

BTS fan's register in BTS official instagram account

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ABSTRACT

BTS stands for Bangtan Boys which is Bangtan Sonyeondan in Korean. It is a famous Korean boyband. Because of their worldwide fame, they have many fans from all around the world. With their different languages, the fans as known as ARMY accidentally produced register. There were certain words and phrases produced when they wrote comments in the comment section of BTS' official Instagram account. BTS became one of the most popular boy groups in the world. Their Instagram account was followed by 69.8 million people in the world so that there are many registers were created through the comment section and it became interesting. The research aimed to find out the types of registers, linguistic forms of registers, and meaning of registers used by BTS fans on BTS's official Instagram account. The qualitative descriptive research method is used because it was appropriate to describe the register phenomenon with a common meaning and particular meaning. The finding showed that the register is divided into six types including BTS' Agency, BTS' Nickname, BTS' Show, BTS' Song, BTS' Tagline, and K-Pop Nickname. The most dominant type of register is BTS' Nickname because their fans created many nicknames for BTS' members. The type that is not frequently found is BTS' Agency because BTS only works in two agencies. The dominant linguistic form found in the research was compounding because the unique culture of BTS makes BTS fans use various terms in compounding form. On the contrary, the verb is rarely found because verbs are only used to create taglines. Depending on the context, BTS fan registers have different meanings.



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1. INTRODUCTION

K-pop stands for Korean popular music. It is most commonly known as originally mainstream music in South Korea. K-pop began to gain international attention in 2002. There was an album by K-pop solo artist that debuted in Japan at that time. The album was the first album by a Korean artist that has reached number 1 on the chart in Japan. After that, many K-pop artists debuted in Japan and became famous internationally. K-pop becomes popular all around the world now. One of the K-pop celebrities is BTS. Bangtan Seonyeondan or BTS is a boy group from South Korea. BTS debuted in 2013 under BigHit Entertainment. BTS started getting well-known around the world with a song entitled "Fire" in 2016. BTS's popularity gets bigger when they promote their song in the US. Now BTS becomes one of the biggest boy groups in the world. They make a lot of people become their fans. People are familiar with BTS through various media on the internet. One example of platforms is social media.

Today's technology has developed rapidly. The use of social media has increased sharply due to technological development. BTS uses social media to communicate with their fans. One of them is

Instagram. BTS use Instagram not only to communicate with fans but also to create personal branding and share information about their activities

Instagram is a free photo and video-sharing application available on iPhone and Android. People can upload photos or videos and share the content with their followers. They can also view, comment, and like posts shared by their friends on Instagram. Anyone can create an account by registering an email address and selecting a username. Moreover, BTS' official Instagram account is used because the account is followed by 69.8M users from around the world. It means that the group is popular. Because the BTS fans leave their comments to support the group, thousands of comments were found there. Besides, the account is easy for everyone to get access.

BTS fans use specific terms that are understood by them only. That terms are also written in the comment section of BTS's Instagram account. People who are visiting BTS' Instagram official account for the first time, especially in the comment section need to understand what the terms mean.

The term that is used to describe the specific vocabulary associated with the different occupational groups is register (Holmes, 2013). In addition, Wardaugh (2006) argues that a register is a set of language items associated with discrete occupational or social groups like registers used by doctors, lawyers, and airline pilots. Register is a branch of sociolinguistics. Sociolinguistics studies the relationship between language and society (Holmes, 2013). Sociolinguistics explains why we speak differently in different social contexts, and it concerns identifying the social functions of language and the ways it is used to convey social meaning. For example, each occupational group has a different particular vocabulary associated. The employees that work in the sports field have a specific vocabulary in the sports term and the conversation happens in certain areas such as stadium, match, shuttle cock, and ball. Registers are not just used in real life as sports employees do. BTS fans also use particular vocabulary associated with BTS. Due to explanation, the research focuses on sociolinguistic analysis of register as a kind of language.

Dealing with the topic of research, there were some previous researches that had been conducted. Firstly, the research conducted by Ambarsari et al, (2016) analyzed the register used by doctors and nurses at Adi Husada Wetan Hospital Surabaya and the linguistic features which mark the register of doctors-nurses' conversations in this hospital. It also explains the meaning of doctors' and nurses' conversations in the hospital. Its data were taken from the conversations between doctors and nurses by using a qualitative approach. Secondly, it was conducted by Shifa (2022) that analyzed the types and the function of registers in the movie entitled "Luca". The research applied the theory of Martin (1967). Martin (1967) states that there are five types of registers; frozen, formal, consultative, casual, and intimate. Additionally, Marpaung (2019) also discussed the linguistic form and the meaning of online shop registers on Facebook.

Previous researches took data from hospitals, movies, and Facebook but none of them analyzes data taken from celebrity's Instagram. Previous research also used different theories from this research to find out the answer to research questions. Finally what makes the research different from the previous ones is that it focuses on exploring the types, linguistic forms, and meanings of BTS fans' registers on BTS' official Instagram and uses different theory that is stated by Wardaugh (2006).

2. RESEARCH METHOD

The research method used in this research is a qualitative research. Qualitative research is a research method to explore and understand the meaning that some individuals or groups of people think comes from social or human problems (Creswell, 2013). In this research, the writer analyzes the register used by BTS fans on BTS's official Instagram account. Qualitative method is appropriate for this research because it describes the register phenomenon with a common meaning and particular meaning. The data are suitable with the qualitative approach because the data which are based on register phenomenon do not deal with any numerical data.

The data source was BTS' official Instagram in the time range of the 7th of October 2022 until the 4th of February 2023. The research data are words, phrases, and clauses which contain register found on BTS' official Instagram. The data focus on the word formation, the type, and also the meaning of the register. The technique of collecting data in this research is document analysis. According to Bowen (2009), document analysis is a procedure that analyzes printed or electronic (computer-based) documents. This research uses document analysis procedures because the data used are electronic-based documents. Document analysis can contain text or images. In this research, the document that is analyzed is the comment section of the BTS' official Instagram account. Bowen (2009) states that document analysis is a form of qualitative research in which the researcher interprets documents to give voice and meaning to an assessment topic. Therefore, in conducting the research, some steps were used, such as reading the comment section about BTS on BTS' official Instagram, finding the register, analysing the types of register, classifying the

data, coding the data, and analysing the linguistic form and the meaning of the BTS fans register in BTS' official Instagram account.

3. RESULTS AND ANALYSIS

The research method used in this study was a qualitative method. Qualitative research is a research method to explore and understand the meaning that some individuals or groups of people think comes from social or human problems (Creswell, 2013). In this research, the writer analyzes the register used by BTS fans on BTS's official Instagram account

a. BTS' Agency

Agency is a company where artists work. BTS' agency is the company where BTS works. They were prepared from their trainee days until they finally debuted and were promoted as artists. BTS' fans often mention the BTS agency, namely *big hit* (11/BA/CMP) and *hybe label* (12/BA/CMP) in the comment section of the BTS official Instagram account. For example "At this point I don't know why *hybe label* isn't treat Suga well" *hybe label* is the agency of BTS.

b. BTS' Nickname

BTS' nickname is a descriptive name given by BTS' fans to BTS members. For example Jungkook, Jungkook has a face that looks like a rabbit, therefore fans give him the nickname *bunny* (40/BN/N). For example "Hi bunny! We want pictures of you". *Bunny* refers to Jungkook. Beside that there are other nickname for example *face card* (10/BN/CMP), *hobi* (18/BN/N), *KTH* (16/BN/ABV), *THV* (17/BN/ABV), *kookie* (19/BN/N), *mochi* (20/BN/N), *JK* (21/BN/ABV), *V* (22/BN/ABV), *joonie* (28/BN/N), *prince* (45/BN/N) and *tae* (46/BN/N).

c. BTS' show

BTS' Show is an event list that is starred by BTS. BTS has starred in events in Korea, one of which is *Friend Cation* (09/BSH/CMP). For example "Why is it not on European Disney? *Friend Cation* (With V & Wooga) squad wasn't also" *Friend Cation* is a Korean reality show created by Hybe Corporation. It stars five friends: rapper Peakboy, actors Park Seo-joon, Park Hyung-sik, and Choi Woo-shik, as well as V from the BTS group. Beside *Friend Cation* there are also *BTS Run* (47/BSH/CMP).

d. BTS' Song

BTS' songs are list of songs by BTS. Usually BTS fans will discuss BTS' songs in the Instagram comments section. When new teaser of BTS is coming, they usually talk about previous song. For example *dynamite* (24/BSG/N) and *better* (25/BSG/N) "Goodbye *dynamite*, now it's *better* time" *dynamite* and *better* refers to BTS' song.

e. BTS' Tagline

Tagline is a brief phrase used to convey a brand's value. BTS' has the tagline as their identity. The most famous one is *borahae* (29/BT/V), which means I purple you or I love you. For example "I was there! Thank you that concert was amazing! Thank you BTS! *Borahae*". Beside that BTS with UNICEF made a *Love Yourself* (07/BT/CMP) campaign with the aim of promoting self-esteem, well-being, and to end violence and neglect around the world. Now the campaign becomes BTS' tagline. BTS often says it on various occasions, for example when they gave speeches at the UN. Fans also use the tagline in BTS' official Instagram comment section for example "You taught me to '*Love yourself*' you taught me to 'Speak Yourself' you taught me to 'Be yourself'"

f. K-pop's Nickname

K-pop fans have their own terms that are only understood by their community. There are many terms that have different meaning in K-pop context. The terms can be used in the BTS group or other group. For example the word *ship* (33/KT/V) means desire for two or more people, either real-life individuals or fictional characters, to be in a romantic or relationship. . BTS fans also use it in the BTS' official Instagram comment section, they say "I *ship* you with me" it means that the writer of the comment want BTS member to be in relationship with him or her. The other examples are *fanchant* (01/KN/CMP), *fanboy* (02/KN/CMP), *fangirl* (03/KN/CMP), *army bombs* (05/KN/CMP), *army* (26/KN/N), *MV* (27/KN/ABV), *comeback* (30/KN/CMP), *oppa* (36/KN/N), *fanservice* (30/KN/CMP), *CF* (30/KN/ABV), *bias* (48/KN/N), *fighting* (49/KN/V), and *leader* (50/KN/N).

The classification of the linguistic form of BTS' register, as follow:

No.	Linguistic Form	Types of register	Data	Total Data	%
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1.	Compounding	BTS' Agency	2	21	42%
		BTS' Nickname	3		
		BTS' Show	2		
		BTS' Song	4		
		BTS' Tagline	4		
		K-Pop Terms	6		
2.	Noun	BTS' Nickname	9	17	34%
		BTS' Song	2		
		K-Pop Terms	6		
3.	Verb	BTS' Tagline	2	3	6%
		K-Pop Terms			
		K-Pop Terms	1		
4.	Abbreviation	BTS' Nickname	6	9	18%
		K-Pop			
		BTS' Song	1		
		K-Pop Terms	2		
			50	50	100

Based on the table, the total data are 50 data that consist of 21 data of compounding, 17 data of noun, 3 data of verb, and 9 data of abbreviation. It is found that most word formation is compounding. The reason why compounding is dominant is because BTS fans use words that are made up of two words or more to express their feelings towards BTS. The use of compound words in K-pop fandom began in South Korea and has since spread globally, with fans from around the world using them to communicate with each other and to express their admiration for their favorite artists including BTS fans.

The discussion based on this research, the researcher also analyse the meaning of BTS fans register. The explanation, as follows:

1. BTS Agency

a. Hybe label

(12/BA/CMP)

Sentence: At this point, I don't know why Hybe label isn't treat Suga well.

The datum number 12 is classified into the type of register in the BTS Agency category. Hybe Labels is the music production division of Hybe Corporation, which manages and promotes artists and produces music and music videos for various labels, including Big Hit Music, which manages BTS. Based on the sentence, the meaning is "as an agency of BTS, Hybe label does not treat Suga well". It is common in the K-Pop world when fans feel their favorite artist does not treated well. Usually, they protest in the comment section of the artist's official Instagram. Based on the context, the writer of the comment believes that Hybe label is not treating Suga (a member of BTS) well, raising questions about the management practices and treatment of artists within the company. The role of Hybe Label is to provide support and resources for their artists, including production, management, and promotion of their music and performances. The Hybe label refers to an object that is blamed because the Hybe label is the agency of BTS.

b. Big Hit

(11/BA/CMP)

Sentence: Big Hit treats Jungkook better! Give him the same opportunities as others.

Another type of register dealing with BTS agency is the datum number 11 Big Hit. Lexically, Big Hit refers to a great success or a popular achievement, such as a hit song, movie, or performance. Based on the context, Big Hit is a South Korean music production company founded in 2005 by Bang Si-hyuk. It is primarily known for managing BTS. The context means "as BTS' agency, Big Hit does not treat Jungkook well". Big Hit refers to an object that is blamed because Big Hit is the agency of BTS.

2. BTS Nickname

a. Face Card

(10/BN/CMP)

Sentence: Face card Kim Seokjin.

The next data is datum number 10. Face card is classified into the types of register in the BTS' Nickname. Lexically, a Face card refers to any of the kings, queens, or jacks in a deck of playing cards. Based context above, a Face card means handsome. Kim Seokjin is one of BTS' members. In the K-Pop world, each member of the group has a role or position. Seokjin is a play role in the visual of the group, it means he is the most handsome in the BTS. According to the context, the meaning of face card is to call Jin because face card refers to good looking and Jin is the visual of the group.

b. World wide handsome

(14/BN/CMP)

Sentence: Worldwide Handsome is coming to save K-pop and pop music.

Worldwide Handsome is a nickname given to Kim Seok-jin. The nickname was coined during a V-Live (South Korean live video streaming service for Korean celebrities) broadcast in which Jin playfully referred to himself as worldwide handsome while introducing himself to the audience. The nickname quickly caught on among fans of the band and since then it has become a popular way to refer to Jin, who is often praised for his good-looking and charming personality. Based on the context, the meaning of World wide handsome is to call Jin because worldwide handsome refers to Jin who is handsome in the group.

3. BTS Show

a. Run BTS

(45/BSH/CMP)

Sentence: When is BTS run? I miss BTS run.

Run BTS is a variety web show made by BTS for their fans. The show features BTS members taking on various activities and challenges, often in the form of games or missions, with the promise of a prize or punishment depending on their performance. Based on the context the meaning is the fans miss BTS' variety show, the variety show is run by BTS. The meaning of run BTS is refer to the variety show of BTS.

b. In the Soop: Friend Cation

(09/BSH/CMP)

Sentence: Why is it not on European Disney? Friend cation (With V & Wooga) squad wasn't also.

In SOOP: Friend Cation is a South Korean reality television series. The show features the seven members of BTS as they take a break from their hectic schedules and spend time together in a beautiful countryside vacation home. Throughout the show, viewers get a glimpse into the group's personal lives, as they work on individual and group projects, engage in various outdoor activities, and simply spend time relaxing and bonding with one another. The show's title, Friend Cation, is a play on words combining the words "friendship" and "vacation" emphasizing the group's close relationships and the importance of taking time to rest and recharge.

4. BTS Song

a. DNA

(34/BSG/ABV)

Sentence: I like DNA but permission to dance is something.

In BTS' context, "DNA" refers to the lead single from their fifth extended play "Love Yourself: Her", which was released on September 18, 2017, by Big Hit Entertainment. DNA means the center of the cells of living things. Based on the context, the writer likes permission to dance more than DNA. Therefore DNA means BTS' song entitled DNA.

b. Closer

(41/BSG/N)

Sentence: Closer is really great, good job RM!

Closer is a song on RM's debut solo album "Indigo". It is a collaboration with artists Paul Blanco and Mahalia. The song is about feeling a strong connection to someone and wanting to get closer to them, despite the challenges that may come with building a deep relationship. Lexically closer is from the word "close" which means having direct family connections or shared beliefs, support, and sympathy. Based on the context, fans praise RM's song entitled Closer. Therefore Closer means BTS RM's song entitled Closer.

BTS Tagline

5. BTS Tagline

a. Purple**(22/BT/V)****Sentence:** We purple you and we will always support you

Purple is a word that is commonly associated with BTS and their fans, known as the ARMY. The phrase was coined by BTS member V during a fan meeting in 2016. During the meeting, V explained that purple is the last color of the rainbow and represents trust, love, and loyalty. He said that "I Purple You" means "I will trust and love you for a long time" signifying a deep and lasting bond between BTS and their fans. The phrase has since become a symbol of the relationship between BTS and ARMY, it is also often used as a way of expressing love and support for one another. Now purple becomes their tagline, even those who aren't BTS fans know that purple is identical to BTS. In a literal way, purple is a color, but based on the context of the sentence purple is BTS' tagline. Therefore purple is BTS' tagline means "I will trust you and love you for a long time". Besides, the color purple has become the symbol of BTS. It also visualizes in BTS' concerts that purple is the dominant color of the lights. Based on the context purple is not a color but refers to the tagline of BTS, purple functions as a verb which means trust and love.

b. Love Yourself**(07/BT/CMP)****Sentence:** You taught me to love yourself, you taught me to speak yourself, you taught me to be yourself

Love Yourself is a series of albums by BTS that explores the theme of self-love and acceptance. The series comprises three albums "Love Yourself: Her," "Love Yourself: Tear," and "Love Yourself: Answer." The albums tell a narrative of a person's journey to discover and accept oneself, and ultimately find love and happiness. The series is a reflection of BTS's own experiences with self-love, acceptance and aims to spread positivity and encourage their fans, known as the ARMY, to do the same. The concept of Love Yourself also extends beyond the music, as BTS has carried the message into their philanthropic efforts, such as their partnership with the UNICEF Love Yourself campaign to end violence against children and young people. BTS often says Love Yourself at their concerts and this phrase became BTS' tagline which became BTS' identity as a carrier of positive messages with UNICEF. Based on the context, fans talk about BTS which teaches them about "Love Yourself" tagline. Therefore "Love Yourself" means "to like you very much" and refers to the BTS' tagline. Love yourself refers to the campaign from BTS to love our-self.

6. K-pop Nickname**a. Ship****(33/KN/V)****Sentence:** I ship you with me

In the world of K-pop, ship refers to the desire for two or more people, either real-life individuals or fictional characters, to be in a romantic relationship. This could be among members of a K-pop group, members of different K-pop groups, or fans and their favorite K-pop idols. Ship in K-pop often takes the form of unofficial creative works, such as fan fiction, fan art, or videos that portray the desired relationship between the individuals and characters. The term ship is widely used in online fan communities and has become a common part of K-pop fan culture. While shipping is not exclusive to K-pop, it has become particularly popular within the genre, where fans often create elaborate ships based on their favorite idols or their perceptions of their relationships with one another. Overall, ship in K-pop is a way for fans to express their love and support for their favorite idols and their desire to see them happy and fulfilled, both in their personal lives and their careers. Based on the context, the meaning of ship is for matchmaking the writer of comment with BTS' member.

b. Fanchant**(01/KN/CMP)****Sentence:** Does that mean we get to hear fanchant?

Fanchant is a chant or cheer that is often performed by fans at K-pop concerts, performances, or fan meetings. Fanchant usually consists of a specific set of lyrics or phrases that are repeated by fans to show their support for their favorite idols or groups. Fanchant can be used to create a fun and energetic atmosphere, and are often accompanied by synchronized fan movements, such as light sticks or other glow-in-the-dark accessories. Based on the context, the meaning of fanchant is to express that the person or writer of the comment is excited at the prospect of hearing fans chant. The writer of the comment is looking forward to experiencing this aspect of a live performance

Based on the findings there are 50 BTS fans registers on BTS' Official Instagram. From 50 data that are found, obtains six types of BTS fans register. There are BTS Agency, BTS Nickname, BTS Show, BTS Song, BTS Tagline, and K-Pop Nickname. The dominant data is BTS Nickname because their fans created many nicknames for BTS' members. The least data is BTS Agency because BTS only work at two agency. The researcher found 50 data consisting of 21 data on compounding, 17 data on nouns, 3 data on verbs, and 9

data on abbreviations. The data that appears most frequently is compounding. The reason why BTS fans use compounding more is that there are many registers variations of K-Pop fans. The register corresponds to the culture and vocabulary that is specific to one K-Pop artist. The unique culture of BTS makes BTS fans use various terms and compounding forms. On the contrary, it is found that the least word formation is verb. The reason why verb is least dominant because the verb that is found is not the actual verb. It means that the data is an actually noun but turns into verb based on the context. The verb is used to create tagline.

There are two kinds of meaning, they are lexical and contextual meaning. The result of meaning analysis from BTS' fans registers on BTS's Official Instagram is contextual meaning. The registers of BTS fans that have been found cannot be interpreted lexically because they have terms that are understood contextually. Those who are not K-Pop fans, especially BTS fans, will not understand BTS fans' comment in the comment section because they will interpret them lexically. This proves that registers describe the specific vocabulary associated with the different occupational groups (Holmes, 2013).

Compared to this research, Ambarsari et al. (2016) analyses the register between doctors and nurses, the data taken from the Adi Husada Undaan Wetan Hospital in Surabaya. The data taken is offline data, which is different from this research. The data was taken from Instagram. The selection of BTS' official Instagram account aims to make the research attract the attention of readers because K-Pop is popular now.

Furthermore, Shifa (2022) also conducted research about register of type and function in Luca movie. Shifa (2022) use Martin (1967) theory to categorize the register type, there are frozen, formal, consultative, casual, and intimate type. It is different from this research which uses the data to categorize the register type. Lastly, Marpaung (2019) analyze linguistic form and meaning.

There are differences between the research and other researches. This research takes the topic of registers and uses the boy group, BTS as a data source. BTS is one of the most popular boy groups in the world. The other researches that are previously made rarely take data from the K-Pop community, especially BTS's fan community. The second difference is that the other researches classify the types found based on existing theory, while this research groups the types on existing data. Additionally, although the most dominant linguistic form is compounding, this research found unique data that are categorized as a verb. This research found that a word can change its form, such as a noun that turns into a verb. For example, *purple*, *ship* and *borahae* are nouns but they can be formed into verbs depending on the context.

4. CONCLUSION (10 PT)

This research discusses BTS fans registers in BTS's official Instagram. The first problem analyzes the types of registers. These types are obtained based on data and grouped according to their categories. Based on the analysis it is found six types of BTS fans register. There are BTS Agency, BTS Nickname, BTS Show, BTS Song, BTS Tagline, and K-Pop Nickname. The dominant data is BTS Nickname because their fans created many nicknames for BTS' members. The least data is BTS Agency because BTS only work at two agency.

The second problem is analyzing the linguistics form of BTS fans register. The data collected from BTS' official Instagram account in the time range of the 7th of October 2022 until the 4th of February 2023. The data are nouns, verbs, compounds, and abbreviation. The data are analyzed based on the types of BTS fans register in BTS' official Instagram account.

The results of the linguistic form analysis are carried out by identifying the obtained registers one by one and classifying them based on the existing linguistic form. The data consists of 50 data that consist 21 data of compounding or 42%, 17 data of nouns or 34%, then following with 3 data of verbs or 6%, and 9 data of abbreviations or 18%. The data that appears most frequently is compounding. The reason why BTS fans use compounding more is that there are many registers variations of K-Pop fans. The register corresponds to the culture and vocabulary that is specific to one K-Pop artist. The unique culture of BTS makes BTS fans use various terms and compounding forms.

On the contrary, it is found that the least linguistic form is verb. The reason why verb is the least dominant because the verb that is found is not the actual verb. It means that the data is an actually noun but turns into verb based on the context. The verb is used to create tagline. The meaning of BTS fans register depends on the context being discussed. The BTS fans register meaning can not be found in the dictionary because many of the existing registers are not following the literal meaning.

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