BTS – Why is the group so famous and how does their popularity affect socio-political causes?

Presentation by Ngoc Anh Nguyen
Who is BTS?

• BTS
  = Bangtan Sonyeondan
  = Bulletproof Boy Scout

• Formation: 2010

• Debut: 2013 under Big Hit Entertainment

• Members: 7
Why is BTS so famous? – Music and Performance

- Style: hip hop, R&B, pop, rap
- Themes: self-love, bullying, mental health
- Extravagant dance routines and music videos: https://www.youtube.com/watch?v=gdZLi9oWNZg (1:54-2:35)
Why is BTS so famous? – Internet and Fans

• Social media → global fans
  • One account per social media
  • Direct interaction and connection, live streams with fans
  • ARMY = Adorable Representative Masters of Ceremonies of Youth
What **records** has BTS broken?

- **Most viewed YouTube video in 24 hours** with 108 Million Views (Butter, 2021, 2nd Dynamite 101.1 Million Views)
- First K-Pop Group to perform on a **major U.S. Award Show** (American Music Awards)
- First K-Pop Album to Reach **No. 1 on Billboard 200**
- First K-Pop Act to hit **No. 1 on Billboard Artist 100 Chart**
- First Asian Artist to Surpass **5 Billion Streams on Spotify**
- Fastest group since the Beatles to earn **4 US Number One Albums**, in less than 2 years
- ...
How does their popularity affect socio-political causes?
- **Anti-violence campaign** in 2017
- Partnership with Korean and Japanese Committee for UNICEF
- Introduced as **sponsorship** to **#ENDviolence** (global UNICEF campaign, aimed at the protection of young people)
- **#BTSLoveMyself**
"So, let’s all take one more step. We have learned to love ourselves, so now I urge you to “speak yourself.”

"Tell me your story. I want to hear your voice, and I want to hear your conviction. No matter who you are, where you’re from, your skin colour, gender identity: speak yourself."
How US K-pop fans became a political force to be reckoned with

Empty seats at Donald Trump’s rally in Tulsa, Oklahoma, after K-pop fans registered for tickets with no intention of attending. Photograph: Nicholas Kamm/AFP/Getty
BTS on the Decision to Donate to Black Lives Matter: ‘Prejudice Should Not Be Tolerated’

방탄소년단 🌈 @BTS_twt ⋅ 4. Juni 2020
우리는 인종차별에 반대합니다.
우리는 폭력에 반대합니다.
나, 당신, 우리 모두는 존중받을 권리가 있습니다. 함께 하겠습니다.

We stand against racial discrimination.
We condemn violence.
You, I and we all have the right to be respected. We will stand together.

#BlackLivesMatter 🌍

💬 183.560  ⬆️ 983.952  ❤️ 2,1 Mio.
'The right to respected'
"We cannot put into words the pain of becoming the subject of hatred and violence for such a reason,"

"Our own experiences are inconsequential compared to the events that have occurred over the past few weeks."

"But these experiences were enough to make us feel powerless and chip away at our self-esteem."
Conclusion
Thank you for your attention!
Sources (all from July 7th)

- https://www.bbc.co.uk/newsround/45721656
- https://www.love-myself.org/post-eng/test/
Sources (all from July 7th)

- https://www.reddit.com/r/bangtan/comments/lynjen/a_timeline_of_bts_discography/
- https://upload.wikimedia.org/wikipedia/commons/0/07/BTS_Love_Myself_Logo.png