

CHAPTER I

INTRODUCTION

This chapter consists of the background of the issues and the research question. The objective of the research is the role of BTS in raising the awareness of bullying case in youth and the effects on the International Community. The research will respond to the research question by formulating a hypothesis based on the theoretical frameworks that have been selected. This proposal also includes the method of the research applied and the research outline.

A. Background

Korean waves or also known as Korean Hallyu, popularized by journalists in Beijing, associated with the rapid popularity of K-Pop in China. Korean Wave in Mainland China itself started in 1993 when at that time, electronic cinema from South Korea was imported and broadcast by CCTV television. It can be said that Korean Waves begin and spread further into neighboring countries after it was popularized in China. After the Korean Wave phenomenon in China, this wave spread to other neighboring countries such as East Asian countries, the Middle East, and Western countries such as the United States and Europe. The Korean Waves' early appearance caused a different reaction in each country due to the differences in ethos and culture. The responses are received and digested by the masses to produce different output. (Bok-rae, 2015).

Korea on the one hand and a highly conducive cultural environment in Korea is supported by operational excellence, on the other hand, providing an

excellent base for Korean youth to experiment with music, drama, and movies. (Roll, 2018).

Nowadays, the Korean Wave spread has become a worldwide phenomenon. The effects of Korean wave are not only about South Korean culture but also interest in Korean fashion, culinary, music, and movie styles. TV drama or K-drama is the first of the Korean waves, following K-pop emerged in the 1990s. K-pop terms of “Korean” and “Pop” music. K-pop is famous because of the idol group Boy band and Girl band who perform singing with dancing collaboration. Also, combine with the R&B and HipHop genre music. For example, PSY’s with the song “Gangnam Style” that combines sing with a dance performance. The Idol K-pop group such as SNSD, EXO, Big Bang, and BTS succeed gaining teenagers through their song. (Gruger, 2012).

Before debuting as a singer or group member, a K-Pop artist must undergo a training period. During this training, they will be homed in singing and even memorizing choreography. The training duration is various, some are only undergoing a training period of 3 months, and some are undergoing training for over ten years. Perhaps this is also one reason why K-Pop groups have excellent qualities because before being nominated to be an artist or group member, they must be trained and emulated before debuting and becoming a K-Pop singer (Shim, 2006).

At the beginning of 1997-1998, South Korea suffered a financial crisis that led to this country very poor equal to Ghana. Therefore, the South Korean government was forced to borrow to the IMF of USD 97 billion, which this fund would be a tool to restore South Korean economic conditions at that time. The South

Korean government has finally encouraged new industries in South Korea, the South Korean music industry. Korean government takes advantage of the emerged cultural and public diplomacy to promote Korean culture. The Korean government has changed its cultural policy because of Korean waves' increasing role as soft power and as a tool for its public diplomacy (Jin, 2012).

K-Pop has three generations since the emergence and the recognition of K-Pop on the broader community. BTS is the one popular Korean Boy band Group on the third generation in this era. First debuted in 2013, they have so many fans, especially among teenagers all over the world. BTS's musicality cannot be doubted; it is proven that they have received many international awards. The two Billboards Top 200 albums and the Top Social Artist award have made them the most popular boy band in 2018. The popularity of K-pop groups also affected their physical and digital album sales, making South Korea's economy even more glorious (Big Hit Entertainment, 2019).

Figure 1.1 BTS first campaign “Love MySelf” collaborates with UNICEF.



Source: Love Myself Website

One of the albums BTS With the title “Love Yourself,” was released in September 2017. The albums are divided into three series (Her, Tear, and Answer).

The albums tell the story about the concept of love from different perspectives. They also do a charity auction to help those in need. After releasing the albums, BTS, with their Label, Big Hit Entertainment was joined with United Nations Children's Fund (UNICEF) to hold a campaign Love Myself against children and teenagers worldwide, in the hope of making the world a better place through music (About LOVE MYSELF, 2017).

The 'LOVE MYSELF' campaign was initiated in South Korea with the goal: 'Love myself,' building on their belief that true love first begins with loving themselves and then make the world a better place for all with that love. BTS also hope that their campaign can help people to overcome their hardship life. The 'Love Myself' campaign is also part of End Violence global Campaign UNICEF. End Violence is a global campaign that is now taking place all over the world. The main purpose is to protect children and adolescents from violence and to promote preventive measures. This goal is compatible with the principles pursued by BTS protection (About End Violence, 2017).

Bullying, corporal punishment, school attacks, sexual harassment, and cyberbullying are all examples of violence that have a negative impact on children, their families, and societies. Bullying against children is a global issue with several negative consequences that have larger societal effects. Bullying victims and abusers suffer in a variety of ways, including personal social development, education, and health, with negative consequences continuing into maturity. Children should feel secure at home, school, and on the online. However, in this world that the majority of violence against children occurs, frequently the persons with whom they interact on a daily life. All youth have the right to protection from violence, despite the nature or severity of the act, and all forms of violence can harm

children, reduce their sense of self-worth, offend their dignity, and impede their development (UNICEF, 2018).

In September 2018, one day before the United Nations General Assembly, the UN launched a strategy 2030 Youth Global Partnership Initiative for youth. BTS was invited by UNICEF to come to UN General Assembly 73rd. RM, the leader of BTS as the representative gave a three-minute speech in front of world leaders at the United Nations General Assembly. Calling on leaders to "hear the voices of 1.8 million young people" around the world (Nathalie Risse, 2018).

RM, spoke to world leaders in the International Community and the youth in the world:

"Let us all take one more step. We have learned to love ourselves. So now, I urge you to speak yourself. I'd like to ask all of you, 'What is your name? No matter who you are, where you are from, your skin color, your gender identity. Just speak yourself. Find your name and find your voice by speaking yourself" (UNICEF, 2018).

The lack of proper data on the problem is likely exacerbating the problem by fueling the misunderstanding that violence is a minor occurrence affecting only specific groups of children and perpetrated primarily by perpetrators with innate predispositions to violence. One of the limits of any endeavor to document child abuse is what it leaves out: the presumably high number of youths who are unable or unwilling to confess their experiences. From BTS speech, they want the youth in the world to express and speak up if they experience the violence.

The journey of comprehending and dealing to violence against children will remain tough. Yet, when new tactics to stop violence are developed and implemented, it is evident that consistent investments in data processing are critical.

Evidence of results is critical for tracking commitments, informing the development of innovative programs, policies, legislation, and assessing their performance. Future study should not only quantify the occurrence of violence, but also understand the underlying causes that fuel it and evaluate treatments targeted at avoiding and responding to it (UNICEF DATA,2017).

B. Research Question

Based on the background of the research, the thesis mainly will be focused on addressing the research question as follows:

“How did Bangtan Sonyeondan (BTS) raise awareness of bullying in youth and the effect of their campaign under United Nations mission?”

C. Theoretical Framework

To answer the research question and analysis of the issue, this thesis will use cultural diplomacy theory and the concept of public diplomacy.

1. Cultural Diplomacy

Cultural Diplomacy may best be described as a course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance socio-cultural cooperation, promote national interests and beyond; Cultural diplomacy can be practiced by either the public sector, private sector, or civil society. (Diplomacy, 2019)

In the modernization era, with all the changes and new phenomena, diplomacy is limited to politics and the military. However, diplomacy has developed widely in its development, ranging from cultural, social, and economic. From all aspects of modern diplomacy, one of them is culture used to achieve national interests to implement a foreign policy.

Nowadays, South Korea has become a successful country with a strong cultural industry that exports its popular culture abroad and spread cultural influences. Promoting soft power through cultural diplomacy is the shared responsibility of government and non-governmental actors. The spread of culture and the exchange of values can facilitate economic activities and lead to increased cooperation between states. According to Nye in his writing, *Public Diplomacy and Soft Power Culture* as one of the main sources of soft power are divided into two types, namely: High culture such as art, literature, and education that attracts the attention of certain elites, and Pop culture that focuses on mass entertainment production. South Korea's success in promoting its culture has had a positive impact on the nation's cultural identity and the country's economy. Pop culture is rarely involved when discussing the country's economy. However, the Korean wave provides evidence that culture is a potential sector for the country's economy (Nye, 2008).

In 2013 South Korean President Park Geun-Hye said in her inaugural address that "In the 21st century, culture is power," referencing the growing worldwide domination of the Hallyu. The phenomenon of Hallyu was able to revive South Korea's economy, which has slumped and able to change the outlook and image of South Korea for the better than before. One of the success factors is cultural diplomacy in Korean drama, Korean food, and one of the world's most vibrant and dominant pop music industries. Since modern Korean pop music took shape in the early '90s, the Hallyu, or Korean culture wave, has been steadily building into a global phenomenon (Paik, 2012).

K-Pop became a new industry in South Korea because its revenue from this sector was quite significant. K-Pop came to prominence with a few songs from these South Korean groups. Some songs can even go to Billboard Hot 100, where this chart is the most prestigious in the world of music worldwide. Songs and shows in the K-Pop world provide evidence to the public that they truly excel in singing, rap, even dancing. BTS is one example of a Popular K-pop Boy band. Based on Fandom Research Institute Blip of Space Oddity that analyses K-Pop viewer on YouTube. Blip used an analytical YouTube data approach to 76 K-Pop stars, and the result is that BTS is the highest number of viewers on YouTube. Cultural diplomacy from people to people is driving the burgeoning global popularity and power of the band (Jihae, 2019).

A company and the Korean government's relationship are to spread culture and develop their creative industries through cultural diplomacy. The Korean wave is very profitable, and K-pop becomes a tool of South Korea Diplomacy. This can happen because K-Pop is used as soft power to spread influence their country, precisely in the form of the spread of culture, which also benefits South Korea. The government also provides financial assistance to promote artists and support Korean music development (Nyarimun, 2017). The writer will use this theory to explain K-Pop as a Korean Cultural Diplomacy tool to increase economic power and promote its culture through the music industry.

2. Concept of Public Diplomacy

Public diplomacy uses various strategic activities by governments and citizens, intending to create increased awareness and understanding of

attitudes and cultures. He further defines public diplomacy as the engagement in dialogue among people, institutions, and political leaders, after which the public opinions of policy decisions are considered. Public diplomacy also uses communication and action to influence behaviour and attitudes (Kim, Bridging the Theoretical Gap between Public Diplomacy and Cultural Diplomacy, 2017).

According to Kim, the strategic activities by governments and citizens made public diplomacy understood as an attempt to influence the international public (other countries) to achieve the national interests of a country. This effort is usually carried out by forming a communication network as a forum for promoting foreign policy. A country is demanded to provide a positive image before the other countries of the world and use communication and reasonable action to influence the country's behaviour and attitudes. Without this positive outlook, a country will lag behind other countries. Therefore, we need a way to make a country always considered useful in the eyes of the world. Public diplomacy is a tool that can influence other people or countries' views towards a country. Public Diplomacy aims to provide a positive image of a country, state institutions, and the people of that country (Kim, Bridging the Theoretical Gap between Public Diplomacy and Cultural Diplomacy, 2017).

With advanced technologies, today's people free to sharing and showing their opinion towards the global issue in the world. In the globalization era, public diplomacy starts to emerge. One of all is Korean public diplomacy. Korean public diplomacy was implemented for the first

time in 2010. Public diplomacy aims to win the foreigner's hearts and minds (Ma Young Sam, 2012).

Public diplomacy is defined as an effort to achieve the national interests through understanding, informing, and influencing foreign audiences. If the traditional diplomacy process is developed through the government's mechanism to government relations, public diplomacy is more emphasized on the government to people or even people to people relations. The international community's goal is to have a good perception of a country as a social foundation for relationships and achievements broader interests (PR., 18).

South Korea is one of the countries in the East Asian region whose culture is still strong until now, despite the rapid spread of western culture. Not only preserving its culture, but South Korea also introduces its culture to the international world. The mass media strongly influence the spread of Korean culture at the end of the 21st century, and then this popular culture influences people's daily lives. However, it repeatedly happens so that various groups readily accept it. This spread is known as the Hallyu or Korean Wave. Korean Wave itself is used as a tool for soft power diplomacy to promote South Korea's culture. Hallyu is a term issued by South Korea to describe South Korea's culture, which has been successfully exported to various countries in the world. The most common popular culture categories such as entertainment, sports, technology, the tourism sector, and languages affect individual attitudes on certain topics. The implementation of public diplomacy decided by the South Korean Government certainly requires an agent as the government's long arm to

apply it. The Ministry of Culture Sport Tourism is directly appointed as an agent of the South Korean government and is responsible for all cultural, sports and tourism activities. The Ministry of Culture Sport Tourism was instrumental in introducing Korean Wave in both the domestic and international spheres. In his explanation mentioned that;

“The site is designed to give everyone a chance to take a look at what we do and offer your own suggestions about future goals and plans. Yes, this is a venue for mutual communication between you and us. The government will make every effort to promote the decency and grace of Korea through policies that will allow you to enjoy and appreciate rich cultural experiences in your daily life.”
(Minister Park Yang-woo of the Ministry of Culture, Sports and Tourism)

As a developed country, this further proves how South Korea exists in various circles in the international community and shows the international community and countries in the world that the public diplomacy used by South Korea to achieve its national interests has been successful (Yang-woo, 2019).

Social media is the one platform that we can use to do Public Diplomacy and to get information, news, etc. BTS members also used social media for interaction and promotion about their albums, campaigns, and social lives. The fan base called A.R.M.Y always supports them; for example, Bilingual fans provide BTS songs and videos with English translations and subtitles and translate news stories about the band through social media. Fans also use such digital platforms to carry out coordinated promotional campaigns and support for the band and organize social activities offline. In recognition of their status as global influencers, in

2018, BTS was invited to speak at the launch ceremony at the UN headquarters in New York for Generation Unlimited, a global partnership by the United Nations Children's Fund (UNICEF) for new campaign Generation Unlimited (Suntikul, 2019).

The writer will use this concept to build public positives opinion towards the K-Pop phenomenon. Peoples like K-pop all around the world. We find so many fan bases of K-Pop fans in some countries because support by K-Pop fans, it does not only increase the economic value but also to enhance the national branding of South Korea itself. The BTS case also illustrates the power of "people-to-people" grassroots diplomacy to extend the use of soft power beyond official government and corporate promotion measures. Diplomacy between individuals occurs when positive feelings about a country or culture are diffused across cultural divides through shared experiences. So, we can see that the Korean wave for South Korea itself is a distinct characteristic possessed by South Korea.

Public diplomacy, a soft power carried out by South Korea through the promotion of the Korean wave to introduce their country to the world and increase its strength in the international world, has been successful. It is viewed from various improvements in the country both in the economy and tourism due to the Korean Wave. In line with that, Lee (2011) stated that South Korea considers producing soft power as an essential strategy for them because its economic and military achievements are far better than achieving its diplomacy, so South Korea must increase its soft power. One of the instruments used to increase soft power is the Korean wave, which implements public diplomacy by involving the government and the

Korean community. The community referred to here is not the public but rather the cultural industries in the country, such as the film industry, music industry, food industry, and other related cultural industries (Lee S. J., 2011).

3. The Application of the Case

Love Myself Campaign by doing several public diplomacy activities such as Flying in the Sky with Love – BTS and Airship Projects. Since mid-October 2017, BTS fans have been busy watching autumn skies all over Korea. BTS members' faces and their confession of love appeared one after another in the skies of the member's hometown. Each airship contained a confession of love from each member. All these love messages were directly connected with the contribution project 'LOVE MYSELF.' The LOVE MYSELF campaign, which aims to love you rightly and look at the world with warm eyes, is about UNICEF's #ENDviolence. UNICEF's #ENDviolence campaign aims to eradicate violence against children and adolescents and help those affected. BTS also fully agreed with the idea, so they started the 'LOVE MYSELF' campaign. This is the 'LOVE MYSELF' campaign with BTS and UNICEF (Journey of Love MySelf, 2017).

At the end of January 2018, the global mobile platforms Line and Kakao joined the LOVE MYSELF campaign. Line and Kakao made their own stickers and emoticons to share in their daily lives more easily. The purpose of the 'Love Myself' campaign, 'Love yourself first and make a better world with that love.' They released the sun sticker. The messages from the seven BTS members were reborn with unique stickers and

emoticons unique to each messenger. It turned out that it could attract the attention of the BTS fans club. Where when they purchase LINE's donation sticker and Kakao's Give-icon, a portion of the proceeds will be donated to the 'Love My Self' campaign fund (J.K, 2018).

D. Hypothesis

Based on the research question and theoretical framework, the writer proposes the hypothesis that the Role of Bangtan Sonyeondan (BTS) in Conducting UN public diplomacy related the bullying issues caused by:

Bangtan Sonyeondan (BTS) raises the awareness of bullying in youth by their songs and the effects of their campaign under United Nations mission, Bangtan Sonyeondan (BTS) won UNICEF Inspire Award 2020 and received positive response from all over the world.

E. Research Method

The writer will use the qualitative descriptive approach method for conducting this research methodology. The data used in this research is secondary data from some reliable sources such as books, articles, news, journals, and internet sources. In this research, one of the ways is by collecting data through library research. Data analysis can be obtained from books, journals, articles, and news. Then, the collected data will be used a qualitative method to analyze the problem.

F. Purpose of Writing

1. Explain about the Bangtan Sonyeondan (BTS) conducting United Nations Public Diplomacy
2. Explain about the Bangtan Sonyeondan (BTS) involvement Bullying Issues Campaign with United Nations Children`s Fund (UNICEF)

G. Scope of Research

The scope of this research focuses on the role of BTS in conducting United Nations public diplomacy and raising awareness of bullying issues through UNICEF campaign to inspire and encourage the youth around the world. The timely interval of this research starts from the Love Myself campaign in 2017 until today's era.

H. Research Systematics

To analyze this research, the writer will divide the thesis into five chapters. Each chapter includes:

The first chapter contains an introduction and will systematically deliver the overall thesis discussion. This chapter comprises of eight sub-chapters, the background, the research question, the theoretical framework, the hypothesis, the research method, the purpose of writing, the scope of research, and the research systematic.

The second chapter will be mainly discussing the History of BTS briefly as one of the successful boybands in South Korea. There will be an explanation of the profile of BTS members and how BTS started their career and analyse the main substance of this research the Role of BTS in conducting UN Public Diplomacy related to Bullying Issues, also the effect of the BTS Campaign under UN mission.

The Third will be the last chapter as the closure part, that will summarize and provide the conclusions of this undergraduate thesis.