
Group Communication Patterns in the Army Community in the *Army with Luv* BTS 6th Anniversary Gathering

Rexy Diajeng Yovanca Alsabirin*, Nina Siti Salmaniah & Agung
Suharyanto*****

**Communication Science Study Program, Faculty of Social and Political Sciences,
Universitas Medan Area, Indonesia*

***Communication Science Study Program, Faculty of Social and Political Sciences,
Universitas of Medan Area, Indonesia*

****Public Administration Study Program, Faculty of Social and Political Sciences,
Universitas of Medan Area, Indonesia*

ABSTRACT

The development of increasingly sophisticated technology allows us to access anywhere in the world, especially to South Korea. K-pop or Korean Pop culture is a culture originating from South Korea that is currently popular with millennials to the elderly around the world, especially in Indonesia. The rise of boy bands and girl bands originating from South Korea is marked by the presence of their fan clubs or fan groups. The focus of this research is to find out the group communication pattern and group communication process in the ARMY with LUV activity "BTS 6th ANNIVERSARY GATHERING" with the theory of communication patterns according to Onong Uchjana Effendy and the communication process according to Alvin A. Goldberg and Carl E. Larson. Data collection in this study is by interviews and documentation. By using the purposive informant technique and having four informants. The results of this study show that the communication pattern carried out by the ARMY community in the ARMY with LUV activity "BTS 6th ANNIVERSARY GATHERING" uses Primary communication patterns, Secondary and Circular communication patterns, and with the process of mutual communication or response when messages/information are sent by the giver to the recipient. ARMY Medan has also succeeded in making a positive impact on the KPop community by donating to UNICEF Indonesia from the money collected through the sale of tickets for the event.

KEYWORDS: Communication Patterns; Communication Process; ARMY Community.

INTRODUCTION

K-pop or culture *Korean pop* is a culture originating from South Korea that is widely loved by millennials to the elderly around the world. This is what distinguishes Korean songs from several other countries, because they remain in Korean, but they are quickly gaining popularity now (Sarajwati, 2020).

According to (Muhammad, 2013) in the book *East Asian Pop Culture: Analyzing the Korean Wave* The spread of Korean culture seems to hypnotize millennials in Indonesia to start enjoying and liking anything related to South Korea. Starting from *Fashion, Makeup,*

lifestyle, food, and Korean dramas, especially *Boygrouop & Girl Group*. The process of spreading Korean pop culture around the world is what became known as *Hallyu*.

Phenomenon *Hallyu* or *Korean Wave* is a term given to the spread or wave of Korea globally in various countries in the world, and can be categorized as a phenomenon (Robertson, 1992). Along with the spread of K-pop music all over the world, K-pop has recently shown its charm and influence. K-pop fans are increasingly rampant in all parts of the world. According to the embassy of the Republic of Korea to the Republic of Indonesia, there are 987 total communities of Korean pop culture fans known as *Hallyu* or *Korean Wave* In July 2013 with its members numbering 9 million people worldwide. The majority of these communities are *Club* K-pop fans (http://overseas.mofa.go.kr/id-id/wpge/m_2741/contents.do).

Before COVID-19 broke out around the world, especially in Indonesia, the Kpop community often held entertainment activities, got together with fellow members, or held annual activities, for example, such as *the anniversary* activities of *the boy group/girl group*, not only that, but the Kpop community also often held social activities with the name of their respective communities. For example, building elementary schools, soliciting donations during natural disasters in Indonesia, raising donations to help handle the COVID-19 virus outbreak in Indonesia, and replanting deforestation or reforestation (Alfikri et al., n.d.; Suharyanto et al., 2021; Tawai et al., 2021).

According to (Djuarsa Sendjaja, 1994) stated that communication in groups is part of people's daily activities. Since birth, people have also begun to join the closest group of premiers, namely family. Burgoon in (Suriati et al., 2022) Defines group communication as face-to-face interaction between three or more people, with known objectives such as sharing information, self-care, and problem-solving, where members can remember the personal characteristics of other members appropriately. The fan group is divided based on the *Idol* that they like. For people who love KPop, the KPop fandom is something big. They have their names, and specific colors to show their identity, and are even officially recognized by the label or management that houses their favorite idols.

The rise of the K-pop phenomenon can affect the psychology of its fans, both positively and negatively. (Walgito, 2010) explained that psychological dynamics is a force that exists in human beings that affects their mental or psychological to experience development and changes in their thoughts, feelings, and behavior, according to Halloway et al, the term psychological dynamics is used to explain the relationship between various psychological aspects that exist in individuals about societal conditions.

Now *Boyband* BTS aka *Bangtan Sonyeondan* (방탄소년단), is being discussed by people all over the world. BTS is a *Boyband* Formation by the *agency* BitHit Entertainment. BTS has 7 personnel, namely RM (Kim Nam-joon) as *Leader* or the leader of the *Group* BTS, Jungkook (Jeon Jeong-guk), V (Kim Taehyung), J-Hope (Jung Ho Seok), Suga (Min Yoon gi), Jun (Kim Seok Jin). BTS debuted in 2013 by performing a song titled *No More Dream*. 2016 was the year when BTS was at the peak of career success. When BTS released the album *Trilogy The Most Beautiful Moment in Life* and the album *Wings*, BTS was able to sell more than 1 million copies within 1 year (Fahirra & Andjarwati, 2022; Salugiasih et al., 2022).

Behind their success in the music world, BTS also has a high social spirit. BTS donated seven tons of rice as a charity for the opening of the K-Star Road event in Apgujeong-dong in 2015.

In 2016 BTS collected donations for LISA, a charity to eradicate blindness through research into the treatment of degenerative retinal disease. The event was titled "*Let's Share The Hearts*" and aims to increase social awareness of visual impairment (Alsabirin, 2022; MARIA GSC, 2023; Riona & Krisdinanto, 2021).

Not only does BTS have a high social spirit, but their fans also have a high social spirit. ARMY Indonesia often holds social activities, for example holding a free COVID-19 vaccination program for 10 thousand people obtained from the Indonesian government. This is done to break the chain of the spread of COVID-19 in Indonesia. This major program made the Director General of the World Health Organization (WHO) Tedros Adhanom Ghebreyesus praise ARMY Indonesia for holding this social activity (Walgitto, 2010).

Each community certainly has its way of communicating in a group, either in solving problems in the group or when making an *Event* with other K-pop communities. As in the following studies, (Fikriya, 2018), that group communication in the Army Surabaya community is divided into two intermediaries through direct and indirect communication. This direct communication is in the form of communication carried out during the event. Meanwhile, indirect communication in this community is carried out through virtual media, in the form of *Group Chat Paste official account* (OA). communication patterns in the Army Surabaya community are divided into three patterns, namely one-way patterns such as communication through pamphlets and MCs in *Event Army Surabaya*, a two-way communication pattern such as when members and admins talk to each other about *Event*, and multi-directional communication patterns such as when community members express their opinions on a topic. Korean Pop in both Surabaya and Malang is a large group communication; there is rarely direct or face-to-face communication or it can be said that there is an informal relationship; The internal communication process of the group takes place through the group leader who then disseminates information to the members of the group through communication media both formally and informally, as well as the communication process between groups takes place with the same flow (HASANAH, 2016; Pannyiwi, 2018). Kpop fan communication members who interact on *Twitter* have their characteristics in writing *Tweets*, when they interact will usually be preceded by a new introduction to continue the interaction or vice versa, they have symbols that they make from the result of combining letters and numbers in *Keyboard* to express their feelings into a *Tweets*, they also have slang words that they take from Korean and then they learn and they write down into a *Tweets* (ACHSANTY et al., 2021; Putri et al., 2022; Wardani & Kusuma, 2021).

Many BTS (ARMY) fans spread across Indonesia, one of which is the ARMY community, held this social activity. Terrain. The Medan ARMY community is a fan community of *the boy group* BTS from the city of Medan. The KPop community is very active in holding activities, so what will be studied in this study is the pattern and communication process of the ARMY community group in Medan City with the ARMY *with LUV "BTS 6th ANNIVERSARY GATHERING"* activity. Looking at some research on the communication patterns of K-Pop fans, above, the purpose of this research is to find out the communication patterns and processes of ARMY community groups in Medan City in the ARMY *with LUV "BTS 6th ANNIVERSARY GATHERING"* activity organized by ARMY Medan.

RESEARCH METHODS

In this study, the researcher used a qualitative research method. Qualitative research aims to explain the phenomenon in depth through data collection. This research does not prioritize the size of the population or *Sampling* Even the population or sampling is very limited. If the data collected is in-depth and can explain the phenomenon being studied, then there is no need to look for another sampling. Here, what the researcher emphasizes more is the problem of depth (quality) of data, not the amount (quantity) of data (Kriyantono, 2014).

This research method was carried out by interview method with informants, who had participated in the ARMY *with LUV* "BTS 6th ANNIVERSARY GATHERING" activity in 2019. The selected informants are informants aged 18-30 years old, registered as active members of the ARMY Medan community since joining the ARMY Medan group line in 2019. To get complete research results to understand the pattern and communication process of the ARMY community group in the city of Medan with the ARMY *with LUV* "BTS 6th ANNIVERSARY GATHERING" activity.

RESEARCH RESULTS AND DISCUSSION

Group Communication Patterns in the ARMY Community in Medan City in the Group Communication Process at the ARMY *with LUV* "BTS 6th Anniversary Gathering" activity

In the results of the research conducted by the author on the ARMY community in Medan City, it was found that several interaction patterns were used as activities when the ARMY community had a conversation during the process of making the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity and during the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity this is ongoing. Therefore, the author began to observe and research how the Army community communication pattern in Medan City in the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity.

1. Primary Communication Patterns,

Primary communication pattern is a process of conveying thoughts by communicators to communicators using a symbol as a medium or channel. In this pattern, it is divided into two symbols, namely verbal symbols and non-verbal symbols (Effendi, 1996). Committees of ARMY activities *with Luv* "BTS 6th Anniversary Gathering" who are communicators speak in the language that is used daily so that the message conveyed to the communicator can be accepted and also they speak in the Korean language, for example, such as greetings "*annyeong*", how to summon ARMY friends "*ARMY Deul*" or words popularized by V BTS "*Borahae*". If it is non-verbal, they use attributes such as wearing clothes, hats, and *Lightstick* BTS who show their identity so that people can know if they are part of the community or *Fandom* ARMY. Not only the participants who attended, the committees in the activity ARMY *with LUV* "BTS 6th ANNIVERSARY GATHERING" also use BTS attributes and also committee attributes which indicate that they are part of the committee in this activity.

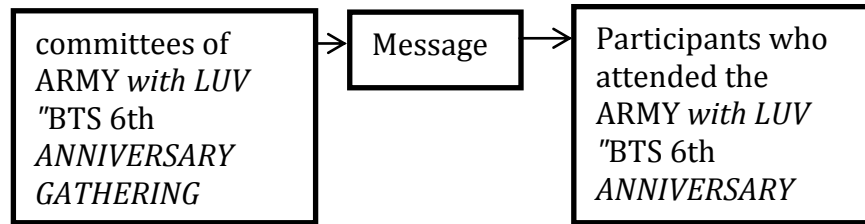


Chart 1. Chart of primary communication patterns in *ARMY with LUV "BTS 6th ANNIVERSARY GATHERING*

Christine as the admin of ARMY Medan as well as the committee of this activity said:

"During the process of this activity, we always hold meetings or discussions between fellow committees or with the entire committee so that there is no *miscommunication* between fellow committees. Not only that, even though we are all in one committee with different ages but talking to each other using everyday language, in addition to getting familiar quickly, we also want what is conveyed between fellow committees to be accepted. On the day of this activity, we also interacted with fellow participants..... for example, the greeting "*annyeong*", or "*ARMY Deul.....* Let's get closer to them. Many of them continue to bring attributes about BTS. From clothes, *lightsticks*, or whatever it is"

2. Secondary Communication Patterns

The secondary communication pattern is the process of conveying a message by the communicator to the communicator using a tool or means as the second medium after using the emblem on the first medium. Communicators use this second medium because they are the target of communication that is far away or in large numbers (Mulyana, 2008).

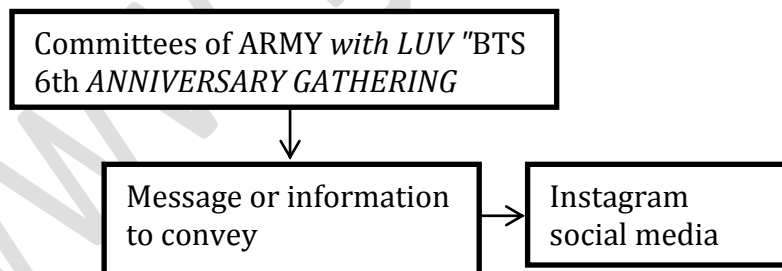


Chart 2. Chart of secondary communication patterns in *ARMY with LUV "BTS 6th ANNIVERSARY GATHERING*

The *ARMY with Luv "BTS 6th Anniversary Gathering"* committee provides complete information related to this activity through social media as the second medium. The information disseminated starts from when the activity is held, the ticket price, what benefits are obtained, registration information, and online registration procedures which make participants only need to follow instructions on how to register through the *form* on Instagram @armymedan and the tickets will be exchanged on the day of this activity. Not only that, but other committees also have a special *group* line for committees so that committees who

cannot attend the face-to-face discussion can find out what information about the activity and not miss information.

I as the *founder* of ARMY Medan added:

"Yes. We provide information about this activity always through our Instagram. A few months before the opening of registration for this activity, we provided information on Instagram if we wanted to hold a *BTS anniversary*. After that, we inform Instagram @armymedan how the registration procedure, info about the price, and what you get after spending the registration fee. Anyway, we always share all the information about this activity. Even if there are still people who are confused about this activity, they can DM us or they can chat with us via the line"

3. Circular Communication Patterns

Circular means round, round, or circumferential. In the circular process, feedback or feedback occurs, namely the flow from communicator to communicator, as the main determinant of communication success (Mulyana, 2008).

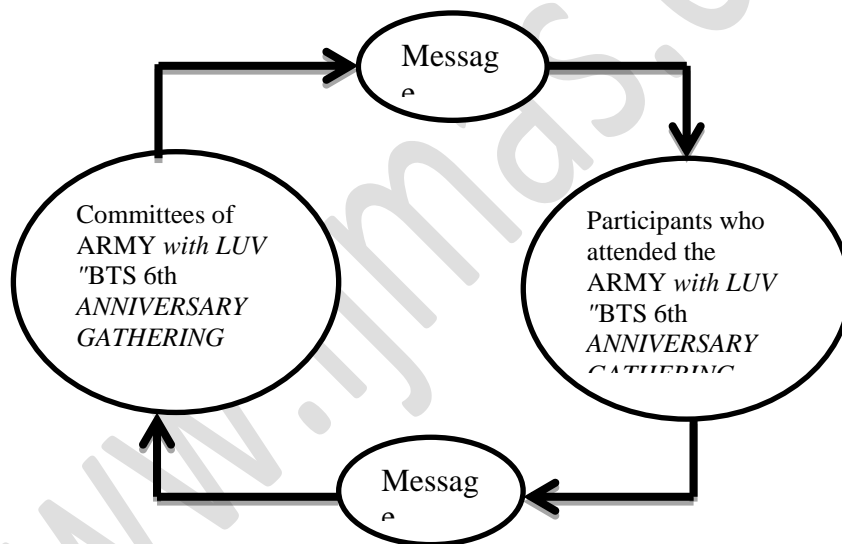


Chart 3. Chart of circular communication patterns in ARMY with LUV "BTS 6th ANNIVERSARY GATHERING

Each committee in this activity has the freedom to communicate and give their opinions or input. The interactions that occur during the committee provide feedback so that it causes open interaction between members. The committees provide information or discuss with each other so that there is no *miscommunication* between fellow committees for the success of this activity. Not only fellow committee members but between the committee and participants who want to participate in this activity.

I as the *founder* of ARMY Medan added:

"Each member of this committee is given the freedom to communicate. So they or we are all free to express whatever our opinions, input or criticism with good language for the success of the activity."

Group Communication Process in the ARMY Community in Medan City in the Group Communication Process at the ARMY *with LUV* "BTS 6th Anniversary Gathering" activity

The process of group communication has the same components as communication in general. The basic components used in communication are communicators, communicators (*senders*), messages (*messages*), media (*channels*), and responses (*affect*). However, in group communication, the communication process takes place face-to-face, by intensifying communication with individuals between individuals and individuals with *personal structural* (formal), when all people involved in the community or group communicate outside the forum, the communication that occurs between individuals is personal and the language used tends to be informal. In the results of the research conducted by the author on the ARMY community in Medan City, it was found that the communication process they used when the ARMY community had a conversation, during the process of creating the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity and during the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity This is ongoing. Therefore, the author began to observe and research how the Army community communication process in Medan City in the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity.

According to (Goldberg & Larson, 2006), the group communication process can be described as follows:

1. Communicator (*Sender*)

A communicator is a person who sends messages containing ideas, ideas, opinions and others to be conveyed to someone (communicator). The communicators in this committee are all committees involved in this activity with the hope that this activity will run successfully. Likewise, the committee to the participants who attend this activity between the committee and the participants who will attend this activity can become communicators when they carry out the communication process.

2. Order (*Message*)

A message is information that will be conveyed or expressed by the sender of the message. The message material conveyed can be in the form of information, invitations, work plans, questions, and so on. The message in the communication process between fellow committee members is in the form of information about the process of the ARMY *with Luv* "BTS 6th Anniversary Gathering" activity, and messages about what obstacles occurred. For example, looking for *venues*, decorations, *event rundowns*, and contracting parties in collaboration with this activity. If the committee to the participants who attended this activity, the message was in the form of an invitation to participate in this activity or information about this activity.

3. Media (*Channel*)

Media is a tool for conveying messages such as TV, radio, newspapers, bulletin boards, telephones, and social networking media. The media or communication channels used by fellow committees are *the Line* application *group*. Unlike the committee, the participants who

attended, used social media, namely Instagram and Google Forms. Instagram is a tool for information about this activity and Google Form is a form to fill in data before buying tickets.

4. Interpreting codes or gestures.

Group communication has its symbols, codes, or conditions that are characteristic of a group and are only understood by the group or community itself. The code or gesture when this activity was carried out was when the MC "*Annyeong ARMY Deul*" which means "Hello ARMY friends" and the participants of ARMY Medan who were present replied by saying "*Annyeong*" which means "Hi or Hello too" and also the word that is the hallmark of ARMY, namely "*Borahae*". Not only the code but when this activity was carried out, many ARMYs carried *official* BTS attributes which indicated that they were part of BTS fans

5. Addressee

A communicator is a person who receives a message and can understand the content of the message from the sender even in the form of a code or gesture without reducing the meaning or message intended by the sender. The communicators in this activity were all committees and participants who attended the ARMY *with Luv* "*BTS 6th Anniversary Gathering*" activity.

6. Response

The sender of the message needs to know if the message has been received with the correct and proper understanding. The response delivered by the recipient of the message is generally a direct response that contains an understanding of the message as well as whether the message will be implemented or not. The response given by fellow committee members was very good. Each committee does *its job* by the directions given by the chairman of the committee. Likewise, with the participants of ARMY Medan who were present at this activity, the response was extraordinary, especially when the committee of the ARMY *WITH LUV* "*BTS 6TH Anniversary Gathering*" activity informed this activity as well as the enthusiastic social activity was very extraordinary, as evidenced by 402 tickets sold *out*.

CONCLUSION

Communication patterns are carried out by fellow committees or committees with participants who are presently using 3 categories of communication patterns, namely: Primary Communication Pattern, It is a process of conveying thoughts by communicators to communicators by using a symbol as a medium or channel with two symbols, namely verbal symbols and non-verbal symbols. The committees from ARMY Medan used a primary communication pattern with verbal and non-verbal symbols. Secondary Communication Pattern is the process of conveying messages by communicators to communicators using tools or means as the second medium after using the symbol on the first media because it is the target of communication that is far away or there are many of them. The ARMY *with Luv* "*BTS 6th Anniversary Gathering*" committee provides complete information related to this activity through social media as the second medium. Circular communication pattern, meaning round, round, or circumferential. In the circular process, feedback or feedback occurs, namely the flow from communicator to communicator, as the main determinant of communication success. Each committee in this activity has the freedom to communicate and give their opinions or input. The interactions that occur during the committee provide

feedback so that it causes open interaction between members. The committees provide information or discuss with each other to avoid *miscommunication* between fellow committees for the success of this activity.

The communication process of the ARMY community group in the city of Medan in the ARMY *with LUV "BTS 6th ANNIVERSARY GATHERING"* activity, namely: Communicators (*Senders*) are all committees that are members of the activity. Messages in the communication process between fellow committee members are in the form of information in the form of invitations to participate in this activity or information about this activity. The media used by the committee is a social media application, namely *group line*. But to the participants who attended, used the Instagram application as an information tool about this activity and Google Forms as a form to fill in the data before buying the tickets. The code or gesture when this activity was carried out was during the MC "*Annyeong ARMY Deul*" and was answered by the participant "*Annyeong*" and also the word that is the hallmark of ARMY, namely "*Borahae*". *B*anyak ARMY carries *official* BTS attributes that indicate that they are part of BTS fans. The communicators in this activity are all the committees and participants who attended the ARMY *with Luv "BTS 6th Anniversary Gathering"* activity and interacted with each other. Responses are things that occur as a result of activities carried out by the committee and felt by the viewers. The success of this event is that the excitement and smoothness of the event felt by all parties is a manifestation of the response.

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