other for self-reminder and love.

## **BTS 'LOVE MYSELF' CAMPAIGN**

BTS is very mindful in choosing songs to release, and the lyrics are very deep and relatable. The whole concept, with the reels and short drama, are smart approaches to make anyone feels listened to or cared. However, lyrics are not the only way BTS did to support youngsters' development of self-love and acceptance. BTS took action to partner with United Nations Children's Fund (UNICEF) to prepare the LOVE MYSELF campaign. They started actively showing their support since 16 October 2017 when they flew airships balloon teaser. Confession messages with the theme of 'what I love' is objectively to announce gratitude to each member that they do not afraid to show and tell peoples about their love of music, life, and family. All this message is contributed to the project 'LOVE MYSELF' along with UNICEF's #ENDviolence campaign (Big Hit Music, 2021b). #ENDviolence is a campaign to end violence against children and young people and to help those who are affected. In November of the same year, BTS donated 500 million KRW to UNICEF to support the campaign. Table 1 shows all cooperation BTS with UNICEF after the first collaboration.

---

<sup>4</sup> AFoBangFo (also spells as 아포방포 in Korean characters) is a term created by a BTS member Jeon Jungkook, which brings the meaning of ARMY forever, Bangtan (BTS) Forever.

<sup>5</sup> Magic Shop is one of BTS's songs released in the album Love Yourself: Tear with a lyric to remind ARMY that they can trade their sorrows and pain by healing with BTS. This song encourages ARMY to believe in themselves and find their inner strength.

<sup>6</sup> Borahae (also spells as 보라해 in Korean characters) is a term created by a BTS member V, which is the combination of the word Purple (보라) and I Love You (사랑해). According to V, purple is the last shade of the rainbow band, and Borahae is symbolically shows that he loves ARMY until the last colour of the rainbow (for a long time)

Table 1: Collaboration of BTS and UNICEF on the LOVE MYSELF campaign(Big Hit Music, 2021a)

16 October 2017	Teaser of love message airships
1 November 2017	Donation to #ENDviolence campaign
1 November 2017	Official merchandise released
30 January 2018	BTS joined UNICEF to stage for the campaign
18 – 21, 23, 24 April 2018	Booth in Yokohama and Osaka
25 & 26 August 2018	Seoul BTS World Tour
22 & 23 September 2018	Canada BTS World Tour
24 September 2018	UN General Assembly Speech
6 October 2018	Pledge ceremony with UNICEF UK
9 & 10 October 2018	Booth in London
1 – 4 November 2018	LOVE MYSELF campaign 1 <sup>st</sup> Anniversary FESTA
1 December 2018	2 <sup>nd</sup> Official merchandise released
20,21,23,24 March 2019	Booth in Hong Kong
6 & 7 April 2019	Booth in Bangkok
1 & 2 June 2019	Booth in London
15, 16, 22,23 June 2019	Booth in Busan and Seoul
29 July 2019	Love Myself, Love Yourself Global Campaign Video
26 – 29 October 2019	LOVE MYSELF 2 <sup>nd</sup> Anniversary Campaign
23 September 2020	Speech on 74 <sup>th</sup> UN General Assembly
2 November 2020	LOVE MYSELF 3 <sup>rd</sup> Anniversary Campaign
5 May 2021	Global MCA partnership
15 June 2021	LOVE MYSELF Kakao emoticons and LINE stickers
6 October 2021	LOVE MYSELF campaign featured in SOWC report
1 November 2021	LOVE MYSELF 4 <sup>th</sup> Anniversary Campaign

Towards collaboration with UNICEF, the BTS campaign successfully collected 1.1 billion KRW as of May 2018. ARMY is inspired by BTS's hard work and care about the young generation and works together in promoting and donating to the campaign. UNICEF booths in Jamsil Olympic Stadium buzzed excitement to the ARMY and have been visited by 32 000 people. This event was able to collect a donation of 70.9 million KRW (Big Hit Music / HYBE, 2021). BTS does not stop just by opening a booth<sup>7</sup> <sup>10</sup> and collecting donations; the pledge ceremony attended in the US allows the leader of BTS, Kim Namjoon, to give a speech to make the world a better place for all and start with loving ourselves. From the content of the speech, BTS shows how they are very keen on emphasizing self-love, not just the ARMY; they dreamed of letting everyone in the world start self-care, love, and acceptance. *“No matter who you are, where you're from, your skin colour, gender identity: speak yourself”* – Kim Namjoon (RM) (UNICEF, 2018). The speech in the United Nations shows BTS is advocates for young people loving and accepting themselves, illustrating a digital meditation across the fandom across the intimate boundary of public and private.

BTS was delighted to share their idea with the whole world and opened booths for most of the concerts during the world tour. As of December 2021, campaign donation is topped to be at 2.5 billion KRW(Big Hit Music, 2021a). In September 2021, the BTS envoy President of the Republic of Korea attended the United Nations Sustainable Development Goals moment and raised their concern about future generations and culture in ending Covid –19 pandemic situation (United Nations, 2021). This speech has immediately garnered reactions and

<sup>7</sup> Most of UNICEF Booth supported by BTS are also opened at the concert venue during BTS World Tour.

comments from their young fans on social media. ARMY, a supportive fandom, seems to give full support and encouragement to BTS's involvement in self-love promotion. The ARMY not only idolised them because of their talent but the message they shared with them. The lyrics, speech, and actions that they figured were very sincere and motivating.

## METHODS

A survey is designed to sample the large idea of the southeast ARMY fans community. The ARMY community is an excellent case to study not only due to the size of the fandom but ARMY is extremely known to be a dedicated fan base that actively participates in numerous activities to support BTS and relevant causes globally. The survey collected basic demographic information related to our research questions using multiple-choice questions. Participants' consent is being taken before the survey starts, and the survey link is sent to the Malaysian ARMY telegram groups, which have about 7527 subscribers in total. The survey aims to get information from southeast youngsters and how they thought about motivation and the effects of joining a fandom of the band. Due to the voluntary nature of the survey, responses are optional. An ARMY is allowed to choose to either participate or not. Some personal information, including age and nationality, is collected to understand the range of target participants. Other than that, all questions are related to fandom experience and motivation.

## RESULTS

Participated ARMY are those who have been joining the fandom for some time. From the survey, only 3% of the ARMY is just joining the fandom below a year. More than 78% of the correspondent ARMY have been following the idol for at least 3 years (figure 1). These ARMY has confirmed that they have checked and followed updates of the boyband daily; 97% of them are sure of what is happening, the activities, stories, and status on social media, and any sharing articles or published updates. The data is shown in Figure 2. It is clearly seen that the relationship between the ARMY is close as all works or actions of the idol are being viewed closely.

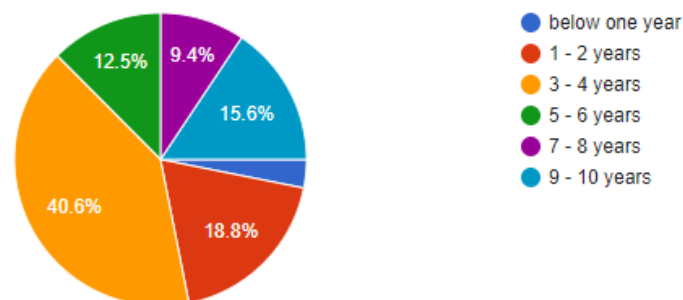


Figure 1: Years ARMY participated in following and supporting BTS.

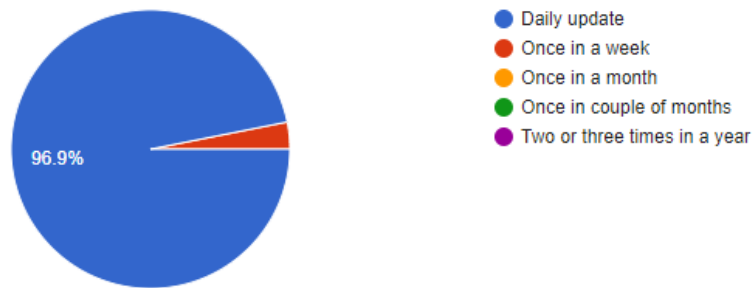


Figure 2: Frequency of following update from BTS

BTS always give the best performance and stylish appearance at every event they have attended. In the survey, ARMY shortlisted three main attractions of the group. 50% of the ARMY were selected to be fans of members’ characters (figure 3). The seven members of BTS have different characteristics; they are different in everything, including behaviour, attitude, fashion, and musical interest. Each of the characters represents a lot in ARMY’s lives as it can be motivational towards some life goals or just a daily useful motivation. Correspondents have chosen 5 top important criteria that can be a reason for anyone to join a fandom and support a celebrity. Figure 4 shows that group members’ character and relation can be important, as the quality of performance, songs, choreography, and the group's talent. The survey also agreed that the group's number of members is not very important for any Korean pop fan to join the fandom or support the artists.

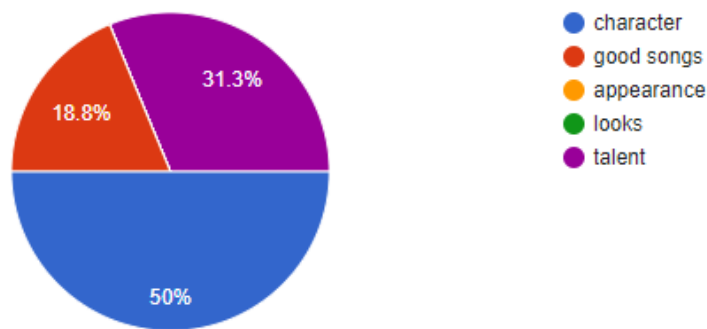


Figure 3: Criteria of artists’ attraction

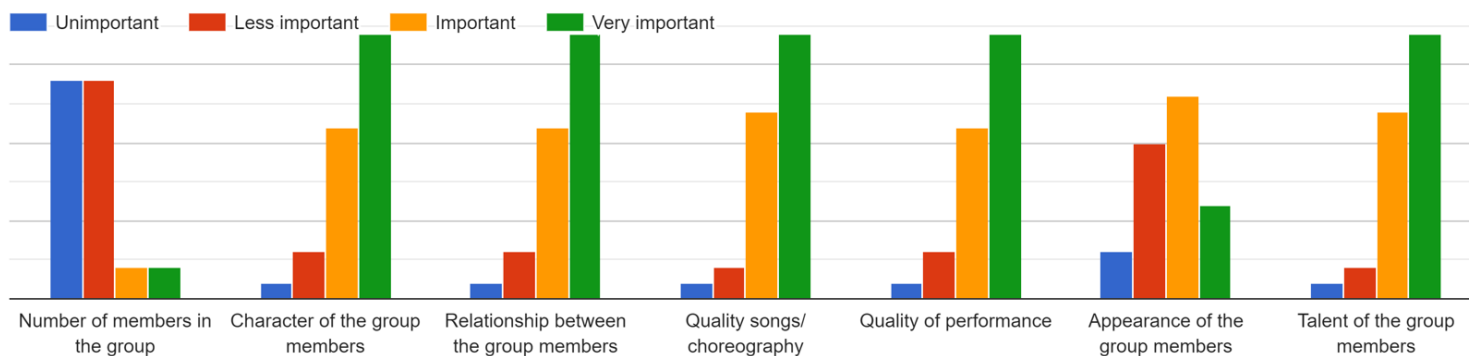


Figure 4: Criteria for joining a fandom.

ARMY was confirmed to be influenced by self-motivation by joining the fandom. 96.9% of the ARMY (figure 5) has been confirmed to be influenced at least a few times a year. 53.1% of the correspondent agree to get motivated through BTS two or three times a week. In understanding ARMY's good motivation source, this survey has filed some ideas, and ARMY has chosen the lyrics of the songs, the boy band speech, and the members' characters as the top three ways of getting positive vibes from the artist. Figure 6 shows how the ARMY responds to the approach of artists' good motivation.

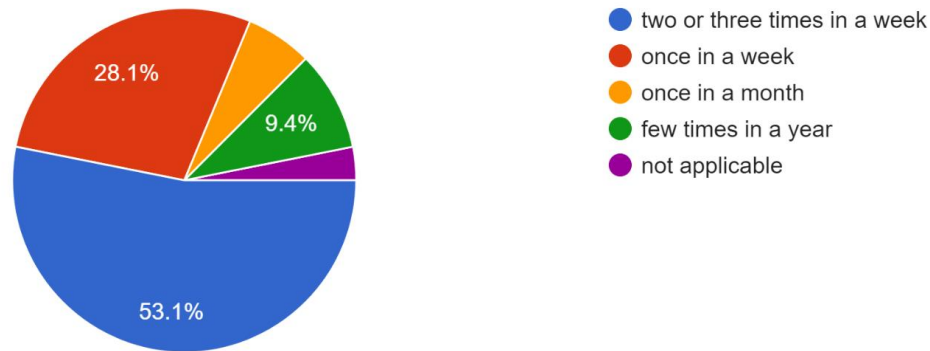


Figure 5: Self-motivation of ARMY influenced by BTS

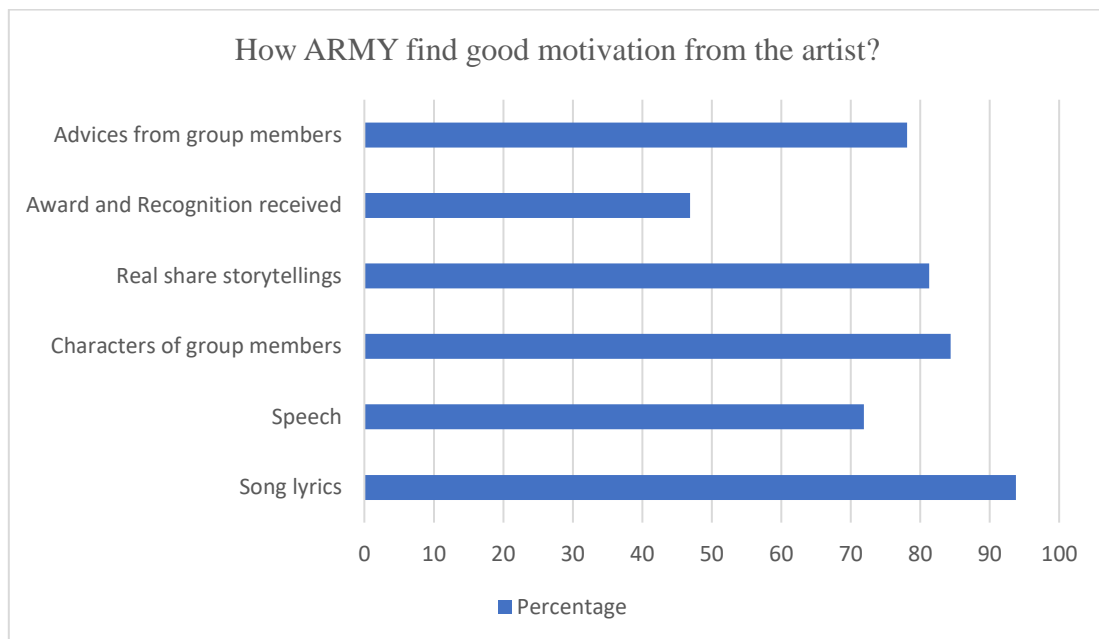


Figure 6: Motivation collection by ARMY through BTS

Idols can be very influential in daily routines. A person can be used to do or try something new influenced by the idol. In daily life routines, 75% of correspondents (figure 7) agreed that the boyband influenced them. Some of the correspondents are even excited to go on vacation to the places where the idol has been before, and many of them love to track places to visit in Korea that have been used in posters, music videos, or other related content. Some are open to trying new sports or activities influenced by the artists. ARMY enjoys exploring arts museums and reading books, as RM, the group leader, suggested through his Instagram account (RM, 2022). In career and schooling, 90.6% of ARMY has been confirmed to be influenced by the boyband (figure 8). The motivational sharing can be seen easily as some of the members of BTS are always direct to the fans about their studies and careers. The lead



singer and dancer of the group, Jimin, was the best student in Chemistry and Mathematics during his schooling period, even with 9 years of class president and majoring in Contemporary dance(European ARMY's, 2018).

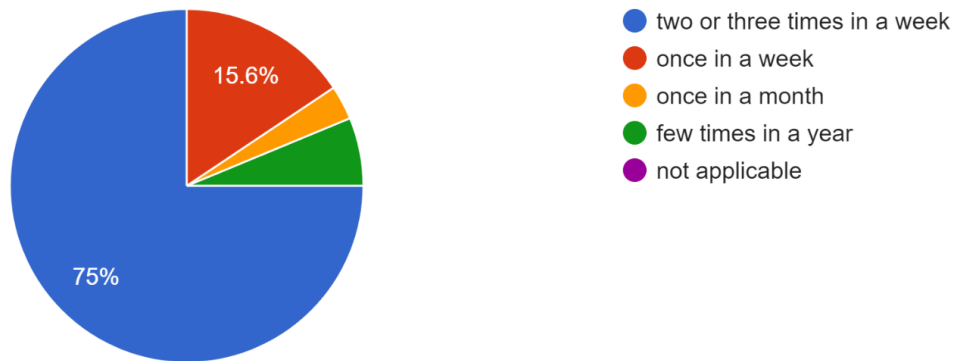


Figure 7: Influence of BTS on ARMY daily routines

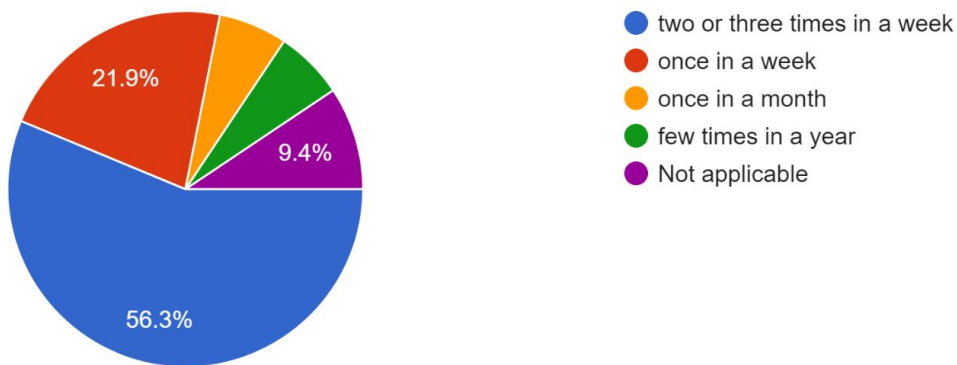


Figure 8: Influence of BTS on ARMY studies and careers

Regarding emotion and moods, 81.3% of the correspondent ARMY agreed to be influenced by the idol (figure 9). BTS Contents such as RUN BTS, Bon Voyage, and In the Soop are humorous with some healing concepts and friendship interaction that can be fun to watch alone or with family. In one survey done by RUN BTS company, ARMY confirmed that the show is suitable to be watched as a family show(RUN BTS!, 2021).

Looking at the effects of the campaign, through the image projected in Figure 10, ARMY has shown a good effect joining the fandom; they have started to learn and accept their flaws and limitations. According to the survey, only 6.25% of the correspondent ARMY still need help dealing with their flaws. About 9.4% of correspondents have issues with introducing themselves or having issues telling people about their interests, but most of the others gain the main objective of the BTS campaign. 68.75% of the correspondents have stopped listening to people's judgment, and at least 84.38% of ARMY are confident not to copy others or be other people. Most of the concept of having an idol in life is to make a person follow their way, but BTS allows their ARMY to be frank and see what choices matter for them, which is beyond the ideal concept of a typical idol definition. 75% of the ARMY have been able to distinguish the bad habits or jobs that can be not good or endanger to them and able to stop them after scanning the boy band. More than 75% of the ARMY are more self-cautious and able to admit their faults.

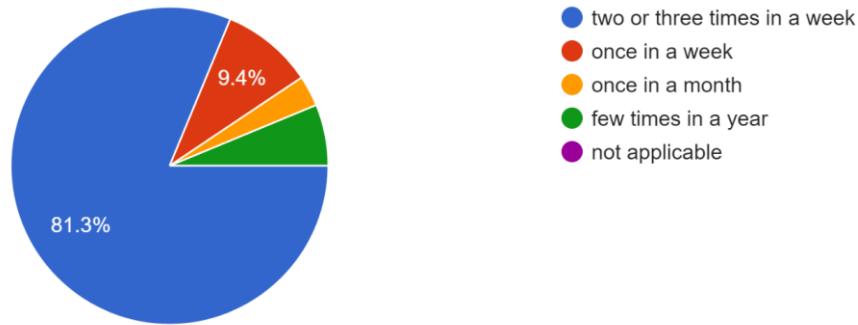


Figure 9: Influence of BTS on ARMY mood and emotion.

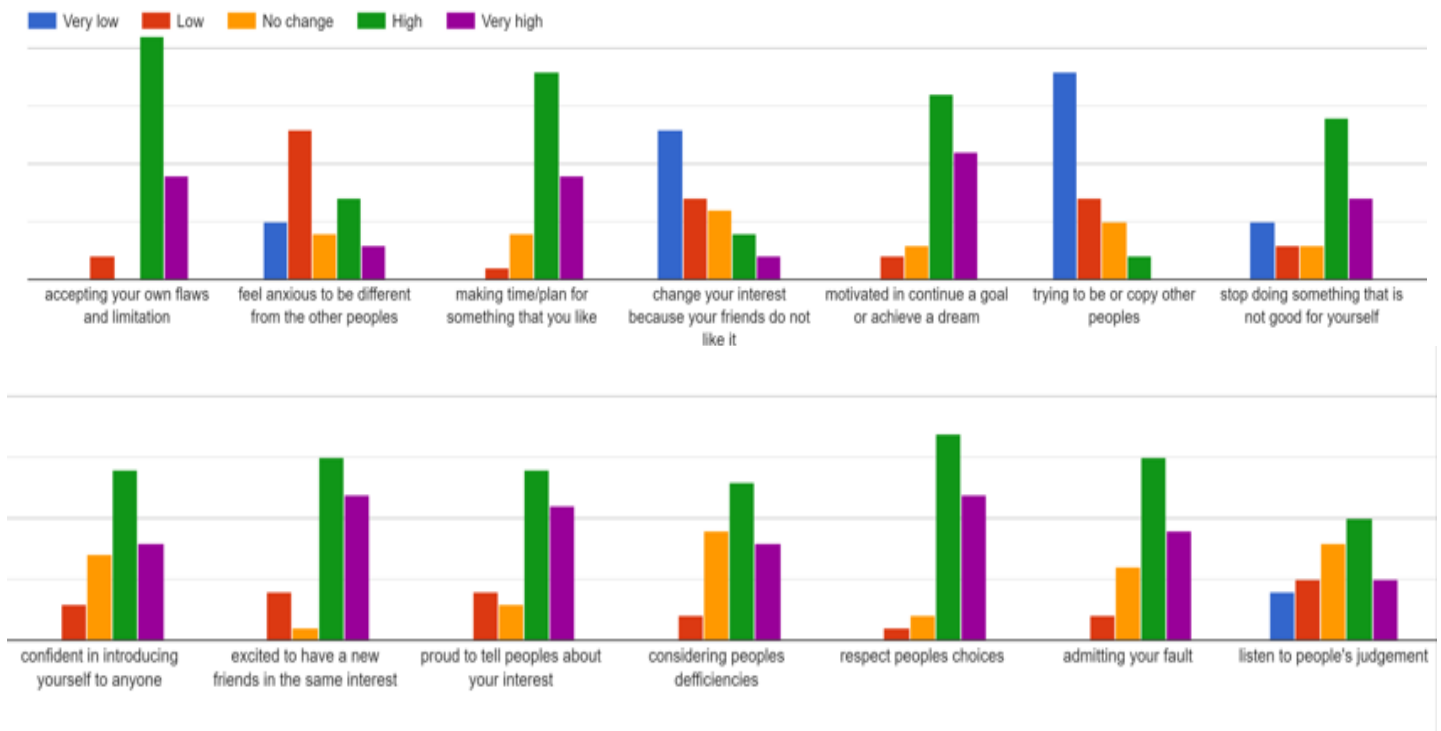


Figure 10: ARMY reflection after joining the fandom.

84.38% of ARMY have learned to make a me-time to do works of their interest without feeling shy or awkward. Making time for one interest's is a good start in self-accepting, and there are still 34.38% of correspondents who consider changing their interests because of the surrounding world with many different hobbies, interests, and a variety of choices in our life. *Bangtan Sonyeondan* or also called Bulletproof Boys, always shared their dream to be a good singer or win awards. They also share their activity and practice videos through the BANGTANTV YouTube channel(Big Hit Music, 2012). They also show their true effort, pains, and obstacles to ARMY with sets of documentaries. They are very ambitious about their dream and goals. ARMY are easily motivated by all these shows, and from the survey, more than 84% of ARMY are motivated to pursue their dream after joining the fandom. Some of them even set a challenge to themselves to use as a measurement before meeting BTS again after the announcement of solo projects.

ARMY is a positive fandom where fans can freely share their adoration and love for the artist. More than 80% of the ARMY feels excited to know new people who have the same interests as them. The conversation can be very casual and healthy as they show the same level

of respect to each other and the members. From the survey, over 90% of the corresponding ARMY become more open in respecting choices and accepting people’s deficiencies after stanning the boyband.

BTS shares a lot of perspectives every time they connect to ARMY. Towards promoting Speak Yourself, they do not afraid to be open in mentioning their perspective about self-love, respect for differences, the care of the new generation, the Asian hate issue, or even LGBTQ. They always remind ARMY to be the best in respecting peoples’ choices even if we are not supporting or having the same mindset from the survey, and as presented in Figure 11, 81.2% of correspondent ARMY are motivated by the member’s views. ARMY is also being supported with motivation to respect the choice of non-ARMY and the choice not to support the band.

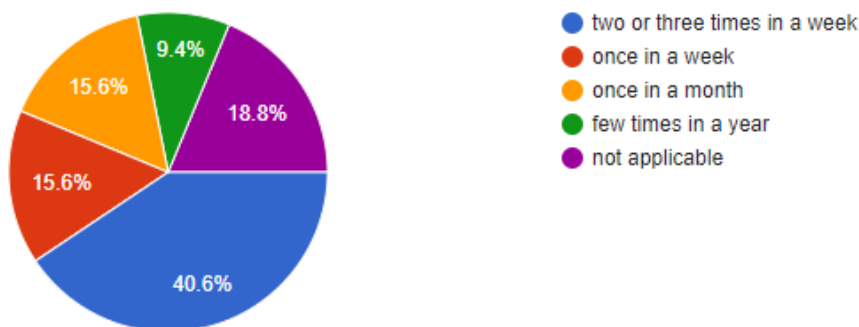


Figure 11: Influence of BTS on ARMY perception of human deficiencies

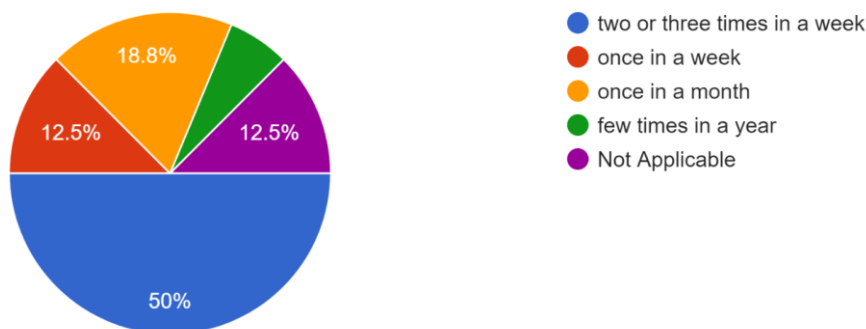


Figure 12: Influence of BTS on ARMY future choices and decision

The positive energy shared by the team members is very motivational to ARMY, thus practicing a better person's attitude. An ARMY can be a person who is empathetic to situations and youngster issues and, at the same time, respects the differences of other people. Motivational changes can be a good trait in building the next generation. In the survey, 87.5% of ARMY agreed that joining the fandom more or less has influenced their view about the future and the next generation. From Figure 12, it has been proven that the LOVE YOURSELF and LOVE MYSELF collaboration campaigns are successful in shaping the ARMY to become more concerned about themselves and to show love to people around them.

## CONCLUSION

Fandom can be one of the positive communities. The art of being an ARMY is not only support and love for BTS, but ARMY has ALSO built a huge base of support by championing the message that everyone must find their taste and voice, demonstrating the process of the tribal power of global fandom as a far-reaching cultural phenomenon. These supports and love are

unique. Relationships between ARMY and BTS are mutual; some ARMY even finds them as friends, lovers, or family. The message of self-acceptance and love projected by BTS through music and collaboration filed positive feedback and is such a trendsetter to the youngster these days. Thus, among other motivational campaigns, BTS Love Yourself project is said to be the most worked and successful and should be continued by any current or new celebrities and idols.

## ACKNOWLEDGEMENT

The authors would like to thank all the ARMYs for their thoughtful responses and participation in the survey. We also would like to show appreciation to BTS for inspiring this research and for their positive influence on ARMY. AFoBangFo.

## REFERENCE

- Big Hit Music. (2012, November 17). *BANGTANTV CHANNEL*. HYBE.
- Big Hit Music. (2021a). Journey of Love myself. In *HYBE*. <https://www.love-myself.org/eng/journey-of-love-myself/>
- Big Hit Music. (2021b). *Fly in the sky with love - BTS and Airship Project - LOVE MYSELF*. HYBE. <https://www.love-myself.org/post-kor/bts-airship-project/>
- Big Hit Music / HYBE. (2021). *'LOVE MYSELF' campaign at the world tour kick off*.
- BigHit Music. (2022). *PROFILE | BTS | BIGHIT MUSIC*. <https://ibighit.com/bts/eng/profile/>
- Chang, W., & Park, S.-E. (2018). The Fandom of Hallyu, A Tribe in the Digital Network Era: The Case of ARMY of BTS. *Kritika Kultura*, 32. <https://doi.org/10.13185/kk2019.03213>
- Christina Aguilera. (2009). *Christina Aguilera - Beautiful (Official HD Video)*. Youtube. <https://www.youtube.com/watch?v=eAfyFTzZDMM>
- DisneyMusicVEVO. (2013). *Idina Menzel - Let It Go (from Frozen) (Official Video)*. Youtube. <https://www.youtube.com/watch?v=YVVTZgwYwVo>
- European ARMY's. (2018). *Jimin wasn't only art student*. Amino.
- Fandom Community. (2017, August 11). *Love Yourself | BTS Wiki | Fandom*. [https://bts.fandom.com/wiki/Love\\_Yourself](https://bts.fandom.com/wiki/Love_Yourself)
- HYBE LABELS. (2017a). *BTS (방탄소년단) "DNA" Official MV*. YouTube. <https://www.youtube.com/watch?v=MBdVXkSdhwU>
- HYBE LABELS. (2017b). *BTS (방탄소년단) "MIC Drop (Steve Aoki Remix)" Official MV*. YouTube. [https://www.youtube.com/watch?v=kTlv5\\_Bs8aw](https://www.youtube.com/watch?v=kTlv5_Bs8aw)
- HYBE LABELS. (2017c, August 15). *BTS (방탄소년단) LOVE YOURSELF Highlight Reel "起"*. Youtube. <https://www.youtube.com/watch?v=Oqksx-xkSg8>
- HYBE LABELS. (2017d, August 16). *BTS (방탄소년단) LOVE YOURSELF Highlight Reel "承"*. Youtube. <https://www.youtube.com/watch?v=o75Y9XWLY9M>
- HYBE LABELS. (2017e, August 17). *BTS (방탄소년단) LOVE YOURSELF Highlight Reel "轉"*. Youtube. <https://www.youtube.com/watch?v=Oj-zYDbw1Co>
- HYBE LABELS. (2017f, August 18). *BTS (방탄소년단) LOVE YOURSELF Highlight Reel "起承轉結"*. Youtube. <https://www.youtube.com/watch?v=EHdK5U2hf4o>
- HYBE LABELS. (2018a, April 5). *BTS (방탄소년단) "Euphoria: Theme of LOVE YOURSELF 起 Wonder"*. Youtube. <https://www.youtube.com/watch?v=kX0vO4v1JuU>

- HYBE LABELS. (2018b, May 6). *BTS (방탄소년단) LOVE YOURSELF 轉 Tear “Singularity” Comeback Trailer*. Youtube. <https://www.youtube.com/watch?v=p8npDG2ulKQ>
- HYBE LABELS. (2018c, May 18). *BTS (방탄소년단) “FAKE LOVE” Official MV*. Youtube. <https://www.youtube.com/watch?v=7C2z4GqqS5E>
- HYBE LABELS. (2018d, August 9). *BTS (방탄소년단) LOVE YOURSELF 結 Answer “Epiphany” Comeback Trailer*. Youtube. <https://www.youtube.com/watch?v=fIkZOLsnoqY>
- HYBE LABELS. (2018e, August 24). *BTS (방탄소년단) “IDOL” Official MV*. Youtube. <https://www.youtube.com/watch?v=pBuZEGYXA6E>
- Lee, J. (2019). *BTS: Art Revolution*. Parrhesia Publishers.
- Lee, J. H., & Nguyen, A. T. (2020). How music fans shape commercial music services: A case study of BTS and ARMY. *Proceedings of the 21st ISMIR Conference, Montreal Canada*.
- Lee, T. (2022, November 15). *2023 GRAMMY Nominations: See The Complete Winners & Nominees List*. Recording Academy.
- McLaren, C., & Jin, D. (2020). “You Can’t Help But Love Them”: BTS, Transcultural Fandom, and Affective Identities. *Korea Journal*. <https://doi.org/10.25024/KJ.2020.60.1.100>
- Park, S. Y., Santero, N., Kaneshiro, B., & Lee, J. H. (2021, May 6). Armed in ARMY: A case study of how BTS fans successfully collaborated to #MatchAMillion for black lives matter. *Conference on Human Factors in Computing Systems - Proceedings*. <https://doi.org/10.1145/3411764.3445353>
- Recording Academy. (2021). 2020 GRAMMY Winners. In *Recording Academy*. <https://www.grammy.com/awards/63rd-annual-grammy-awards-2020>
- Recording Academy. (2023, February 5). *65th Annual GRAMMY Award Winners and Nominees*. Recording Academy. <https://www.grammy.com/awards/65th-annual-grammy-awards-2022>
- Recording Academy. (2022, April 3). *2021 GRAMMY Winners*. Recording Academy. <https://www.grammy.com/awards/64th-annual-grammy-awards-2021>
- RM. (2022). *rkive*. Instagram.
- RUN BTS! (2021, October 5). *Run BTS! 2021 EP. 154*. Youtube. <https://www.youtube.com/watch?v=nTHtEbgyEv4>
- UNICEF. (2018, September 24). *(235) BTS speech at the United Nations | UNICEF - YouTube*. UNICEF. <https://www.youtube.com/watch?v=oTe4f-bBEKg>
- United Nations. (2021). *President Moon Jae-in & BTS at the Sustainable Development Goals Moment | United Nations (English)*. United Nations.