

Exploring Fantasy Theme Analysis: Unravelling Fandom Dynamics in BTS ARMY

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ABSTRACT

Kata kunci:

Fantasy theme, BTS ARMY, fandom, symbolic construct, community, narratives

In the digital era, fan communities have evolved into sanctuaries of liberation and empowerment, providing enthusiasts with spaces for uninhibited self-expression, diverse perspective exchanges, and identity exploration. Using a qualitative phenomenological approach, the research examines the construction of collective identity and meaning-making among BTS fans. The analysis reveals that the BTS ARMY Indonesia community adopts fantasy themes such as "APOBANGPO" (ARMY Forever, Bangtan Forever), "Yoongi Marry Me," and "Racist Billboard." The shared adoption of these themes fosters a sense of unity, emotional connection, and collective identity among fans. Through detailed examination, this study demonstrates the effectiveness of FTA in understanding fan community dynamics. It highlights how BTS fans in Indonesia construct and negotiate their identities through shared fantasies, contributing to a supportive and interconnected global fandom. The findings underscore the importance of participatory culture in providing safe spaces for fans to experiment with new passions and activities, ultimately fostering personal growth and community cohesion.

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INTRODUCTION

In the interconnected landscape of today's digital era, fan communities have emerged as enigmatic realms where enthusiasts experience a unique sense of liberation and empowerment. Within these communities, individuals discover avenues for uninhibited self-expression, the exchange of inquiries, and the exploration of a diverse array of perspectives. Fan communities have emerged as more than just forums for shared interests; they have become safe havens where individuals find solace, connection, and creative expression. These enclaves of passion, often centered around beloved media, offer enthusiasts a refuge from the tumult of everyday life (Booth, 2018).

This phenomenon has solidified fan communities as sanctuaries of security and inclusivity. As enthusiasts immerse themselves in these spaces, they find themselves unshackled from conventional constraints, fuelling the exploration of their identities, passions, and curiosities. This liberation is not confined solely to self-expression; it extends to vibrant discussions and the exchange of diverse perspectives, all of which flourish within the nurturing embrace of fan communities (Booth, 2018).

Fandom is often seen as a safe space, shedding light on how these communities provide a haven for fans to flourish, interact, and authentically be themselves. The result is an environment that not only embraces individuality but also fosters a collective sense of security—a nurturing ground where personal growth and exploration flourish unencumbered. Engaging within a participatory culture requires and fosters skills and knowledge, and it provides a safe space with which to experiment with new passions or activities (Jenkins, 2012).

While media fandoms stand as prominent examples of participatory cultural communities, they merely scratch the surface of a larger tapestry. Participatory cultures encompass diverse categories, from Makers and Gamers to Modders, Vidders, Collectors, Subbers, and beyond. These participatory cultures necessitate and cultivate competencies and knowledge, fostering an environment that encourages enthusiasts to hone their skills. Simultaneously, these spaces provide the security necessary for the exploration of novel interests and activities (Booth, 2018); (Click & Scott, 2018).

The platforms and media offered by fandoms facilitate seamless communication among kindred spirits. In these communities, like-minded enthusiasts come together, often congregating in smaller groups spread across various geographical regions. The rise of digital technology has exponentially magnified this connectivity, culminating in the formation of robust online communities. These virtual domains act as crucibles for dynamic interactions, fueled by shared passions and mutual interests (Pearson, 2010); (Galuszka, 2017).

However, the crux of the matter lies in the transformation of fans from passive consumers into active producers. The interconnectedness of enthusiasts fosters the emergence of cohesive communities, collectively forming a fandom. These fan communities emerge as active hubs of creative endeavor, underscoring the civil potency inherent within their ranks. Yet, their significance reaches even further: fandoms serve as conduits for the embodiment of fan culture, and they play an integral role in driving the intricate production processes (Jenkins, 2014); (Goodman, 2015).

The global phenomenon surrounding the South Korean boy band BTS has given rise to a fervent fan community known as the BTS ARMY (Adorable Representative MC of Youth). With millions of devoted fans spread across the globe, this fandom represents a unique space for shared experiences, emotional connections, and creative expression. In addition to the fan base, the BTS ARMY community also gives rise to small, organic groups that are unstructured and informal, yet maintain close relationships within. These groups are affiliated through conversational groups or social media platforms such as WhatsApp (Suryadi, 2010).

The BTS ARMY fandom especially in Indonesia operates by leveraging social media platforms as channels deemed not only most effective in catering to the need for communicative-interactive mediums and social engagement for users but have also impacted real-world society through the construction of reality via symbolic exchanges, thereby instigating shifts in values and novel meanings within the present society. This medium not only transforms real life into the virtual realm but also exemplifies media morphosis –serving as evidence of the alteration in human communication and sociability patterns (Fidler, 1997).

While Symbolic Convergence Theory has been primarily applied to areas like small group communication and organizational communication, its concepts could potentially be extended to analyze certain aspects of fandom, such as how fan communities form, develop shared meanings, and create their own group identities around media content. Fans construct their reality through a process that involves a combination of social, psychological, and cultural factors. This construction of reality is deeply intertwined with their engagement in fandom activities, their interactions with other fans, and their interpretation of the media content they are passionate about.

To decipher the intricacies of this phenomenon, this article employs Ernest Bormann's Fantasy Theme Analysis as a conceptual framework, seeking to analyze the narratives, symbols, and emotions woven into the fabric of the BTS ARMY in Indonesia.

METHOD

This study employs a qualitative approach aimed at attaining a comprehensive portrayal of a subject from the perspective of the human researchers. Qualitative research is a method that delves into and comprehends the meanings inherent in a number of individuals or a group of people within the context of social issues. Generally, qualitative research can be utilized to investigate topics related to societal life, history, behaviors, concepts or phenomena, social problems, and various others (Creswell & Poth, 2016).

The research methodology employed is Phenomenological. This method assumes that an individual's conscious experience of a phenomenon can be actively comprehended and probed to a greater depth, thus possessing the potential to serve as a theoretical foundation. The Phenomenological Method operates under the theoretical assumption that objects, events, or conditions present within one's immediate experiential sphere can be utilized to understand the tumultuous occurrences in its vicinity (Littlejohn & Foss, 2009).

In the realm of qualitative research, the phenomenological method resides in the most subjective domain, where authentic experiences become primary data in the reality. Three central tenets of phenomenology are: (1) knowledge is derived directly from our conscious experiences, which in turn influence our perspectives on the world when related to them; (2) the significance inherent in an object consists of human experiences in relation to its connection, implying that an individual's relationship with a particular object can determine its meaning for them; (3) the attribution of meaning to an object necessitates a tool (language) for definitions and expressions to attain universality (Littlejohn & Foss, 2009); (Kremer et al., 2016).

The concept of a fantasy theme pertains to the content found within dramatized messages that interconnect through a series of messages, facilitated by participants, including elements such as wordplay, stories, analogies, and speeches. These elements invigorate the interactive dynamics within a group setting. Furthermore, fantasy themes center on narratives involving individuals with distinct characters.

Each individual contributes their own fantasies either due to shared experiences or the rhetorical adeptness of those dramatizing the messages. Stories, jokes, or word games often unfold within a group context, devoid of immediate significance or subsequent impact on interactions. Nonetheless, on occasion, a group member might seize upon a message, embellish its narrative, and employ their individual storytelling style to dramatize it. Within the framework of symbolic convergence theory, this participant is recognized as a "fantasy chain," resulting in the emergence of a shared fantasy within the group.

SCT is a communication theory that explains how people create shared meanings through communication. SCT can be applied to fandom by analyzing the shared meanings that fans create through their communication. By analyzing the shared meanings that fans create, researchers can gain insights into the ways in which fans engage with media and how they construct their identities through their fandom.

Fantasy themes within Indonesian BTS ARMY are identified in rhetoric matters of its groups, which is obtained by a non-participant observation results of group conversation. 3 WhatsApp Groups each consists of 40 up to 100 members as research's informant, namely (1) SEOULMATE GC, (2) ARMYCASA, and (3) BANGTAN BUDDIES. Through FTA, we examine how these fantasy themes interweave, forming narrative chains that connect diverse fans across geographical and cultural boundaries. These narratives serve as a vehicle for fans to share their interpretations, emotions, and reactions to BTS's content, leading to the co-creation of a collective meaning-making process.

The research process commenced with the researcher's curiosity concerning the interpretations made by members of the Indonesian BTS ARMY fandom regarding the events occurring within their immediate surroundings as well as those involving their idol. In this research, first thing to do is identifying fantasy themes within Indonesian BTS ARMY groups. The fantasy themes encompass the stories, anecdotes, and imagined scenarios that resonate with fans. These themes often originate from BTS's phrase, music, lyrics, music videos, and personal interactions. The members of the BTS ARMY groups share their thoughts and discuss their own experiences about the outcomes from BTS's activities in order to achieve comprehension together.

After identifying fantasy themes, we need to look for message dramatization. Message dramatization in FTA refers to the process of emphasizing or heightening the emotional and symbolic aspects of a message or story. In FTA, messages, anecdotes, or narratives are not treated as mere factual accounts, but rather as vehicles for conveying deeper meanings, emotions, and shared experiences within a group or community.

When individuals engage in message dramatization, they infuse their communication with vivid imagery, expressive language, and emotional resonance. This process often involves the use of metaphors, analogies, anecdotes, and other rhetorical devices that enhance the impact of the message. By dramatizing their messages, individuals seek to evoke a stronger emotional response and generate a sense of shared understanding among group members.

SCT suggests that individuals within a group coalesce around shared fantasies and stories. Within the BTS ARMY fandom, fans engage in dramatic communication, constructing intricate narratives, and mythologies that extend beyond the realm of reality. These fantasy themes serve as a means of expression, enabling the ARMY to collectively engage in storytelling, role-playing, and symbolic interpretation of BTS's music and imagery. By dramatizing communication, the fandom solidifies its collective identity, fostering a sense of belonging and reinforcing bonds among its members.

In the context of FTA, message dramatization is crucial for the development of fantasy themes and chains. As individuals within a group dramatize their messages, recurring patterns of shared imagery, symbolism, and emotional tone begin to emerge. These patterns form the basis of fantasy themes, which are central concepts or narratives that capture the collective imagination of the group. Overall, message dramatization is a fundamental aspect of FTA, as it underscores the role of communication in shaping group identity, shared meanings, and emotional connections within a community.

Before finding fantasy themes within Indonesian BTS ARMY group, the researcher dramatized the messages that shown in the group conversation that triggered group's fantasies chain. After that, the researcher analysed the dramatic message and personal narratives from the member of the group to find group's fantasy themes.

Several instances of dramatization result in a minor symbolic outburst, taking the form of a fantasy chain. However, instances of message dramatization that lead to the emergence of a fantasy chain can captivate the attention of group members, prompting them to share their own fantasies. As the number of shared fantasies increases, the pace of conversation accelerates. Participants become animated, interjecting each other, expressing laughter, emotions, and momentarily losing self-awareness. Those who contribute with shared fantasies tailor their responses to correspond with the appropriate message. If narrators intend their stories as jokes, laughter ensues; conversely, if the narrative necessitates seriousness or significance, a more solemn appropriation is offered (Bormann, 1985); (Páez & Rimé, 2014) .

Some of these dramatic renderings lead to symbolic manifestations within extended or concise fantasy chains. Dramatization within Indonesian BTS ARMY conversations is recognized within these fantasy chains,

as well as in other contexts featuring extended fantasy chains, underscored by the presence of dramatized messages. Fantasy chains emerge as a result of group members' engagement with fantasy themes that intrigue them and are subsequently integrated into new dramatic messages. This, in turn, spurs other group members to reciprocate by sharing their own fantasies, thereby influencing the collective consciousness of the group.

In this discourse, message dramatization exhibits a profound symbolic expression, instigating an extensive convulsion of fantasy chains with the emergence of new ones. Dramatized messages within Indonesian BTS ARMY groups entice members to share fantasies, thereby accelerating the rhythm of conversations. This fervor sparks excitement, interruptions, laughter, emotional expression, and temporary self-forgetfulness among group members.

The subsequent step involves identifying the fantasy theme. The content stemming from splintered fantasy chains within message dramatization is referred to as a fantasy theme. This theme materializes when a group member comments on an individual or incident that resonates with the enthusiasm of other members. These comments, in turn, trigger further commentary concerning personal experiences within the discussed context. Notably, commentary regarding behaviors or incidents signifies the group members' establishment and arrangement of their experiences. Thus, it is accurate to posit that fantasy themes that encompass commentaries on incidents become a focal point for group members to articulate their experiences related to those incidents (Williams, 1987); .

Fantasy constitutes an act of dramatization. Indonesian BTS ARMY groups employ fantasy themes in their narratives, utilizing them to construct collective rhetorical visions that fortify the narrative values. These narratives offer a framework for group members, aiding in their comprehension of goals, core beliefs, and modes of behavior as part of the collective. Through the medium of fantasy themes, the existence of Indonesian BTS ARMY unfolds as a dramatic narrative, replete with metaphorical stages and the members as actors engaged in numerous roles. The group's messages are perpetuated through storytelling, which underscores heroes, antagonists, and objectives, all of which contribute to the assimilation and embedding of visions within the membership.

Central to FTA is the concept of symbolism, where symbols, metaphors, and images are used to convey shared meanings. In the Indonesian BTS ARMY, symbols can range from specific lyrics to gestures made by the members. This study investigates how these symbols are collectively interpreted, creating a shared symbolic vocabulary that strengthens group cohesion and emotional bonding. Moreover, the analysis explores how fantasy themes and symbols become outlets for emotional expression, allowing fans to express joy, empathy, and even catharsis through their engagement with BTS's content.

RESULTS AND DISCUSSION

The initial step in conducting an analysis utilizing the fantasy theme analysis method begins with messages. Here the researcher needs to select a representative sample of messages and identify the story elements (Kidd, 1998). Bormann posits that messages fundamentally encapsulate dramatized contexts. Member's communication involves the interpretation of specific incidents. Messages disseminated by group members represent creative, imaginative interpretations of incidents that cater to psychological or rhetorical needs. These messages are referred to as fantasy themes. Experts concur that themes found within rhetorical discourse can be categorized into settings, characters, and actions.

BTS ARMY's fandom provides a space for fans to cultivate a sense of belonging and collective identity. By embracing common fantasy themes and narratives, fans align themselves with the broader fandom culture. Through FTA, we explore how these shared fantasies enable fans to communicate and negotiate their identities as members of the BTS ARMY. Additionally, the article investigates how rhetorical visions emerge within the fandom, reflecting the collective aspirations, values, and ideals of the fan community.

Information is often presented in the form of narrative evidence or dramatic concepts (Kidd, 1998). From the Indonesian BTS ARMY groups, the representative sample of messages that create forms of narrative evidence or dramatic concepts are:

a. "APOBANGPO" or "ARMY Forever, Bangtan Forever"

It is a neologism coined by BTS and adopted by the ARMY community as a rallying cry signifying the enduring bond between BTS and their fanbase. This slogan underscores the unbreakable connection between BTS and their ARMY, even during periods of hiatus when the group is inactive.

The neologism "APOBANGPO" or "ARMY Forever, Bangtan Forever" holds significant symbolic meaning within the context of BTS fandom. "APOBANGPO" stands as an abbreviation that encapsulates the sentiment that the ARMY and BTS will remain united indefinitely. The extended form "ARMY Forever, Bangtan

Forever" explicitly articulates the enduring loyalty of the fanbase to the group and vice versa. The utilization of these terms serves as a strategic linguistic construction that resonates with the emotional connection between the musicians and their fans.

Furthermore, the adoption of this terminology serves multiple functions. Firstly, it reinforces the concept of a perpetual alliance between BTS and their ARMY, emphasizing the notion that the bond is not contingent upon the current status of the group. Even during hiatus periods, the fanbase remains steadfast and supportive. This linguistic innovation underscores the depth of the connection by condensing a complex sentiment into a concise and memorable phrase.

Secondly, the creation and acceptance of such a term demonstrate the collaborative relationship between the artists and their fans. BTS initiated the term, and the ARMY community embraced it, reinforcing the sense of co-creation and shared identity. This collective adoption showcases the mutual respect and understanding between BTS and their fans, which strengthens the sense of unity within the fandom.

In conclusion, "APOBANGPO" or "ARMY Forever, Bangtan Forever" functions as a linguistic embodiment of the enduring bond between BTS and their fanbase. Through this terminology, the ARMY community reaffirms their commitment to the group, and BTS acknowledges the unwavering support of their fans, even during periods of hiatus. This neologism represents the fusion of language and emotion, encapsulating the essence of their relationship in a succinct and impactful manner.

b. "Yoongi Marry Me"

The expression "Yoongi Marry Me" holds significance within the framework of the BTS fandom's interaction and communication. It serves as an example of fan-based linguistic creativity and a mode of exhibiting admiration for a specific member of BTS, namely Min Yoongi. This phrase encapsulates the emotional attachment fans have toward their idols and provides a concise means to communicate their feelings.

The term's humorous nature has led it to become an "inside joke" among ARMY members. This suggests that the phrase has transcended its literal meaning and has evolved into a shared humorous reference that holds meaning only within the context of the fandom. Inside jokes like "Yoongi Marry Me" create a sense of camaraderie among fans, as those familiar with the reference share a special bond and mutual understanding, fostering a sense of belonging within the community.

Furthermore, the playful theme of "Shared Husband" that emerges from this phrase indicates a light-hearted and imaginative engagement with the concept of marrying a celebrity. This theme, often explored by fans, reflects the emotional investment and creativity they invest in their interactions with BTS and their fellow ARMY members.

In summary, "Yoongi Marry Me" exemplifies the fusion of linguistic creativity, emotional expression, and communal bonding within the BTS fandom. The phrase not only signifies admiration for Min Yoongi but also contributes to the shared culture, camaraderie, and playfulness that characterize interactions within the ARMY community.

c. "Racist Billboard" or "Billboard Corrupt"

The designations "Racist Billboard" and "Billboard Corrupt" signify a specific form of critical discourse within the context of the BTS fandom, highlighting skepticism and dissatisfaction with Billboard's actions. These terms reflect the emotional investment and vigilance that fans exert toward protecting the interests and achievements of their beloved idols.

The term "Racist Billboard" underscores the belief within the ARMY community that Billboard's actions, specifically altering regulations or criteria, are racially biased and result in the devaluation or dismissal of BTS's accomplishments. The term "Billboard Corrupt" suggests an assertion that Billboard's actions are driven by ulterior motives, such as corruption or manipulation, rather than objective and impartial evaluation.

The case cited, where Billboard allegedly deducted 90% of digital sales from "Like Crazy", a solo project by Jimin –member of BTS, exemplifies the context within which these terms are employed. In this instance, the ARMY community interpreted this action as a deliberate manipulation that unjustly downplayed the significance of BTS's achievements. This incident underscores the heightened awareness and scrutiny with which the fandom assesses the recognition and reception of BTS's work on a global platform.

These terms serve as linguistic tools for fans to express their discontent with perceived injustices or biases they believe are directed toward BTS. While these terms may be interpreted as strong expressions of criticism, they exemplify the passion, devotion, and active engagement fans have in defending the reputation and achievements of the group.

In summary, "Billboard Racist" and "Billboard Corrupt" embody the discourse within the BTS fandom surrounding suspicions of bias or manipulation by Billboard. The usage of these terms reflects the fandom's commitment to upholding the integrity of BTS's accomplishments and holding platforms accountable for fair evaluation and recognition.

Next, the research discussed about the identification and analysis of narrative elements within the fantasy themes that prevalent in the BTS ARMY Indonesia community. The analysis systematically breaks down the core elements that constitute each fantasy theme. Based on the examples and explanations provided above, it can be discerned that the narrative elements of fantasy themes found are as follows:

d. Heroic Characters

The heroic characters that emerge within the fantasy themes among the BTS ARMY Indonesia community are BTS as a group and its members, namely RM (Kim Namjoon), Jin (Kim Seokjin), Suga (Min Yoongi), J-Hope (Jung Hoseok), Jimin (Park Jimin), V (Kim Taehyung), and Jungkook (Jeon Jungkook). This section highlights the identification of BTS and its members as the heroic figures within the narratives. This provides insight into how the fandom perceives and depicts the group and its individual members.

e. Villainous Characters

The villainous characters often mentioned in communication interactions within the BTS ARMY Indonesia community are Billboard and haters. This segment identifies the entities that are viewed negatively within the narratives. These entities, such as Billboard and haters, contribute to the creation of tension or conflict within the stories.

f. Setting

The setting of the fantasy theme "APOBANGPO" is BTS's 10th anniversary coinciding with the decision of BTS members to begin their Mandatory Military Service from 2023 to 2025.

The setting of the fantasy theme "Yoongi Marry Me" revolves around the admiration of BTS ARMY for the personality and character of Min Yoongi, considered highly suitable as a life partner due to his competence in repairing and fixing things (handyman skills), culinary expertise, consistently courteous behavior toward fellow members and fans, extensive knowledge, and a cool and calming demeanor.

The setting of the fantasy theme "Racist Billboard" pertains to the perceived injustice felt by BTS ARMY regarding Billboard's actions towards BTS's works as a group and their solo projects.

This section elaborates on the contextual backdrop of each fantasy theme. It explains how the setting serves as the stage on which the narratives unfold, whether it's a significant event like BTS's 10th anniversary or societal issues like the perception of bias from Billboard.

Fantasy theme chains, as proposed by SCT, refer to the series of connected narratives and symbols that emerge within a group. In the BTS ARMY fandom, fantasy theme chains manifest through the interweaving narratives, symbolism, and interpretations surrounding BTS's music, visuals, and personal lives. Fans actively engage in the creation and expansion of these chains, contributing their own perspectives, fan theories, and fanfiction. The ongoing development of fantasy theme chains within the fandom serves as a unifying force, enabling fans to continuously build upon and reinforce the shared meanings and experiences associated with BTS.

Several fantasy chains stemming from each fantasy theme are as follows:

g. Fantasy Theme "APOBANGPO"

Fantasy chains emerged during BTS's 10th anniversary moment when BTS launched a campaign expressing their gratitude to ARMY as a form of appreciation for the camaraderie built over the past 10 years. This campaign was conveyed by BTS through various media outlets, including outdoor and digital media. The celebration of BTS's 10th anniversary was even commemorated by the South Korean government through art installations related to BTS placed across various corners of Seoul and highlighted in mass media. BTS ARMY Indonesia responded to this with enthusiasm, engaging in lively discussions within their WhatsApp groups.

One ARMY member initiated the conversation with a statement that expressed both curiosity and admiration, "I genuinely wonder, are there any other groups that celebrate their debut like BTS? It's so cool to be featured on local news broadcasts."

Other ARMY members responded by acknowledging that only BTS receives such special attention. The use of purple heart emoticons symbolizing "ARMY's love for BTS" was another ARMY response.

The conversation continued with expressions of "Happy Anniversary Yeorobun" (Everyone), along with a string of well-wishes, such as "happy anniversary 10th 🌻💜 let's be happy for a long time, army. apobangpo 🌻💜", "APOBANGPO," and "Let's age together until death. There's only one prayer: may Bangtan renew their contract and keep creating, I wholeheartedly agree from here... Take care, my dear Bangtan. Let's meet at the 2025 BTS World Tour in Jakarta, Semarang, Bali, Bekasi, Depok, Solo, Sumatra, Kalimantan—let's offer our prayers first in prayers."

The samples above provide a comprehensive understanding of the discourse and interactions within the BTS ARMY Indonesia community surrounding the "APOBANGPO" fantasy theme. It breaks down the key components of the fantasy chain and the interactions that transpired among the ARMY members.

The initial statement identifies the context of the fantasy chain, centered around BTS's 10th anniversary campaign and the expressions of gratitude toward ARMY. It highlights the various media platforms used to convey this campaign, showcasing the broad impact of BTS's activities.

The subsequent portion delves into the responses of ARMY members, illustrating their engagement and emotional investment in the celebration. The use of specific quotes and emoticons demonstrates the sentiment and unity within the community.

The discussion's continuation and the expressions of well-wishes provide insight into the ways ARMY members convey their hopes and aspirations for BTS's future. The inclusion of translated Korean terms adds depth to the understanding of the discourse.

In essence, those samples encapsulate the dynamics of communication, emotion, and communal identity within the BTS ARMY Indonesia community, reflecting the shared joy and devotion surrounding BTS's 10th anniversary celebration.

h. Fantasy Theme "Yoongi Marry Me"

The expression "Yoongi Marry Me" has gained prominence as it reflects ARMY's recognition of the qualities of a husband figure within Min Yoongi. This sentiment has propelled ARMY to share a common understanding and desire to envision Min Yoongi as a collective spouse. A recurring inside joke stemming from this expression is the formation of the "Sekte Yoongi Marry Me," a group of ARMY members who "adore" Min Yoongi.

The fantasy theme of "Yoongi Marry Me" gained further traction when Min Yoongi, known by his stage names SUGA and Agust D, announced his world tour schedule in February 2023, including Jakarta, Indonesia, as one of the destinations.

Members of ARMY within chat groups responded to this news with similar enthusiasm, expressing their desire to realize their aspirations of meeting their "future husband." Nonetheless, concerns arose regarding the potential inadequacy of the concert's venue in Indonesia, fueled by the belief that the capacity of the chosen venue might be insufficient to accommodate the sizable number of the "Sekte Yoongi Marry Me" members.

This can be observed through a series of conversations, one of which questioned the promoter's decision on the venue selection, "Seriously, don't they know about the Sekte Yoongi Marry Me? They picked ICE BSD."

Other ARMY members responded with differing viewpoints. Some believed the decision was reasonable, considering that the world tour was a solo project of a single member rather than a group concert. However, some ARMY members argued that, even for a solo project, the scale of the concert should recognize the substantial fan base of a BTS member.

Within these conversations, some ARMY members even raised suspicions about the concert promoter's understanding of the BTS fandom in Indonesia, particularly the "Sekte Yoongi Marry Me." This sentiment was expressed in statements like, "The promoter is out of their minds! Underestimating the Sekte Yoongi Marry Me."

Conversely, the fandom took steps to maintain harmony by issuing guidance to ARMY members attending the concert, urging them to maintain a conducive atmosphere. This guidance was conveyed through a broadcast message:

"For ARMY who will or will not attend SUGA|AgustD world tour in May, we advise you to reconsider your plans to visit the airport. This is to prevent any possible disturbances. Remember, risking our own safety, the safety of others, and even our idol for the sake of a photo, video, or only shouting 'Yoongi Marry Me' is not worth it. Please help uphold a peaceful atmosphere upon Yoongi's arrival and during his three days in Indonesia. Let's not make him uncomfortable. Together, let's protect the reputation of BTS, the agency, and our fandom's name. This world tour might also be a 'planning' test for the agency's post-military comeback world tour for BTS. Those who have various social media platforms, kindly share this information in the best manner possible 🙏🙏."

This passage provides a detailed exploration of the fantasy theme "Yoongi Marry Me" within the context of the BTS ARMY Indonesia community. It dissects the evolution of the fantasy theme, its implications, and the responses of the community members.

The introduction establishes the central theme—ARMY's collective fascination with Min Yoongi as a potential spouse. The inside jokes and the emergence of the "Sekte Yoongi Marry Me" subculture reflect the deepening connection between ARMY and Min Yoongi, transcending the boundary between artist and fan.

The discussion then navigates through the heightened fantasy theme as Min Yoongi's world tour schedule is unveiled. The reactions of ARMY members underscore their excitement and desire to connect with

him. The concerns about venue capacity underscore the scale of their admiration and the sense of community within the "Sekte Yoongi Marry Me."

The passage also delves into the debates among ARMY members regarding the venue choice and its implications. It captures the dynamic discourse around Min Yoongi's solo endeavors and BTS's collective impact.

Furthermore, the passage highlights the tensions between the fandom's expectations and the practicalities of organizing events. The skepticism toward the concert promoter's understanding of the fandom's dynamics adds depth to the portrayal of ARMY's sentiments.

This discussion also conveys the proactive measures taken by the fandom to uphold a harmonious environment during the anticipated events. The broadcast message serves as a testament to the fandom's collective consciousness and their role as responsible fans. In essence, this passage offers an academic perspective on the complex interplay between fantasy themes, fan culture, artist interactions, and organizational dynamics within the BTS ARMY Indonesia community.

i. Fantasy Theme "Racist Billboard"

The term "Racist Billboard" is frequently employed by the BTS ARMY community when suspicions arise regarding Billboard's sudden alterations to regulations, leading to the omission of BTS achievements. One instance involves Billboard's perceived reduction of 90% of the digital sales from BTS member Jimin's song "Like Crazy." The regulations governing Billboard's chart rankings are subject to adjustments, which ARMY suspects could be a form of sabotage against BTS's accomplishments.

This is evident in the expression of one ARMY member within a chat group who expresses frustration over Billboard's continuous rule changes, stating, "Once again, Billboard changes the rules. So exhausting." This sentiment is echoed by other ARMY members responding with remarks like "Seriously, I'm so annoyed with Billboard" and "New rules are annoying, just because."

The opinion that some entities are attempting to hinder BTS's achievements has grown to encompass not only Billboard but also nearly all music rating and award platforms. This perspective unfolds through a fantasy chain formed in the following conversation:

4/11/23, 5:08 PM - +62 877-4215-xxxx: *I'm a bit confused about the issue.*

4/11/23, 5:08 PM - +62 877-4215-xxx: *But basically, Billboard keeps changing the rules whenever BTS enters the charts.*

4/11/23, 5:08 PM - +62 877-4215-xxxx: *It's like Billboard is being so racist towards Bangtan.*

4/11/23, 5:10 PM - +62 858-1516-xxxx: *Seriously, Billboard is a bit (crazy). Not just Billboard, but any platform with BTS becomes a bit (crazy) 🤔.*

4/11/23, 5:29 PM - Je Army: *Doesn't matter, haha.*

4/11/23, 5:29 PM - Je Army: *If Billboard is racist.*

4/11/23, 5:29 PM - Je Army: *The boomerang hits Billboard itself.*

4/11/23, 5:30 PM - +62 877-4215-xxxx: *It's like this repeatedly, right? Haha. And it happens with every Bangtan song 🤔.*

4/11/23, 5:30 PM - Je Army: *That's why I've gotten used to America's ways.*

4/11/23, 5:30 PM - Je Army: *They're buddies with MAMA (Mnet Asian Music Awards).*

4/11/23, 5:30 PM - +62 858-1516-xxxx: *Really, sis?*

4/11/23, 5:30 PM - +62 877-4215-xxxx: *I just see it like, "Oh, here we go again" 🤔.*

4/11/23, 5:31 PM - Je Army: *Yeah, they're one species.*

4/11/23, 5:31 PM - Je Army: *That's why 🤔🤔.*

4/11/23, 6:02 PM - +62 812-3192-xxxx: *True, bestie.*

This part provides an in-depth analysis of the term "Racist Billboard" and its implications within the BTS ARMY community discourse. The transcript reflects the conversational nature of the original content while maintaining clarity and original tone.

The introduction sets the stage by explaining the term "Racist Billboard," highlighting its common usage by ARMY to question Billboard's rule changes and potential biases. It explains the context of Billboard's changes to regulations and the ensuing skepticism among ARMY members, who view these changes as a form of sabotage against BTS's achievements. It elaborates on how ARMY members express their frustration and skepticism through dialogues within chat groups.

The conversation captures the dialogue among ARMY members, emphasizing their reactions, discussions, and varied opinions on the matter. This section maintains the original conversational style while providing clarity for an academic audience. The transcript concludes by conveying the unity and shared

sentiments of ARMY members, demonstrated by the final message in the conversation. It showcases how the term "Racist Billboard" serves as a point of discussion and reflection within the community.

CONCLUSION

This article demonstrates the applicability of Fantasy Theme Analysis (FTA) in unravelling the complex dynamics of the BTS ARMY fandom. By examining fantasy themes, narratives, symbolism, and emotional expressions, we gain insight into how fans collectively construct meaning, communicate, and form a cohesive identity within this global fan community. As the BTS phenomenon continues to evolve, the FTA framework offers a valuable lens for understanding the intricate interplay between fandom engagement, emotional connection, and collective identity formation.

Based on the conducted analysis, it can be concluded that within the BTS ARMY Indonesia community, there is a significant tendency to evoke aligned fantasy themes. As fans collectively embrace these shared meanings, they develop a deep sense of ownership, strong emotional connections, and a collective identity as ARMY. This convergence of symbols and narratives strengthens the bond among fans, fostering a supportive and interconnected community that transcends geographical and cultural boundaries.

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