

## **BANGTAN SEONYEONDAN (BTS) MUSIC VIDEO “IDOL” AS A REPRESENTATION OF KOREAN POP CULTURE**

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**Abstract:** *This research aims to find out about Korean traditional culture that is becoming popular culture in Korea today in BTS "Idol" video music. This research is qualitative - descriptive by using Stuart Hall's representation theory with cultural studies approach. The method of data collection used is literary research. The results of this study are; (1) Horangi (tiger), considered a holy creature that brings good luck and as a symbol of courage and strength, (2) Hanbok, modified traditional Korean clothes to become modern, (3) Paljak-jiboong, Korean traditional pavilion still in use for house roof design, (4) 'eolssu', Pansori and ggwaeng-gwari, traditional arts and musical instruments that are combined with the flow of modern music in the current Kpop song, (5) the habit of Yangban, a mild cough that indicates its existence still applied until now.*

**Key words:** *music video, representation, Korean pop culture.*

### **INTRODUCTION**

Popular culture is generally recognized by members of a society as a set of the practices, beliefs, and objects that are dominant or ubiquitous in a society at a given point in time. Popular culture also encompasses the activities and feelings produced as a result of interaction with these dominant objects. Heavily influenced in modern times by mass media, this collection of ideas permeates the everyday lives of people in a given society. Therefore, popular culture has a way of influencing an individual's attitudes towards certain topics. However, there are various ways to define pop culture.

Popular culture is considered an empty conceptual category, or something that can be defined in a variety of conflicting ways by different people across different contexts. It is generally defined in contrast to other forms of culture such as folk culture, working-class culture, or high culture, and also through different theoretical perspectives such as psychoanalysis, structuralism, postmodernism, and more. The most common pop-culture categories are entertainment (such as movies, music, television, and video games), sports, news (as in people/places in the news), politics, fashion/clothes, technology, and slang (McGaha, 2015:32-37).

Popular culture initially developed in Europe, more often assumed by the culture attached to the lower social class which distinguishes it from the high culture of the elite class. Popular culture is also often brought closer to the term 'mass culture' or mass culture, which is mass produced and consumed in bulk. So, local culture is a product of a cultural nature that is manufacturer, which is everywhere and does not require effort to consume it (Subaktio and Ida, 2012: 4).

Music Video (MV) is a short film that integrates a song with imagery, and is produced for promotional or artistic purposes (Moller, 2011: 1). Music video containing the power of images to give the sensation of a spectacle that had the power of personal touch and memorable. In this imaging, someone can be made to experience what they see themselves, by remembering an ongoing event.

Music videos use a wide range of styles and contemporary video-making techniques, including animation, live action, documentary, and non-narrative approaches such as abstract film. Some music videos combine different styles with the music, such as animation and live action. Combining these styles and techniques has become more popular because of the variety for the audience. Many music videos interpret images and scenes from the song's lyrics, while others take a more thematic approach. Other music videos may not have any concept, being merely a filmed version of the song's live concert performance (Cutietta, 1985:47-49).

The advantage of K-Pop's entertainment world is that besides the stunning stage. The idols offer a variety of concepts such as dark concepts, humor, and sexy, full color to artistic. Here are the most popular MVs of all time. EXO "*Universe*", MV with various retro nuances and symbolic scenes such as breaking threads that are tangled and some stunning dance. MV Shinee "*Our Page*" is a representation of their lives full of anxiety, struggle, hard work, longing and loss. BTS "*Idol*", the symbolic scene also found in this MV is the scene when the members are dancing in a small box, then the giant members appear. Septyarti (2011:16), said that *Hallyu* is a term popularized by Chinese media to refer to Korean pop culture and entertainment, including films, drama series, music, and fashion that have succeeded in influencing other countries. South Korean pop culture referred to as *Hallyu* in Korean refers to the wave in international view of South Korean culture being a successful export to South Korea. Phenomena *Hallyu* is also referred to as the Korean wave. In the late 90s, Korea exported its drama series to several Asian countries.

Boy band is loosely defined as a vocal group consisting of young male singers, usually in their teenage years or in their twenties at the time of formation, singing love songs marketed towards young women. Being vocal groups, most boy band members do

not play musical instruments, either in recording sessions or on stage, making the term something of a misnomer. However, exceptions do exist. Many boy bands dance as well as sing, usually giving highly choreographed performances (Walt, 2014: 21).

*BangTanSeonyeondan* (BTS), also known as the Bangtan Boys, is a seven-member South Korean boy band formed by Big Hit Entertainment. Seven members of the BTS included Rap Monster as leader and rapper, Jeon Jung Kook as vocal, Suga as rapper, Kim Tae Hyung as vocal, Park Jimin as vocal, J-hope as rapper and Kim Seok Jin as vocals. The name subsequently became an acronym for Beyond the Scene (Chloe, 2013: 2).

BTS is known as a k-pop group with all its members having special skills, both in creating songs, writing lyrics and in delivering their own music or songs. The involvement of each BTS member in the process of making their album succeeded in bringing BTS albums to great success and praise from many parties and gaining many awards from various events both in Korea and internationally (Fatmala, 2018:5)

IDOL is a BTS song that combines modern and traditional concepts. In terms of melody, BTS uses EDM and TRAP GROOVE and is interspersed with traditional Korean instruments. In some parts, BTS slips traditional Korean elements. *Chu-Imsae* is part of traditional Korean music such as *samulnori* (Korean percussion music). Like the sound of *dung-gi-duk-koong-du-ru-ru* creating the typical rhythm of *samulnori*.

BTS also inserted traditional Korean dances between their modern dances. In this MV, BTS also uses Korean traditional clothing "*Hanbok*" as a manifestation of their love for the native culture of the ginseng country. This explains that BTS although popular globally still shows their identity as Koreans.

The song title "*IDOL*" is described as based on the South African dance style, and features a mixture of traditional and modern. Music videos for "*IDOL*" also feature traditional culture, displaying elements of Korean heritage in their costumes and video images and settings. "*IDOL*" is now the fastest Korean MV group to reach 10 million views, breaking the record of 4 hours and 56 minutes previously achieved by BTS with "*Fake Love*". The MV "*IDOL*" already has more than 2.6 million "likes" on YouTube.

## **METHOD**

This research is qualitative - descriptive by using Stuart Hall's representation theory with cultural studies approach. This study is design to obtain the answers about *BangTanSeonyeondan* (BTS) Music video "*Idol*" as Korean Pop Culture. Qualitative research is loosely defined category of research designs or models, all of which elicit verbal, visual,

tactile, olfactory and gustatory data in the form of descriptive narrative like field notes, recordings or other transcriptions from audio and videotapes and other written record and pictures and films (Tjahyadi, Andayani, & Wafa, 2020). Primary data is a main data in this research. The primary data of this research takes from the BTS "*Idol*" music video. Primary of the data source here was comprised all movement, gesture, facial expression and lyrics with represented K-Pop culture representation.

Secondary data source is obtainable from some source from literature research (library research) such as; articles, books and thesis, by studying and reviewing the literature related to the problem under study to support the assumption of a theoretical basis for the subject matter covered. Another source from internet, as the other source to complete this thesis. This research uses a collection method to get the data. This data of this study are movement, gesture, facial expression, costume and the lyrics quitted from the music video. They have been collected based on purpose of the study. In brief, the author had to select carefully the data needed in BTS "*Idol*" music video and the notes used by the author for analysis.

## **ANALYSIS AND FINDINGS**

Beginning with the album '*Love Your Self: Her*' then '*Love Your Self: Tear*', finally BTS closed the series with '*Love Your Self: Answer*'. The latest BTS album was officially released Friday, August 24, 2018. '*Love Your Self: Answer*' is a repackage album from the previous two albums. So this repackage version of the album will contain songs from '*Love Your Self: Her*' and also '*Love Your Self: Tear*' plus 7 new songs. Among the many new songs on the album '*Love Your Self: Answer*', *IDOL* was chosen as the title song to be promoted. BTS's achievements this time have proven them as one of the K-Pop band groups that have already gone international. So it is no doubt that BTS is one of the K-Pop groups whose videos have even become trending in the world and surpassing other musicians. The work of BTS does not need to be doubted. Not only did it break the record as the most watched video clip for 24 hours, "*IDOL*" also occupied number 1 on YouTube.

MV BTS is famous for extraordinary theories. Likewise, the MV *IDOL* has bright colors like the MV *DNA*. This is a cheerful message, love and happiness for fans. This album is *Love Your Self*.

This study discusses BTS video music "*idol*" which became a popular culture in Korea. There are many interesting things to know from this music video. Not only the good looks of the members, but their talents and skills in making this music video so that it can

be liked by many people and even teenagers follow the trends in this music video. The diversity of traditional and modern culture in this music video has become a spotlight for teenagers to follow, ranging from clothing, snap chat features to even covering their choreo dance. This video music became popular even the day after its release.

In this "*idol*" BTS music video, there are some interesting things that make this music video known and liked by many people and teenagers so that making this music video becomes a popular culture in Korea. BTS "*idol*" video music has become a popular culture in Korea because there are many interesting things that are copied by many people, especially teenagers in Korea. Starting from traditional culture to a modern thing in music this video is liked by many people. Korean traditional culture which is hardly known by teenagers now is more familiar with this music video, as well as the current modern trends that are not well known by people now many people who follow modern trends are like the snap chat feature which is now widely applied by many people. Even for songs and choreo dancing there are also many people who cover or re-display.

### **Social Media as Representation of Korean Pop Culture**

Through the media all messages are presented even constructed. The media presents a new culture which is full of symbolic consumerism. Through various aspects of the media contribute to the continuity of various beliefs and values through persuasive ways of teasing.







Popular culture was born because of the hegemony of mass media in public cultural spaces. Popular cultural ideas are born from all lines of culture, both from high and low cultures. Cultural ideology is channeled through mass media and other supporting devices. The object of the study of popular culture is thus not culture in a narrow sense but in a broader sense. Popular culture deals with everyday problems that can be enjoyed by everyone or certain people such as celebrities, personal vehicles, fashion, home models, body care, and so on. Popular culture also appears in various forms, from what we consume to the needs of our bodies; what we watch; we listen; we use, and so on. Popular culture does not exist just like that, popular culture exists because something that is initially ordinary becomes a popular phenomenon, and the media contribute to the phenomenon.

Social media is the fastest media in deployments such as Twitter, Facebook, Instagram, WhatsApp, Telegram, Snapchat, etc. those who overuse social media actively upload photos (visuals), experiencing an increase in narcissism. The level of narcissism experienced by participants, experienced growth along with the use of social media from

time to time. Narcissism is a personality characteristic that involves excessive showing off, the desire to get rights, and often exploiting other people (Widyaningrum, 2018). The word in general is often directed at people who like to take pictures of themselves in an ordinary style to use eccentric styles.

South Korean Traditional Culture in Korean Pop Culture

Picture	Name	Traditional culture as pop culture
 <p>Picture 1</p>	<p><i>Horangi</i></p>	<p>Tigers are often featured as guardian deities in funerary art and as the spirit of the mountain god in Buddhist and folk art.</p>
 <p>Picture 2</p>	<p>The Tiger in music video BTS “idol”</p>	<p>The visual showing the tiger who was running with a background of traditional Korean paintings combined with a touch of glitch art became the opening teaser.</p>
 <p>Picture 3</p>	<p><i>Hanbok</i></p>	<p><i>Hanbok</i> is a South Korean act for traditional Korean clothing.</p>
 <p>Picture 4</p>	<p><i>Durumagi</i></p>	<p><i>Durumagi</i> is a kind of long jacket worn by adult men in the Joseon era when they left home.</p>
 <p>Picture 5</p>	<p>Korean Traditional Pavilion</p>	<p>Korean-style architecture is similar in some respects to Japanese architecture, because many early Japanese Buddhist architectures came to Japan from China through Korea, but they developed slightly differently over time, including open</p>

		pavilions
 <p>Picture 6</p>	<i>Paljak-jiboong</i>	<i>Paljak-jiboong</i> is a traditional Korean roof style consisting of a dark wooden frame and tile.
 <p>Picture 7</p>	<i>Pansori</i>	<i>Pansori</i> is Korean traditional music from the <i>Jeon</i> dynasty which features a singer ( <i>sorikkun</i> ) and drummer ( <i>gosu</i> ).
 <p>Picture 8</p>	<i>Ggwaeng-gwari</i>	The small gong is called a <i>ggwaenggwariwho</i> is played by the band leader to the rhythmic cycle or pattern.
 <p>Picture 9</p>	<i>Changgeuk</i>	<i>Changgeuk</i> is a modern version of <i>Pansori</i> .
 <p>Picture 10</p>	Percussion Instrument	Percussion instruments like these are vital in traditional Korean music, especially folk music, where the essential feature is rhythm.
 <p>Picture 11</p>	<i>Yangban'scaugh</i>	In addition, coughing can mean a sign of a <i>Yangban</i> being disturbed by the chatter of people around him, such as, "I'm here. Stop talking about me. "

In picture 1 looks a tiger that is *Horangi*. A tiger plays a prominent role in the myth of *Dangun*, which depicts the birth of the Korean civilization. In Korean art, the ferocious roar of the tiger is never depicted; instead, tigers are shown with a stern expression, or perhaps even a mirthful grin. This style reflects not only the Confucian values of virtue and benevolence, but also the cheerful and optimistic spirit of the Korean people.

Picture 2 shows the tiger in music video BTS "*idol*". MV *IDOL*'s teaser begins with a scene of a tiger running. For South Koreans, tigers are considered as protectors who drive away evil spirits. In addition, tigers are also considered as sacred creatures that bring good luck and as a symbol of courage and strength.

Picture 3 *Hanbok* is a South Korean act for traditional Korean clothing. *Hanbok* generally has bright colors with simple lines and does not have a pocket. *Hanbok* refers to the Joseon Dynasty style clothes which are usually used for formal or formal occasions in traditional festivals. Hanbok is only used when there are certain events or ceremonies such as *Chuseok* celebrations or Chinese New Year celebrations and even then some people wear it.

Picture 4 In the MV *IDOL* teaser, BTS members were seen using one part of the *hanbok* namely *durumagi*. *Durumagi* is a kind of long jacket worn by adult men in the Joseon era when they left home. BTS uses a *hanbok* by a famous South Korean hanbok designer named Baek Oak Soo. The designer uses simple black cloth coated with gold, without including the *goreum* (tape attached to the jacket).

Picture 5 Laying out and constructing such a roof is very complicated. All the joinery has to be cut in advance, and involves a number of compound angles. In addition, the curved roof surface adds another layer of difficulty. Fortunately, there are traditional techniques for laying out all of the angles using the Japanese Framing Square, or *sashigane*, and also methods of laying out everything on the floor to figure out the curves and make patterns for the various parts.

Picture 6 The BTS members are in a place like a pavilion with yellow poles and roofs that resemble "*Giwa*", a traditional Korean architectural style. "*Giwa*" is a traditional Korean roof style consisting of a dark wooden frame and tile. But the pavilion has a distinctive Korean style. The style of the pavilion roof can only be found in Korea and it is called *paljak-jiboong*. In one teaser, it is a very traditional Korean architectural style. Korean people are not too interested in historical places like this, with this music video BTS intends for Koreans to be more familiar with their traditional culture. Many foreign tourists are attracted to this place in Korea because they consider this place beautiful and unique.



Picture 7 *Pansori* is Korean traditional music from the *Jeon* dynasty which features a singer (*sorikkun*) and drummer (*gosu*) (Sadari, 2018). There are several beats in *Pansori* / in all traditional kor music when it involves drum or cymbals. Every Korean learns this during elementary or in kindergarten. The beat that was used in the teaser is the basicbeat. There was the sound of one BTS member singing or imitating the sound of "*dung-gi-duk-koong-deo-reo-reok*" which is a traditional drum beat used in traditional Korean percussion music, including *pansori* and *samulnori*. the sound of "*dung-gi-duk-koong-deo-reo-reok*" created the typical rhythm of *samulnori*.

Picture 8 *Ggwaeng-gwari* is one of the traditional Korean musical instruments that belongs to the type of percussion. The small gong is called a *ggwaenggwari* who is played by the band leader to the rhythmic cycle or pattern. The *ggwaenggwari* is played by the left hand, with the music fingers held against the back of the sound and struck with a wooden stick in the right hand. The resulting sound is clear, sharp and high pitched. Interestingly, it is thought that both of these gongs are onomatopoeic.

Picture 9 *Changgeuk* is a modern version of *Pansori*. The most prominent change is the emergence of a new form of vocal art performance that is no longer played by one person, but by more than 2 *sorikkun* people (Kang, 2016). Although the *changgeuk* artist has gradually increased and has succeeded in developing as a composite art through more realistic performances on the Western-style Theater, he still has not been able to find his vitality due to various causes such as the active creation of creative works, and so on.

Picture 10 At a traditional Korean show at the Powerhouse Museum, to coincide with the opening of the Spirit of the inmates: the treasure of the Korean metal craft exhibition. Percussion instruments like these are vital in traditional Korean music, especially folk music, where the essential feature is rhythm. Reports of dating to the *Joseon* Dynasty describe how they were used in the rural areas to cheer and encourage workers in the fields, especially during the weeding season.

Picture 11 The *Yangban* were part of the traditional ruling class or gentry of dynastic Korea during the *Joseon* Dynasty. At the end of the teaser video, Jungkook's cough turned out to have its own meaning in Korean culture. That could be interpreted as the habit of "*Yangban*" namely a noble or upper class society of the *Joseon* Dynasty. Instead of talking loudly, a *Yangban* will make a coughing sound to tell people of his presence. In addition, coughing can mean a sign of a *Yangban* being disturbed by the chatter of people around him, such as, "I'm here. Stop talking about me".

A lot of hidden meanings and messages from BTS to the fans in this music video. BTS emphasizes us to love ourselves more without listening to other people's words. Don't

judge other people from appearance or status, because we are all the same in a situation or our situation is a normal person like the others.

The reason BTS includes concepts like this is to make us aware of ourselves. we don't need to sacrifice for the people to sacrifice ourselves, sacrifice our happiness for the happiness of others, which ultimately all harm us. Helping others to be happy is good, but don't let ourselves become unhappy or suffering. BTS makes them for example. they help people by entertaining people, making songs that can motivate people, without changing themselves. That is, they can still be themselves, even though on the one hand they become public figures.

BTS has become a worldwide boy band with millions of fans in various countries. No wonder if when BTS released a new song the song became famous. The previous BTS song became famous shortly after it was released even though the fans were impatient a teaser was released. Likewise with the bts song "*Idol*" which became famous when released. Some of the scenes in this music video look similar to previous BTS video music. Like many dance scenes with people who are similar to *Fire* music videos, the scene of the members who are sitting in the seats is the same as the scene in *Just Oe Day* music videos and the *Idol* video music is very colorful which is also seen in the *DNA* video music.

## CONCLUSION

In this music video, BTS advised everyone to love themselves more. Don't disturb or interfere with other people's lives. They live their lives the way they want. No need to see class or status, because on the other hand we are all ordinary people. Helping another people is a good deed, but it helps to make us happy too. There's no need to help someone by sacrificing happiness even with our lives. Love ourselves by doing something that can make us happy. That's how the BTS message delivered in this music video.

BTS "*Idol*" video music became famous and became a popular culture in Korea. The combination of traditional and modern elements is the main reason. Traditional Korean clothing (*Hanbook*), Pendopo which are used as background settings, pansori and *ggwaeng-gwari* rhythms that are combined with EDM and TRAP GROOVE. Said "*Eolssu*" and also coughed JungKook who was known from the past from the past. BTS wears traditional clothing in its music video and the clothes are displayed at the *Hanbok* exhibition as part of Gangnam Festival. The features or filters that RapMon uses are also popular among teenagers today. And also the song lyrics that give a deep message to the fans and listeners which means we have to love ourselves first.

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