

Gender Performativity Of BTS Member Among “Army” Senior High School Student In Surakarta

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ABSTRACT

BTS (Bangtan Sonyeondon) is a boy band from South Korea that can attract the attention of the international entertainment industry. BTS can also give a new color to Army life, especially for fans aged 15-18 years. Thus, this study aims to analyze the experiences of Army in senior high school students in Surakarta regarding BTS performances. The researchers attempted to see how the performance of BTS could affect the gender views of senior high school students in Surakarta. The theory used to analyze the findings was the performativity theory of Judith Butler. Gender is formed based on what is seen, then interpreted and normalized within an individual. The research method employed was qualitative with a phenomenological approach. Through this method, the researchers analyzed the verbal data collected using a questionnaire and then deepened it through in-depth interviews. The researchers also tried to explore data from the experiences of informants and the effect while watching BTS performances on their actions. The results uncovered a change in the meaning of masculinity among senior high school students. They interpreted masculinity as a softer form than the previous concept of masculinity. The meaning of the gender of BTS members among teenagers is formed based on the appearance of movement, fashion, and the nature displayed in various entertainment programs. In addition, BTS can also carry out a gender undoing process through a campaign against toxic masculinity. Undoing gender process is expected to have a positive impact on awareness of gender equality among teenager.

Keywords: Performativity, Gender, BTS, Students, Army.

INTRODUCTION

Hallyu, also known as the Korean Wave, is a form of spreading pop culture from South Korea throughout the world (Fella & Sair, 2020). Hallyu spreads through the entertainment industry, such as music, movies, Korean dramas, variety shows, and other entertainment. Currently, the development of Hallyu is influenced by the Hollywood entertainment industry, which is the center of the spread of world popular culture. Hence, Hallyu is no longer the original culture of South Korea but a blend of the original South Korean culture with pop culture developing in the entertainment world. In this globalization era,

Hallyu is spread through various online social media, including YouTube, IG, Twitter, Tik-Tok, and others.

In addition, Hallyu has an influence not only on the development of the entertainment industry but also on various cultural changes in society. One form of visible cultural change is the emergence of new societal trends, especially among teenagers (Karina Amaliantami Putri et al., 2019). Teenagers who like K-Pop, for example, tend to imitate Korean pop culture in terms of fashion, food, and other lifestyles. In addition, the presence of Hallyu also raises the phenomenon of fanaticism among K-Pop fans. They are willing to spend some money to buy knick-knacks typical of

Korean idols (Fachrosi et al., 2020). K-Pop fans often buy knick-knacks, such as boyband and girl band music albums, Korean idol photo cards, posters, and other merchandise typical of their favorite idols.

Based on survey data from Dianti (2021), 66.1% of K-Pop fans in Indonesia are students, and the rest are private workers and entrepreneurs. It signifies that the majority of K-Pop fans are teenagers. One of the fandoms or groups of Korean idol fans with a large number is Army (Adorable Representative M.C For Youth) with 26.4%. The Army is the fandom name for the boy band BTS (Bangtan Soyeondan or Bulletproof Boy Scouts). This fandom was formed on July 9, 2013, and already has 400,000 members worldwide by 2020. The data were obtained from the BTS Army Census 2020 (Dianti, 2021). In this case, Indonesia is the country with the 4th largest number of BTS fans in the world (Ngadmin, 2021). Army in Indonesia can be found from various age levels, ranging from children and teenagers to adults. A total of 50.31% Army were aged less than 18 years, 42.59% were aged 18-29 years, and the rest were aged 30 years and over (Nihayati, 2021).

Moreover, the Army was first formed in South Korea and could spread worldwide. Based on research conducted by Jeeheng (2019), BTS' success in winning various world-class awards is one of the active roles of the Army in supporting BTS. The Army is always looking for ways so that BTS can win world-class awards, such as the Billboard Music Award from 2018 to 2021 (Jeeheng, 2019). It proves that BTS has a great influence on ARMYs worldwide and vice versa. In addition, Army members who come from various social, economic, and age backgrounds can also meet in one line to support BTS in various ways. How to like BTS is also done based on the background of Army life. With such a large number, Army is included in BTS's loyal fandom. They have a shared awareness to support BTS so that BTS is better known to the wider community (Jeeheng, 2019). This awareness is manifested in supporting each BTS campaign, voting if BTS participates in award ceremonies, and buying BTS special merchandise. They do this voluntarily and with pleasure.

The Army's admiration for BTS is also shown through their support for everything BTS does, including the campaign against toxic

masculinity. The campaign was carried out by BTS in the album entitled *Map of The Soul: Persona*. Through one of the songs on the album entitled *Boy with Luv*, BTS impliedly and explicitly stated their resistance to toxic masculinity (Yasa, 2021). The symbols that appear in their music video (MV) include the use of unisex costumes and featuring men with soft masculine characters. Indirectly, it affects the Army's perspective on the existing gender concept, including the Army at the age of teenagers, considering that the number of Army in their teens is the highest compared to other ages.

In this case, adolescence is a period of transition between children to adults, often referred to as a crucial period of self-discovery. It also happens to senior high school students who are fans of BTS (Army). They tend to use their idol as a benchmark in carrying out their daily routines, including their views on gender. Changes in gender perspective due to influence can be seen through changes in the standard of masculinity in the Army. The Army considers men with a soft masculine appearance are the new masculine standard for men (Mahmudah, 2021). Before the soft masculine concept, the standard of masculinity was judged by the appearance of strong and reliable men. For Army teenagers, it has an impact on their perspective on gender.

Based on the gender performativity theory from Judith Butler, a gender concept is a form of appearance and repetition of what someone does. Thus, a person's gender and sexual orientation are determined by what they display and then repeated continuously (Butler, 2007). This concept is then used as the basis by the researchers to learn more about how appearance and repetition occur in BTS and Army (especially the teenage Army). More specifically, in Surakarta City, one of the Army fanbases that often hold joint events is Solamy (Solo Army). The community members come from various age levels, including teenagers. Teenage Army fans in Surakarta City attended several public schools. Related to this, changes in gender perspective in senior high school students are also related to the values and norms taught in schools.

Previously, in Surabaya City, the enthusiasm of teenage BTS fans was shown through their interest in buying Korean cosmetic products. In addition, teenage BTS fans also buy merchandise from the boyband

they idolize (Fella & Sair, 2020). Another study also looked at how K-Pop fans in Yogyakarta expressed their admiration for their idols by liking South Korean food (Wahidah et al., 2020). Based on these two studies, Surakarta City is one of the cities that has not been used as a research subject. In fact, in Surakarta City, the number of fans of the Army fanbase community is quite active in holding joint events. It was found in the upload of the @solamy IG account. It is what attracts researchers to examine more deeply how the gender performativity of BTS members among Army senior high school students is. In addition, the researcher also explained further how the process of gender meaning occurred among Army senior high school students. It aims to find out to what extent BTS's performativity could affect changing the gender perspective of its fans. This research is also expected to reference implementing gender education in schools.

METHOD

The research method used in this study was qualitative, with a phenomenological approach. Researchers tried to dig up data based on the experiences of senior high school students who were fans of BTS (Army) in Surakarta City while watching BTS. Data collection techniques were carried out through snowball sampling with questionnaires and in-depth interviews. The researchers attempted to find informant data from an event organizer through snowball sampling. The researchers then contacted one of the Army fanbases in Surakarta City. The fanbase is called Solamy or Solo Army.

After contacting Solamy, the researchers asked for help distributing the questionnaires to the community members. The results of the questionnaire answers were then processed into raw data and used as a guide in determining the informants to be interviewed. Then, the researchers conducted interviews with three informants who represented the criteria of the informants. In addition, the researchers also employed observation techniques to triangulate data obtained from informants. Observations were made by watching Music videos (MV), variety shows, social media (IG and Twitter), and YouTube content related to BTS. It was carried out to obtain actual data as a research result.

RESULTS AND DISCUSSION

Results

The Korean Wave is divided into several entertainment fields, including K-Drama, K-Pop, and variety shows. These three entertainment fields have a significant influence on people's lives, especially Korean entertainment fans. The influence that can be seen is in Korean fashion and products. The trend of using fashion among Korean fans is mostly oriented toward Korean idols (Aulia Hillar Setyani & Muhammad Zakky Azhari, 2021). In addition, sales of Korean products also experience a significant increase. It can be seen from the increasing number of K-Pop fans who are good at dressing up and arranging their appearance.

Historically, the spread of Korean culture began in 1992 with the opening of diplomatic relations between South Korea and China. In the following years, many dramas and music productions from South Korea began to spread worldwide (Utama, 2021). Here, Korean dramas are considered to have succeeded in attracting the audience's emotions by depicting the social expectations of developing countries, modernity, and global market forces. Two Korean dramas contributed to this phenomenal success, namely 'Winter Sonata' and 'Daejangguem' (Jewel in the Palace). In addition, dramas from South Korea began to receive various awards from the world entertainment industry (Jung, 2011). Then, in the early 2000s, the boy band H.O.T. began to appear. In further developments, it can be seen with the emergence of boy bands that can achieve success in European and American countries, such as the boy bands Big Bang, Super Junior, EXO, 2PM, Wanna One, BTS, and the girl band Blackpink (Utama, 2021).

Moreover, South Korean boy bands between 2000 and 2005 displayed a masculine side by using dark-colored costumes. Boy bands that emerged in the 2000s, including TVXQ and Big Bang, had a masculine appearance and a Hip-Hop music genre (Nadhiroh, 2018). Men with soft masculine traits appear in the next period or men who show a feminine side. Indicators of soft masculinity are shown by a compassionate attitude, white skin, and the use of certain accessories. The form of masculinity displayed by Korean idols is a hybridization between transcultural, national, and specific cultures.

The result is a new popular culture that is synonymous with South Korea. Before the emergence of K-Pop, the form of masculinity that existed in South Korea was influenced by the entertainment industry from Japan, considering that South Korea was a colony of Japan during the colonial period (Jung, 2011).

Specifically, BTS (Bangtan Sonyeondan) is a boy band from South Korea consisting of seven members. The seven members include Kim Nam-joon (RM), Park Jimin (Jimin), Joen Jung-kook (Jung-kook), Kim Tae-hyung (V), Kim Soek-jin (Jin), Min Yoon-gi (Suga), and Jung Ho-Soek (J-Hope). Boyband BTS debuted (first introduced as an idol) in 2013. They come from an agency called Big Hit Entertainment, which Bang Si Hyuk founded. Compared to other agencies, such as SM, YG, and JYP, Big Hit Entertainment was included as a small agency in South Korea in 2013 (Jeeheng, 2019).

The size of the agency in the K-Pop entertainment world usually affects the success or failure of an idol to be known by the wider community. However, it is different with BTS. They started their careers as Korean idols from scratch. Since the beginning of being formed by Big Hit Entertainment, many negative rumors have accompanied the boy band BTS. The rumors are related to the type of music they follow and the appearance of each member. Regarding the genre of music, at first, the BTS boyband winged hip-hop music. However, because BTS is from Asia, especially South Korea, many Hollywood hip-hop musicians underestimated them. They are also considered only to highlight the visual side to attract the attention of their fans (Jeeheng, 2019).

Regarding the visual side of the members, it is not entirely wrong and not entirely true. For the vast majority of BTS fans, it presented a complete performance that drew crowds. The complete appearance in question is that each BTS member has his role. The role relates to the position of each member in the appearance that BTS shows. More details on the role of each member can be seen in the following table.

Table 1. BTS Members and Their Roles

No.	BTS Member Name	Role
1.	Kim Nam-joon (RM)	Main Rapper, Leader

2.	Kim Soek-jin (Jin)	Visual, Vocalist
3.	Min Yoon-gi (Suga)	Lead Rapper
4.	Jung Ho-Soek (J-Hope)	Main Dancer, Rapper, Sub Vocalist
5.	Park Ji-min (Jimin)	Main Dancer, Lead Vocalist
6.	Kim Tae-hyung (V)	Visual, Lead Dancer, Vocalist
7.	Joen Jung-kook (Jung-kook)	Main Vocalist, Visual, Lead Dancer, Sub Rapper, Maknae

Source: Research data processing (2022).

Table 1. shows that each BTS member has their role. It is adjusted to the character that sticks in each member during the idol training period. Kim Nam-joon (RM) plays the leader of BTS because of his leadership qualities. Kim Nam-joon often gives speeches when BTS attends international events because he has good English skills. In addition, Nam-joon is also known as a member who is smart and likes to read. Nam-joon often shares some of the titles of the books he reads with the Army. He also used the books as a reference in creating song lyrics. For the Army who makes Nam-joon their biased idol, they try to follow his way of life, which is to read more books and learn more about the character of his idol. Besides Nam-joon, other BTS members also have their respective roles.

Kim Soek-jin (Jin) takes on the role of visual and vocalist because he has an ideal face and soft voice. Jin also received an award as one of the most handsome men globally. The award was obtained based on a vote conducted by one of the world's surveys institutions. In addition, for the Army, who makes Jin their biased idol, Jin is a mature figure. They measure the maturity from the age of Jin, who is the oldest member among the other members. It is as the following informant said.

“.. Jin itu adalah sosok yang dewasa di BTS. Dia suka memasak dan paling sabar kalau ada member maknae yang menjahilinya. Aku liat di variety show Run BTS si kak.. Terus dalam mengambil keputusan RM juga kadang meminta pendapat Jin....”

[“... Jin is a mature person in BTS. He likes to cook and is the most patient when the maknae members tease him. I saw that on the Run BTS variety show, Sis... Then, in making decisions, RM also sometimes asks Jin's opinion....”]

The maknae member is a term for BTS members younger than others. The maknae members consist of Jimin, V, and Jungkook. In the variety show Run BTS, several episodes show the three BTS maknae members teasing Jin because he is the oldest member among the others. However, Jin was not angry and only laughed when teased. Sometimes, Jin is just annoyed but not actually angry. In addition, Jin often advised the Army not to hesitate to eat the food they liked. Liked foods can eliminate feelings of sadness and disappointment in the face of life's problems.

Next, Min Yoon-gi (Suga) plays the Lead Rapper. As the Lead Rapper, Suga has the role of singing the lyrics of the Rap section and producing several BTS songs. For the Army, Suga often campaigns about mental health. One of the informants who made Suga a biased idol explained that Suga was one of the BTS members who was promised to debut as a producer. However, Big Hit's agency saw Suga's other potential as an idol. It made Suga disappointed, and he had to forget his dream of becoming a producer. He used this story to inspire BTS's work entitled Love My Self, as conveyed by the informant.

“..Salah satu lagu yang paling aku suka itu yang judulnya Love My Self lirik pas bagiannya Suga. Di lirik itu Suga bilang kalau kita harus mencintai diri kita dulu sebelum mencintai orang lain. Kata Suga mencintai diri sendiri itu lebih sulit dibandingkan dengan mencintai orang lain. Kita seringkali memberikan standar yang begitu tinggi untuk diri kita dan melupakan sisi-sisi baik dalam diri kita. Nah lirik itu katanya merupakan wujud pengalaman Suga karna gagal menjadi produser dari BTS...”

[“...One of the songs that I like the most is called Love My Self with lyrics in the Suga's part. In the lyrics, Suga says that we must love ourselves first before loving others. As Suga said,

loving yourself is more difficult than loving others. We often set such high standards for ourselves and forget about the good in us. Well, the lyrics are said to be a manifestation of Suga's experience because he failed to become a producer for BTS...”]

Suga often appears as an idol with a cool personality and talks little. In addition, according to the Army, Suga is a loving person. It was also found in the BTS variety show entitled In the Soop episode 1. In that episode, BTS members were playing together. Suga, who did not really like the game, did not play. Suga only saw the other members playing from afar and then cooked for them as a form of attention. In addition, in the Army's opinion, Suga is a figure feared by the other members.

The fourth BTS member is Jung Ho-Soek (J-Hope). Jung Ho-Soek named himself J-Hope because he hoped to give "hope" to the Army. For his fans, J-Hope has a cheerful character and can lighten the atmosphere. In addition, J-Hope is also known for his casual and pleasing appearance. It was conveyed by the informant as follows.

“..kalau dalam hal penampilan aku lebih suka J-Hope si kak. Dia sering menggunakan pakaian yang santai dan casual gitu. Semua barang yang nempel di J-Hope itu pasti kelihatan mahal. Jadi kadang aku lebih sering niru gayanya J-Hope daripada member yang lain...”

[“...In terms of appearance, I prefer J-Hope, Sis. He often wears casual clothes. All the stuff stuck to J-Hope must look expensive. Thus, sometimes, I imitate J-Hope's style more than the other members...”]

The informant's expression above indicates that the image that J-Hope has built is shown through what he wears and displays on variety shows. In every episode, J-Hope appears with his funny dances. In addition, J-Hope also often gets self-care scenes.

The fifth member is Park Ji-min (Jimin), who is also a member of the maknae group. Jimin plays the Main Dancer and Lead Vocalist. Jimin is currently 26 years old. Jimin often uses accessories in the form of earrings. In addition, regarding the campaign against toxic masculinity, Jimin often wears a skirt.

Jimin also often wears unisex clothes. As the lead vocalist, Jimin has a falsetto-type voice often praised by his fans. In addition, he can also dance quite superior. Among the Army, Jimin is known as a cheerful person and often does mischievous with the other maknae members.

The sixth member is Kim Taehyung (V), who has roles as Visual, Lead Dancer, and Vocalist. As a member who plays a role in visuals, Taehyung has a handsome face. Among the Army, Taehyung's face is considered unique because it can form the letter V. It is why Taehyung chose the stage name V. As stated by the following informant, V's face is a real face without plastic surgery.

“..aku pernah dengar kak ada dokter bedah plastik yang bilang kalau wajahnya Kim Taehyung itu asli. Untuk membuat wajah seperti itu sangat sulit dan tidak bisa ditiru. Dan menurutku itu benar, karena wajahnya emang benar-benar unik. Terus lagi bentuknya itu bisa kayak huruf V...”

[“...I have heard of a plastic surgeon who said that Kim Taehyung's face was real. Making such a face is very difficult and cannot be imitated. Also, I think that it is true because his face is really unique. Then again, the shape can be like the letter V...”]

K-Pop idols are often known to do plastic surgery to perfect their face and body shape to be ideal. Plastic surgery is a common thing in the South Korean entertainment industry. However, not all people can accept this. For Army, knowing that his idol's face was not the result of plastic surgery is a matter of pride. Besides having a handsome face, Taehyung also has the talent to sing and dancing. Taehyung is also one of the BTS members who have the most fans among the other members. Most Taehyung's biased fans are still teenagers and are attracted by his visual appearance. Taehyung is also a member of the maknae group.

The seventh or final member is Joen Jung-kook (Jung-kook). He acts as Main Vocalist, Visual, Lead Dancer, Sub Rapper, and Maknae. Joen Jung-kook, or Jung-kook, is the youngest member of BTS and has many talents. No wonder Jungkook is often called the golden maknae. As a visual role, Jungkook also has a handsome face. It is one of the reasons many

teenage Army idols idolize Jungkook. In addition, Jungkook is famous for having a good voice and dancing ability, as conveyed by the informant.

“..hal yang bikin aku suka sama Jungkook itu karna visual dan suaranya. Waktu dia mengcover lagu Fix You itu suaranya bagus banget. Jadi aku suka, apalagi dia ganteng kak dan paling muda di antara member yang lain. Aku sering ngerasa sifatku itu sama benget sama Jungkook...”

[“...the thing that makes me like Jungkook is because of his visuals and voice. When he covered the song Fix You, his voice was really good. Thus, I like it, especially since he is handsome, Sis, and the youngest among the other members. I often feel like I am the same as Jungkook...”]

Based on the above expression, it can be known that Jungkook has a good voice that can impress his fans, although it is undeniable that many teenage fans are also attracted to Jungkook's visuals. In addition, as the youngest member, Jungkook often gets special treatment from fans and other members. Regarding gender, Jungkook is often reported to be close to another BTS member, namely V. many rumors are circulating that they are in a special relationship. However, in the eyes of BTS fans, it is not true. They consider the closeness among BTS members to concern their fellow strugglers.

The roles and characters possessed by each BTS member make them special and get their position in the Army's heart. For the Army, BTS can present an impressive full package. Thanks to this, all BTS members' things illustrate how ARMY likes. Army who likes to read will be more attracted to RM because he is a member who likes to read more than others. ARMYs who like cheerful figures will be more interested in J-Hope and Jimin. ARMYs who like adults will be more attracted to Jin because of his role as the oldest member. ARMYs who like handsome figures will be more interested in members V and Jungkook. Besides that, Army who likes cool figures will be more interested in Suga. In addition to the things they like, Army also identifies and imitates their biased members. Indeed, telling how the Army can be attracted to BTS members is complicated. It is because each person

captures what BTS members display differently according to their experiences.

Further, BTS is present as a boyband that not only provides entertainment and spectacle for Army but also becomes an influential idol in Army's life. Some Army claimed to be able to rise from adversity after getting to know BTS. They knew BTS from the internet, their peers, and their close relatives. Through this stage, the Army could recognize itself. In addition, BTS is present as an idol who

often advises his humanitarian campaign. The campaigns include a campaign against toxic masculinity, a campaign to love oneself, a campaign to love nature, and a campaign to defend the marginalized. In the campaign against toxic masculinity, BTS began to appear with a feminine image since the release of the song Boy with Luv. The forms of the campaign against toxic masculinity can be seen in the following table.

Table 2. BTS Performativity




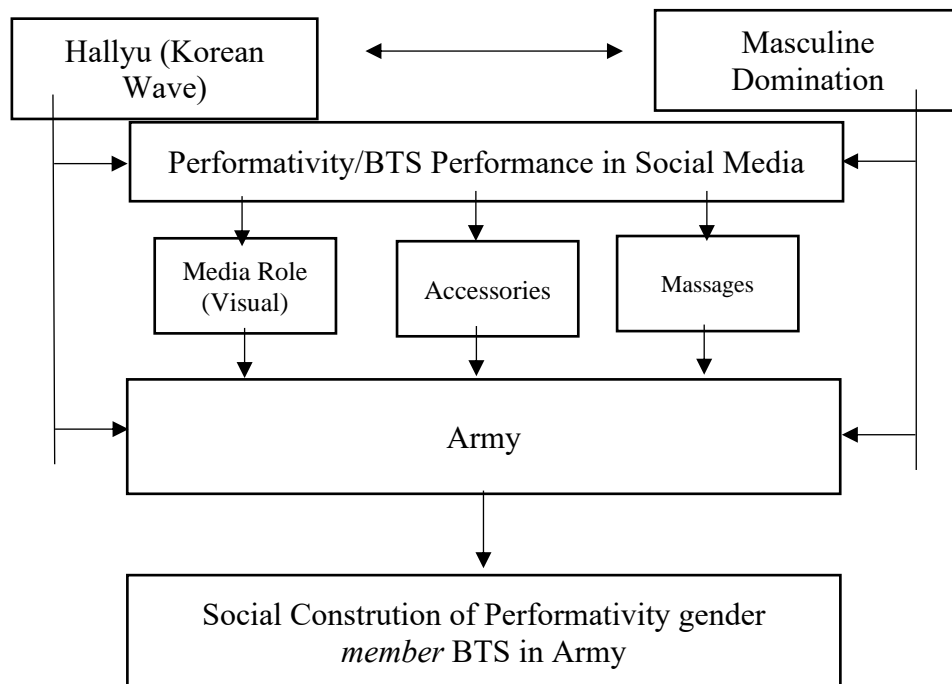
No.	Toxic Masculinity	BTS Performativity
1.	Men wearing bright colors of clothing are seen as taboo.	BTS appeared in the song Boy with Luv with bright and full-color outfits. 
2.	Men are not allowed to wear skirts.	BTS members appear wearing skirts in their album promotions. In addition, the clothes they use are unisex or can be used by both men and women. 
3.	Men are taboo against using bright make-up.	BTS members appear with bright make-up. 
4.	Men are not allowed to cry.	In some of the songs, they teach to love oneself. To love oneself, one must admit one's sorrow. The message is on the Love Your Self album.

Table 2. displays the form of gender performativity of BTS members. They appear by fighting toxic masculinity. Army as a BTS-oriented group makes its appearance an illustration of the gender concept.

Discussion



The masculine domination that still occurs in society is not only experienced by women, but also experienced by men. The presence of Hallyu in society with all its entertainment is able to attract people's attention, especially the millennial generation. This can be seen in the existence of a new form of masculinity among BTS fans. The new masculinity production process introduced by Hallyu is then internalized by its members. The internalization process is also influenced by the reality experienced by fans and the suitability of values for Army's life.

A gender is a form of social construction in society. Butler tries to explain gender through the logic of performativity. This logic explains that repeated actions will produce a person's gender identity. An individual in society cannot determine whether he has a male or female gender. They can only identify themselves based on what is taught by the environment. The teaching process by the environment occurs unconsciously (Butler, 2007). For example, an individual realizes that he is a man or a woman based on what is conveyed by his environment. From birth, individuals of the male sex will be introduced to the appearance of an ideal male according to society. Likewise, an individual of the female sex will be introduced to a woman's appearance. Thus, a person's gender and sex can be seen from what they display.

Butler offers a concept to dismantle the existence of gender rigidity in society, which is known as undoing gender. This concept is intended to eliminate gender in society. It denotes that the appearance of someone who does not match his gender is an understanding. Everyone can be a boy or a girl according to his/her wishes. It is no longer about how society perceives them as male or female (Butler, 2007). The main problem with gender is caused by instability in someone who has a dual-gender in him.

In this case, as a teen idol boyband, BTS presents a body image that attracts the eyes of its fans. Like previous boy bands from South Korea, BTS brings a new concept of masculinity to its fans. Based on the research results conducted by the authors, all informants answered that every BTS member was masculine. The new concept of masculinity, among others, begins to present men who like to take care of their bodies and appearance, displaying soft boy traits such as men who are nurturing, mature, and do not like violence. The male image displayed by BTS is different from the previous form of masculinity. However, the image of masculinity displayed by BTS cannot also be called a feminine male form. They use many accessories such as earrings and unisex clothes in their appearance. Still, BTS emphasizes their superior side as men.

The form of the masculine image displayed by BTS is captured by the Army through the actions they display repeatedly. The actions that were shown repeatedly were seen by the Army through MVs, variety shows, and other uploads from BTS's social media accounts. They summarize and understand these actions according to their respective experiences. As explained in the results section, each Army has a different view of BTS. They interpret this view according to their experience. Hence, the image that BTS describes becomes a new concept of masculinity because Army captures it as a unified value that they think is true.

The traits that appear, such as maturity, soft boy, cheerfulness, and coolness, are also captured by the Army based on the appearance of BTS through actions, movements, and all the things that BTS display. In the campaign against toxic masculinity, BTS presented a Boy with Luv song. The song Boy with Luv presents a new concept about gender deconstruction in society. In the Official Music Video (MV) of the song Boy with Luv, BTS performed using full-color fashion (predominantly pink) and dances that tended to be feminine. In some societies, including Indonesia, pink is synonymous with feminine color. Here, BTS is present by using the color pink in an entertaining unit.

Furthermore, one of the causes of the emergence of the term toxic masculinity in society is the existence of masculine dominance, which is considered to make men burdened in carrying out their lives. The forms of masculine domination include the necessity of a man to be strong, not to cry, and always to be reliable. Related to that, Korean pop culture comes with a new concept of masculinity, namely soft masculine (Pradana, 2021). A soft masculine concept is a hybrid form between traditional Korean culture and popular culture. Like the appearance presented by BTS, soft masculinity comes as a new form of masculinity, where men are beautiful and reliable. In addition, men appear with their feminine side in the soft masculine concept. The feminine side is that they express their sadness by crying and showing empathy when they see their admiration for fans. The appearance of their feminine side is a form of draining the Army's emotional side. By draining the emotional side, BTS idols get more value in the eyes of the Army. It can also be

related to the fanaticism of fans towards their idols. Therefore, whatever Korean idols do is never wrong, and there will always be a defense when people outside the fandom view their idols negatively.

As a boyband that is quite influential among its fans, BTS is present between the feminine and masculine tension. Draining the emotional side of fans is also useful for presenting themselves in the tension of the masculine and feminine sides. Thus, the result shown is the tendency of the Army not to care about the gender they display. Although among the Army (informants), the appearance of their idol members is considered masculine because, biologically, BTS members are male. However, there is a blurring of masculine and feminine traits from the Army's point of view. This blurring can also be referred to as the negation of the difference between the appearance of men and women. It is coupled with many goods (merchandise) used by BTS, which are unisex (both men and women). In addition, the Army no longer cares about the form of the sexual orientation of each BTS member. For Army, matters relating to sexual orientation are privacy that other people should not interfere with. Sexual orientation is also a private sphere that every member of society freely chooses. Army also explained that the happiness of the BTS members is everything to them.

Based on the above review, it is clear that BTS can influence the teenage Army on how Judith Butler offers the concept of gender. The concept relates to the undoing of gender or eliminating gender in society. Through their appearance or performance, BTS can instill the value that there is no gender difference between men and women. All humans can choose what sexual orientation they want. In addition, individuals can use their fashion sense as they wish in terms of fashion. They do not have to be trapped in the box of differences between men and women. In this case, considering that adolescence is an essential period in the search for identity, the influence of gender ambiguity that they receive needs to be taken into account. Thus, mentoring parents and the school is a vital aspect of inculcating values in accordance with community life.

In addition, the ongoing concept of undoing gender among the Army is also supported by the existence of gender debates in the community. BTS as a boyband presenting works in the industrial world must be able to

follow the market where they find space. Through this market, BTS is able to determine the form of the next work. The presentation of the work that BTS displays is consumed by fans through music videos and variety shows that they upload on the internet. The movements that BTS presents are seen repeatedly and then normalized as a natural thing. The form of movement captured by fans is then interpreted as a gender identity of BTS. That is the identity related to mascu-feminine traits in BTS members.

CONCLUSION

BTS is present as one of the boy bands that can influence the perspective of senior high school student "Army" about the gender concept. The visible form of influence is when the Army no longer views gender ambiguity as a natural thing. It can be seen as an indicator of gender equality among the younger generation. Through gender equality, it is hoped that discrimination against marginalized groups can be reduced. Thus, it allows for minimal gender equity among the younger generation. Moreover, the process of interpreting gender in the Army occurs based on their experience in seeing the movements and actions of BTS members during every performance. Based on this description, this research still has limitations related to the age level of the research object. Thus, further research can be conducted by selecting the age segment under 15 years. It relates to how the gender construction process among BTS fans of junior high school students takes place.

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