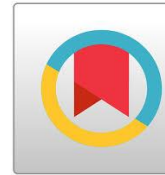


The BTS ARMY Help Center Movement as a Non State Actor in Supporting the Sustainable Mental Health Agenda in 2018-2021



Gerakan BTS ARMY Help Center sebagai Aktor Non Negara dalam Mendukung Agenda Sustainable Mental Health Tahun 2018-2021

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ARTICLE INFORMATION	
<p>Keywords <i>Non State Actor; New Social Movement; Sustainable Mental Health;</i></p>	<p>ABSTRACT This study aims to find out what efforts have been driven by the ARMY Help Center to encourage changes in the stigma of BTS or ARMY fanaticism that has grown in society. BTS's first win at an international music award event made many people hate BTS. This has an impact on BTS fans, namely ARMY. ARMY felt a lot of blasphemy from BTS haters because they considered cheating in BTS' winning results. The worsening condition of the ARMY's mental health led one ARMY to form a social movement organization with a focus on improving mental health, namely the ARMY Help Center. With the same identity, a collective identity is formed to voice the importance of mental health. Their agenda has helped ARMY and people in need, such as holding mental health help services, social media campaigns, conducting webinars, discussions, and conferences on mental health, and writing and publishing books related to mental health. This research is descriptive and qualitative in nature. For data collection techniques using interview methods and data through written sources, for example, notes, transcripts, books, newspapers, reports, and others. The results of the study show that the agenda that the ARMY Help Center is carrying out can also indirectly break the bad stigma that a K-pop fan is not all fanatical and exaggerated. As a non-state actor, you can create a positive social movement and can help many people who need mental health assistance.</p>
<p>Kata Kunci <i>Aktor Non Negara; Gerakan Sosial Baru; Kesehatan Mental Berkelanjutan;</i></p>	<p><i>Penelitian ini bertujuan untuk mengetahui upaya apa saja yang telah digerakkan oleh ARMY Help Center dalam mendorong perubahan stigma fanatisme penggemar BTS atau ARMY yang telah tumbuh di masyarakat. Kemenangan pertama BTS dalam acara penghargaan musik internasional membuat banyak masyarakat membenci BTS. Hal ini berdampak pada penggemar BTS yaitu ARMY. ARMY merasakan banyak hujatan dari para pembenci BTS karena mereka menganggap adanya kecurangan dalam hasil kemenangan BTS. Memburuknya kondisi kesehatan mental ARMY, membuat salah satu ARMY mencetuskan untuk membentuk suatu organisasi gerakan sosial dengan fokus meningkatkan kesehatan mental yaitu ARMY Help Center. Dengan kesamaan identitas, terbentuklah suatu identitas kolektif untuk menyuarakan pentingnya kesehatan mental. Agenda yang mereka lakukan banyak membantu para ARMY serta masyarakat yang membutuhkan seperti diadakannya pelayanan pendampingan kesehatan mental, kampanye di sosial media, melakukan webinar, diskusi, dan konferensi mengenai kesehatan mental, menulis serta mempublikasikan buku terkait kesehatan mental. Penelitian ini bersifat deskriptif dan bertipe kualitatif. Untuk teknik pengambilan data dengan metode wawancara dan data lewat sumber tertulis, misalnya catatan, transkrip, buku, surat kabar, laporan, dan lain-lain. Hasil penelitian menunjukkan bahwa dengan agenda yang ARMY Help Center lakukan, hal ini juga secara tidak langsung dapat mematahkan stigma buruk bahwa seorang penggemar K-pop tidak semuanya fanatik dan berlebihan. Sebagai aktor non negara juga dapat membuat suatu gerakan sosial yang positif dan dapat membantu banyak orang yang membutuhkan pendampingan kesehatan mental.</i></p>
<p>Article History Send 20th March 2023 Review 10th April 2022 Accepted 11th May 2023</p>	<p>Copyright ©2023 <i>Jurnal Aristo (Social, Politic, Humaniora)</i> This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p>



Introduction

Globalization has given rise to a phenomenon of interaction between all citizens of the world, where it is as if the borders of a country have become invisible and are now becoming more open and free. One effect of globalization itself is technological developments that present new cultures around the world that are liked (Linsi & Mügge, 2019). Popular Culture or Pop Culture is a culture that is widely liked by many people (Fithratullah, 2019). All practices in everyday life are included in this culture, such as clothing styles, entertainment, and sports, and one of them is Korean culture (K-pop) or Hallyu which is starting to influence various countries. Hallyu itself is a wave phenomenon of the spread of Korean culture through popular cultures, such as drama, music, fashion, and others (Jin & Yoon, 2017). One of them is Bangtan Sonyeondan or BTS, which is a boy band from South Korea that debuted in June 2013.

In South Korean pop culture, the field of music has spawned what is called a fan community or called fandom of various K-pop idols, which indirectly present new groups that were established with specific goals and interests (Sari, 2017). Joli Jenson (in Storey, 2006:158) argues that there is a distorted image experienced by fan groups. Potential bigotry, excessive, hysterical, insane, addictive, obsessive, and consumptive are often the defining characteristics of a fan. The behavior of K-pop fans creates a societal paradigm and negative stereotypes emerge, which becomes a challenge for members of the K-pop community (Sari, 2017).

Adorable Representative MC for Youth or ARMY is a fan group of the idol boy band BTS which was formed on July 9, 2013. Since BTS debuted in 2013 in numbers, the existence of ARMY has continued to increase and develop and even become a community that has a movement within it (Alessandra, 2021). According to Eliani et al (Rinata & Dewi, 2019) fanaticism is a belief in a fanatical object that is related to an object in excess, a fanatical attitude shown by activity, extreme enthusiasm, emotional attraction, and excessive love that lasts for a long time. long. The breadth of BTS fans can be proven in the data that has been reported on the official BTS ARMY Census 2020 website.

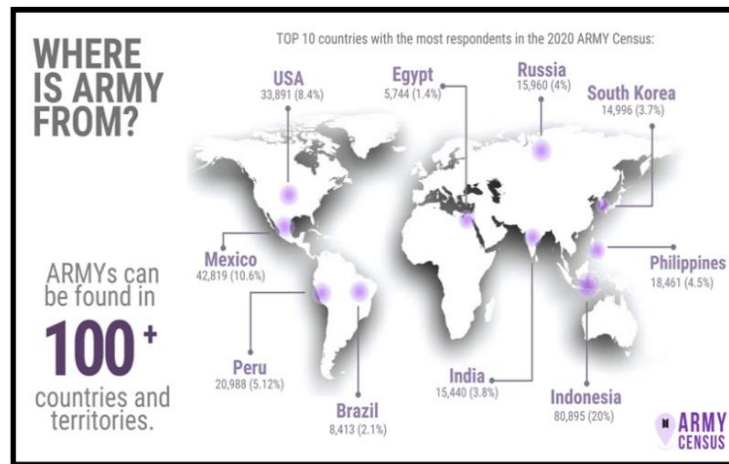


Figure 1. Data for BTS Fans (ARMY) for 2020

Source from “BTS ARMY CENCUS” (ARMY CENSUS, 2020)

The BTS ARMY Census research report for 2020 shows that of the top ten countries, Indonesia is the first country with the most BTS fans, namely 20% or 80,895 fans. Then the next countries are Mexico with 10.6%, the United States at 8.4%, Peru at 5.21%, the Philippines at 4.5%, Russia at 4%, India at 3.8%, South Korea at 3.7%, Egypt at 1.4%, and the last country is Saudi Arabia with 1.42%. ARMY can be found in over 100 countries and regions. This shows that the group of BTS fans, namely ARMY around the world, is very large.

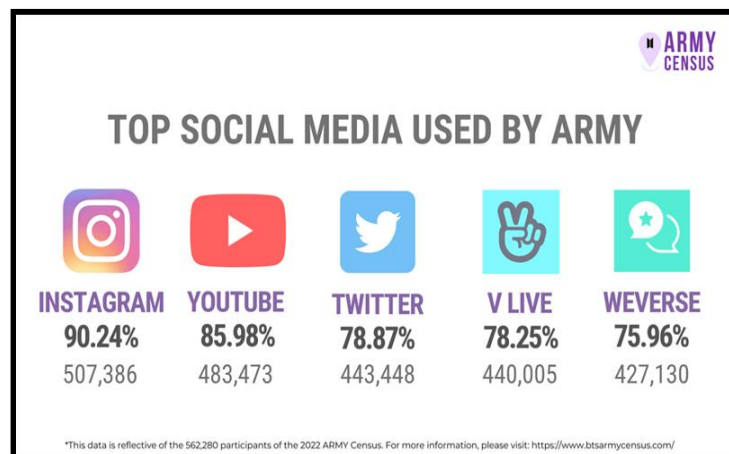


Figure 2. Data of Top Social Media Users by BTS Fans

Source from “BTS ARMY CENCUS” (ARMY CENSUS, 2020)

The success of BTS is proven by the amount of support from the fans they have. The five social media above show the size of BTS or ARMY fans in the data which reflects the 562,280 participants who participated in the 2022 ARMY Census study. Instagram is the first social media that is most followed by 90.24%, then YouTube at 85.98%, Twitter at 78.87%,

V Live at 78.25%, and Weverse at 75.96% (ARMY CENSUS, 2020). The loyalty and dedication of ARMY BTS can also bring BTS to various Billboard awards in America, hundreds of millions of views on various music videos, and many more things. But behind the success of BTS, in 2018 when BTS won the Top Social Artist nomination at the 2017 Billboard Music Award beating well-known artists like Justin Bieber turned out to raise a more complex problem because more anti-K-pop or haters started attacking with malicious comments related to award results such as score manipulation, cheating, paid voting, and others. Since then, many ARMYs have come under pressure from many haters. Not only that, in conducting daily voting from various international music events, such as the iHeart Music Awards, ARMYs also dedicate a lot of time to do daily voting, they don't even sleep to do it. Of course, this has an effect on a person's mental health and it has been proven that anxiety is reflected on the surface of the media.

As the World Health Organization (WHO) has recognized, “there can be no health or sustainable development without mental health” (Votruba & Thornicroft, 2016). Worldwide, more than two-thirds of people with mental health conditions do not get the care they need. Mental health problem is a term that refers to a range of medical conditions that affect a person's thinking, feelings, moods, ability to relate to others, and daily functioning. So, mental health is an indispensable component of health. Departing from the mental health phenomenon experienced by fans, there was an initiation from ARMY from France named Aiisha to form a community called ARMY Help Center on February 8 2018 on social media Twitter where the main purpose of this community can be a safe space, support room, and space share with the motto “Spreading Love and Positivity” (Alessandra, 2021).

The writer finds that a group of K-pop fans can have a big social influence. Not only supporting their idols, but a fandom can also form a movement that can slowly break the bad stigma in society that has been attached to K-pop fans. The specific goal that the author wants to achieve through this research is to find out what efforts have been driven by the ARMY Help Center in encouraging changes in the stigma of the fanaticism of BTS or ARMY fans that have grown in society. In the current situation, K-pop fans, or in this discussion, BTS fans (ARMY) are often marginalized and underestimated because of their inherent characteristics such as fanaticism, whereas regardless of their identity as a fan community, everyone should be given space to fully participate in efforts to voice sustainable mental health. In addition, the discussion of a K-pop fan community that conducts social movements with an agenda to improve sustainable mental health is still relatively small. So then the author hopes that this

research can broaden readers' insights and enrich the realm of social movement studies and sustainable development goals in International Relations.

Based on the background previously described, the authors propose a problem formulation in the form of a question about how the BTS ARMY Help Center movement as a Non-State Actor is trying to support the Sustainable Mental Health agenda for 2018 to 2021. Furthermore, this research is very interesting because usually social movements come from groups of people from different backgrounds or identities to fight for human rights. Meanwhile, this research discusses how there is a new phenomenon because this social movement comes from a group of K-pop fans where there is a lot of bad stigmas attached to the group. With this research, the negative stigma can slowly disappear because of the ARMY Help Center agendas that the author has described.

To complement the research, there are several work of literatures that are used as comparison material. The first research is entitled "Analyzing the Impact of BTS Resolving the Problem of Youth Mental Health" (Sihombing, 2021) (Sihombing, 2021) by Lambok Hermanto Sihombing. This research contains an analysis of the impact of BTS in solving adolescent mental health problems. However, this research is limited, such as only three samples of songs from all three BTS albums which talk about mentality, as well as listeners' opinions taken from YouTube comments whose progress cannot be monitored. Therefore, it can be said that this study has not been able to draw a final conclusion on a valid impact of BTS's efforts on the lives of its listeners over a long period of time. Sihombing personally believes that this research can still be explored further to find out how the impact BTS has made through its work for mental health survivors.

Therefore, when it is associated with the author's research on the role of the social movement from the Army (BTS Fandom) in fighting the bad stigma against K-pop fans, this is one of the follow-up studies from the journal. The focus of Sihombing's research is how BTS's efforts have an impact on adolescents related to mental health problems, while the focus of the author's research is one of the results of the impact of BTS's efforts, namely giving birth to a fandom called ARMY which at the international level they also play a role in supporting sustainable mental health by forming a social movement community. The gap here is how the author's research tries to connect with previous journals which are still related.

The second research entitled BTS ARMY's #BTS LOVE YOURSELF: A Worldwide K-pop Fandom Participatory Culture in Twitter (Ayu Saraswati & ., 2020) by Listya Ayu Saraswati which is focused on this journal is the activity of K-pop fans on social media playing an important role in carrying out global reach and idol popularity. While the focus of the

author's own research is how the actors in this platform indirectly play a role in free space and across borders. The gap is that in my research, the author emphasizes more specific social movements, namely the role of the Army Help Center in fighting the bad stigma against K-pop fans.

This research is important because it provides information on the crucial role of fan groups (fandoms) that can provide active participation in digital media. Unfortunately, Saraswati does not specifically explain which fan groups, and this journal only describes the fan groups as a whole. Therefore, Saraswati's research is more of initial research. Further research is needed to be able to support the data needed by the author. So it can be concluded that this research focuses more on the important role of a fan group in digital media. So seeing the existing research gaps, the authors see this research topic as something interesting to explore further.

Other research on ARMY and Mental Health has also been written by Khaerunissa C. Junita with the title *The Relationship between Fanaticism and Mental Health (Descriptive Study on the BTS ARMY Indonesia Amino Community - BAIA Bandung)* (Junita, 2020) summarizes the relationship between fanaticism and mental health that occurs among fan members because they think idols are figures that can be used as examples, by imitating idols they unconsciously do positive things or activities that their idols do. They imitate, for example, in terms of fashion style or idol habits. They often read books, exercise, create works, sing, do charity work, and other positive things. These are the factors that trigger fans to motivate themselves through idols. Junita's research is important because it provides information regarding how a group of fans can imitate the positive things their idols do. In this journal, the authors also obtain information about the relationship between fanaticism and the mental health of a group of K-pop fans.

Method

The type of this research is descriptive, namely research that aims to describe or systematically explain a phenomenon that has occurred or is currently occurring. This is because the research should gain an understanding of the role of the ARMY Help Center in supporting Sustainable Mental Health in fighting the stigma of BTS fanaticism.

Some special characteristics of descriptive research are (1) generally providing a description of the phenomenon being studied objectively and the research being carried out carefully, and (2) there is no hypothesis testing or testing as specific treatment given or tested.

In order for the discussion contained in this research to be more directed and structured, the authors set limits for the period studied. The period is from 2018 to 2021. This timeframe was chosen because 2018 is the year the ARMY Help Center community was founded. Whereas 2021 was chosen with the consideration that there was a change in the agenda's style carried out by the ARMY Help Center community because of the transition to the era of the covid-19 pandemic. Following implementing the agenda that has been carried out by the ARMY Help Center, it has also shown activities that support sustainable mental health. Referring to this timeline, the authors consider this timeframe is interesting for further research.

To complete this research, the authors collect and use primary data with the interview method and secondary data with the documentation method. As for what is meant, primary data is data in verbal form, or words spoken orally, gestures or behavior carried out by reliable subjects, in this case, the research subjects (informants) regarding the variables studied (Sandu, 2015). Secondary data is data obtained from various sources (not obtained directly from sources). While the documentation method is a method of collecting data through written sources, for example notes, transcripts, books, newspapers, reports, and others (Sandu, 2015).

In this research, the primary data that the author will use comes from direct interviews with members of the ARMY Help Center based in Indonesia, while the secondary data that the author will use comes from the official websites of related non-profit organizations (for example, BTS ARMY Census, ARMY Help Center), e-book publications on the topic (BTS, ARMY Help Center, and Mental Health), past research results, and scholarly journals. The entire data will be obtained through the method of documentation of the sources previously mentioned.

This research is of a qualitative type so it will be in the form of an in-depth analysis of the phenomenon to be studied whose results will be presented in the form of a descriptive narrative (Sandu, 2015). This type of data analysis method aims to provide readers with a thorough and deeper understanding of the phenomenon under study. The presence of theory in research will be used as a comparison or parameter in determining the results of the research itself.

The stages in qualitative data analysis start with the reduction of data, and data presentation, to the last stage, namely the conclusion (Sandu, 2015). In the data reduction process, the author will filter the data that has been obtained from various sources, to ensure that the research takes place smoothly and in a directed manner. The main thing that needs to be considered in this process is the relevance of data to research. Through the data presentation stage, the researcher then presents the results of his analysis of data sources. At this stage,

researchers will generally group research results into several problem sub-chapters, adjusting to the problem formulation. After that, the researcher will provide conclusions related to the results of the study. This conclusion can be in the form of a review of the interrelationships, similarities, or differences of research objects.

According to Tjutju Sundari, testing the validation of qualitative research data is used in several ways. The research model that the author uses is by extending observations in the field, using reference sources, and conducting member checks to test the validity of the data. Extension of observation means that the researcher returns to the field to make observations and then conducts interviews with found or new sources of information. In addition, the relationship between researchers and informants becomes closer, familiar, or no longer distant, more open, trusting each other so that information is no longer hidden, disrupting the behavior being studied. Rapport is a relationship of mutual trust and emotional affinity between two or more people (Susan Stainback, 1988 in Arikunto, 2006).

Then for the reference material, there is support to prove the information found by the researcher. For example, interview data should be supported by interview recordings. Information about people's interactions or situation descriptions should be supported with photos. Quality research data collection tools, such as cameras, video cameras, and audio recorders are needed to support the credibility of the data found by researchers. The research report also attaches photos or original documents to the information presented to make it more reliable (Arikunto, 2006).

And for the Member Check is the process of comparing data collected by researchers against data providers. The purpose of the member check is to find out the extent to which the information received matches the information provided by the data provider. If the data found is accepted by the data provider, it means that the data is valid and therefore more credible/reliable. This member checks functions so that the information obtained and used in writing reports is in accordance with the intended source of information or reporter (Arikunto, 2006).

Result and Discussion

Formation of Army Help Center and Problems

The ARMY Help Center was formed as a result of the response from the many haters towards BTS at their first international award ceremony in 2017. Starting from BTS winning an award at the Billboard Music Award, of course, many ARMY are happy or proud of BTS' achievements. But there are also those who feel sad and depressed because of the many

accusations from haters against BTS. The trigger for haters is that apart from many who feel that K-pop fans are very fanatical and excessive, BTS has also succeeded in defeating well-known artists such as Justin Bieber. In the end, there were a lot of bad comments, such as cheating on the voting results obtained by BTS at the international award ceremony. Even though the ARMY themselves, voted honestly and it was as if the haters didn't want to acknowledge the existence of BTS, which is now increasingly popular.

Many ARMYs are dedicating every moment to supporting BTS by voting at this international awards ceremony (Jungian, 2021). This disturbed ARMY's mental health because apart from draining energy in fighting for BTS' victory to vote, not a few also blasphemed ARMY. ARMYs do this as proof of their love for their idols and as a proof of their identity as fans. According to Churchill (Apriliani Indah et al., 2021) that someone who is fanatical cannot or finds it difficult to change his thoughts and views on a subject or subject matter. Fanaticism will certainly appear in K-pop communities and affect the personalities of the community members so that it creates feelings of pleasure to fulfill their desires or desires (Bangtan Journal, 2018).

Due to this deteriorating condition, it finally led to an initiation from an ARMY from France named Aiisha to open a counseling service through social media, namely Twitter via Direct Message. This was done based on inspiration from their idol, namely BTS. BTS has openly carried out campaigns related to mental health with UNICEF. Not only that, but BTS also makes songs related to mental health awareness. Many parties are, of course, affected by what BTS has voiced, especially for ARMY. The purpose of forming the ARMY Help Center is to create a safe place for ARMY to come and express their feelings. The ARMY Help Center believes that many people also need other people to listen to them, where they can go and cry, scream, and vent. Until finally the ARMY Help Center was formed as a non-profit organization with a movement agenda focused on Sustainable Mental Health in February 2018.

Social movements are initiated by a group of actors who are the main victims of a decision, action, or policy that drives them to protest and demonstrate. These actors play leadership roles throughout the movement's life cycle to achieve their goals (Isa & Himelboim, 2018). During periods of visibly reduced movement activity, key actors remain active by imparting information and interacting with one another to keep the movement going (Isa & Himelboim, 2018).

Initially, the ARMY Help Center started its agenda with 10 volunteers, each of them communicating in a different language. This shows that there is a collective identity. Similar values and perceptions regarding the importance of preserving the environment among social

movement actors can occur because they have shared values from the start. In social movement theory, a social movement will be strong, one of which is influenced by its existence and collective identity. Based on the traditions of collective identity in social movements, Porta & Diani revealed that collective identity can be based on value orientations, attitudes, outlooks on life, and lifestyles, as well as experiences of joint action without disclosing race, class, ethnicity, or gender closeness (Porta & Diana, 2006 in Sinaga & Putra, 2021).

Hunt & Benford argues that collective action arises directly from collective identity (Hunt & Benford, 2004 in Sinaga & Putra, 2021). This means that the emergence of collective action can be caused by a unity of identity which is then referred to as collective identity. In brief collective identity is a feeling of similarity that grows within the actor through his identification with his group (Melucci, 1995; Porta & Diani, 2006 in Sinaga & Putra, 2021). As Snow's explanation said that collective identity is a feeling of 'we-ness' and institution (collective agency) (D. Snow, 2001 in Sinaga & Putra, 2021). Meeting with many people with different backgrounds and characters, but they are united by the same thing, namely their passion for BTS and their dream of creating mental health and well-being. This in-group feeling later became the basis for the emergence of social movement actions.

ARMY Help Center is growing very fast and more and more volunteers are joining this organization. The enthusiasm from ARMY for using this counseling service is also very high. Not only that, there was a lot of positive feedback from ARMY regarding the ARMY Help Center. ARMY Help Center themselves understand that their organization is still in the developing stage so when someone gives constructive feedback, ARMY Help Center will always listen.

Good feedback from BTS or ARMY fans shows that the ARMY Help Center is successful in forming issue *framing* through the agenda. This is in line with the theory frame. The frame theory states that social movements are considered successful if actors can form an issue that touches the target or not. Frame theory is motivated by Snow and Banford's thinking that the success of social movements lies in the extent to which they win the battle over meaning. This is related to the ARMY Help Center's efforts to influence meaning in public policy. This is an attempt to convince the target group to carry out a change movement (Hapsari et al., 2018).

Until now, the ARMY Help Center already has 15 accounts in 50 languages, 70 volunteers with psychology backgrounds, and 500 volunteers with various other backgrounds. Even though the ARMY Help Center team also comes from various fields of work, they

conduct training for three months before the volunteers officially become part of the ARMY Help Center team. This is done to improve counseling services (Bangtan Journal, 2018).

Analysis of the Role of the ARMY Help Center in Supporting Sustainable Mental Health Mental Health Services

In achieving the ARMY Help Center's goal of supporting Sustainable Mental Health, they have carried out several agendas. The first agenda is to provide counseling services for survivors of mental disorders. The purpose of the counseling process is to create mental health conditions for the counselee so that he can be more responsible, develop, more mature, able to adapt better and personalize (actualize effective potential). Therefore, counseling methods play a very important role in improving the mental health of individuals as members and forming social structures (society) (Hidayat, 2002).

Every ARMY Help Center in various countries provides counseling services, as well as ARMY Help Center Indonesia. In an interview conducted by the author with the Head of Area ARMY Help Center Indonesia, Sharon said that this counseling service is open to the public. Not only for ARMY or BTS fans. The procedure for using this service is simply by sending a message via Direct Message on the ARMY Help Center's Twitter account, namely @BTS_AHC_IDN. ARMY Help Center Indonesia accepts Direct Messages from Monday to Saturday from 8 AM to 10 PM. If the Direct Message has been received, the ARMY Help Center admin will send a personal data form, disclaimer, and informed consent. After confirming that you can understand the disclaimer and fill in the informed consent, then it will be directed to the Speaker (a volunteer who will be the interlocutor). All conversations in Twitter DMs are confidential, so you can freely and comfortably share anything.

In building networking, ARMY Help Center partnered with Crisis Text Line in January 2020. Crisis Text Line is a global non-profit organization that provides free and confidential mental health SMS services via SMS messages. This organization's services are available 24 hours a day, throughout the United States, Canada, United Kingdom, and Ireland. For a K-pop star, talking about mental health has long been taboo. With the collaboration between ARMY Help Center and Crisis Text Line, they have the vision to change this culture (Brittney Mcnamara, 2020). Because according to the ARMY Help Center, instead of hiding from things that are considered taboo, talk about them and remind each other that we are not alone. That is what this partnership is capable of. This is their collaboration starting from a Twitter account dedicated to supporting ARMY or BTS fans struggling with their mental health. So this collaboration aims to make more K-pop fans access to the mental health assistance they need.

Because with the ARMY Help Center partnering with Crisis Text Line, survivors of mental disorders can reach trained Crisis Counselors at the tap of their fingertips.

Although the ARMY Help Center is a non-profit organization that focuses on mental health and has psychologists, counselors, and students in this field, they consider themselves not to be a substitute for a therapist or general health care practitioner. The ARMY Help Center will always ask the victims to seek professional help if the situation requires it, which means that if the ARMY Help Center feels that the victims need more help than ARMY Help Center can offer, then the victims can be directed to professional assistance and of course not everyone who comes to the ARMY Help Center needs therapy, most just want to be heard.

This partnership means that the ARMY Help Center is further expanding their services to ARMY or more K-pop fans in need. Building networking is very important to get the achievement target as a social movement. Social networks are formed when social actors form connections (links) between them (Isa & Himelboim, 2018). Communication networks have a role to foster shared understanding to take collective action (Hapsari et al., 2018).

Apart from expanding counseling services, the ARMY Help Center is currently focused on building *networking* by partnering with several other mental health organizations around the world to create a network they also hope to have a role to play. Not only that, the ARMY Help Center is also expanding its regional network to other social media such as Facebook and Instagram, to reach as many ARMYs as possible and allow them to reach out even if they don't have to be active on Twitter. Because many countries do not have access to mental health services, and those who have feelings of hopelessness because of the standards of assessment imposed by society. To address this problem, the ARMY Help Center is determined to raise awareness about the importance of mental health and help those in need who do not have access to mental care and assistance facilities (Esmee, 2018).

During the Covid-19 pandemic, the ARMY Help Center experienced several problems due to a transitional situation. In an interview that the author conducted with Ms. Sharon, the Head of Area ARMY Help Center on March 7, 2023, she said, *"I'm really grateful that AHC is an organization that works on mental health issues. So, during the pandemic yesterday, there were indeed many cases of people who were dealing with this mental health issue, and at that time unfortunately maybe (the government) because (too) focused more on (handling Covid patients during) a pandemic, right? Sis. So the government issued the Sejiwa Service 119 extension 8, (but) the service was closed. So what we encountered was during the pandemic, there were so many friends who came that we were overloaded too, so many people came. In 1 day we can receive 2000 DMs (Direct Messages) and our Twitter is (until) down. We are*

really confused. There are so many of us that we can't even do it because there are only a few volunteers, right? Now there are 30 people, they don't even have to back up that much (Sharon, personal communication, 2023)."

This made the ARMY Help Center also feel troubled because the mental health assistance service called SEJIWA by the government was closed even though during the Covid-19 pandemic, many survivors needed this service. Even though there were increasing requests for counseling services during the Covid-19 pandemic, the ARMY Help Center continued to help counsel services even though not all of them could be helped due to excess capacity for up to 2000 incoming messages. During the Covid-19 pandemic too, there were different topics of conversation among survivors of mental disorders. Most survivors tell stories because of the impact or effects of the Covid-19 pandemic, such as economic problems and others. Not only that, but the ARMY Help Center has also changed its agenda, such as discussing mental health during the Covid-19 pandemic in campaigns or webinars.

Campaign on Social Media

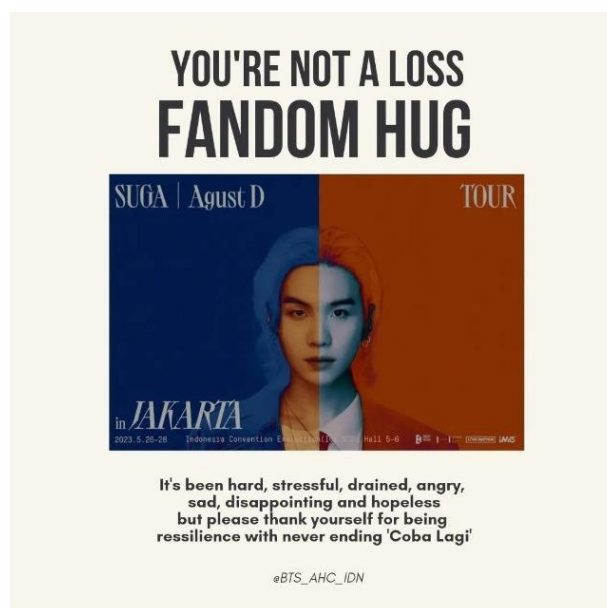


Figure 3. Campaign poster via the BTS_ahc Twitter account

Source from “twitter.com/BTS_AHC_IDN” (ARMY Help Center Indonesia, 2021)

To support Sustainable Mental Health, ARMY Help Center also conducts campaigns through social media. According to the interview the author conducted with Ms. Sharon, the Head of Area ARMY Help Center Indonesia, they said that they provide various mental health tips, reminders about self-esteem, and the option to send DMs at any time on their Twitter account. They also post positive messages to love themselves more than provide reminders that

you are so precious and dig deeper into topics like self-love, life motivation, or positivity in mental health.

The emergence of the ARMY Help Center agenda by conducting campaigns through social media has certainly made many people understand mental health awareness. Studies have shown that ordinary people can play an important role in disseminating information, mobilizing audiences, amplifying movements, and maintaining movement remains active. This study will describe them as non-elite actors (Isa & Himelboim, 2018).

Even though during the Covid-19 pandemic talking about mental health was still taboo to talk about, the ARMY Help Center provided assistance through counseling services, but due to the increasing number of requests from survivors, finally, in a movement forum, the ARMY Help Center took part in campaigns on social media in voiced regarding soul services 119 extension 8 which is a service that has initial psychological support (DPA) intended for all Indonesian people during the Covid-19 Pandemic, and can be used by pressing 119 ext. 8 to reactivate. In the end, the Soulmate forum listened to input from the ARMY Help Center and after only a few months, the Soulmate service was reactivated.

Fan activity on social media plays an important role in the global reach and popularity of idols. These international fans act as ambassadors and promoters by liking and sharing posts published on their respective pages. Often they also serve as content producers. Twitter, one of the most active fan sites, which was originally limited to connecting idols and fans, has now become a fan-driven platform to share idol stories and connect with other fans for various reasons that they or idols create. One can see the ongoing process of young people reviving and renewing their public symbolic power as they fight for social justice, they reject structure and seek new ways to express their identity. Popular culture is used to express their collective identity and form criticism (Ayu Saraswati & ., 2020).

Webinars, Discussions, and Conferences related to Mental Health

In addition to providing mental health assistance services and conducting campaigns on social media. The ARMY Help Center also often holds webinars or discussions related to mental health with the aim of increasing mental awareness and passing on positive messages from BTS. Since the outbreak of the pandemic caused by the coronavirus, many methods have been taken to prevent its spread. Implementation of seminar website activities (webinar) is one of the innovations in adding knowledge activities in the midst of a pandemic (Gede Dharman Gunawan et al., 2020).

Webinars are a learning resource that can be widely accessed by students, university students, academics, and the general public. Of course, webinar activities from various disciplines are very useful for increasing knowledge and insight regarding webinar material. According to (Mansyur, 2019) that the webinar itself is a platform to address situations for someone who works online, mobile, and has very busy working hours. With a webinar, one can hold face-to-face meetings but the participants are in different locations (Gede Dharman Gunawan et al., 2020).



Figure 4. Webinar Poster Organized by the ARMY Help Center

Source from twitter.com/BTS_AHC_IDN (ARMY Help Center Indonesia, 2021)

In holding webinars or discussions, the ARMY Help Center also collaborates with mental health experts. ARMY Help Center collaborates with Prosehat, Brawijaya Kemang Clinic, and is supported by Secret Clean. Pro Sehat is a health application to help Indonesian families get health products and services supported by a trusted medical community (Prosehat, 2022). Then the Brawijaya Kemang Clinic itself focuses on services such as physiotherapy by MOVE ON, dental care by Art Smile Dental Care, comprehensive child development, obstetrics & gynecology, pediatrics, internal medicine, psychology, psychiatrists, nutritionists, dermatologists, general practitioners, laboratories and pharmaceutical (Brawijaya Hospital, 2022). (Brawijaya Hospital, 2022). In a webinar titled "#LetsTalk #MentalHealthBukanAib: #BebasStress Kerja di Pandemi" held in October 2021, the ARMY Help Center provided an explanation for how to take care of mental health during the pandemic, including for employees.

Apart from webinars, the ARMY Help Center also often opens discussions related to mental health. As of September 2021, ARMY Help Center together with Dr. Jiemi in a series

of activities at the Asia Book Festival organized by Haru Publishers regarding the Journey of Loving Yourself in the Red Pajar virtual room. According to dr. Jiemi, self-love is an act that must be balanced between giving love and firmness. Meanwhile, Livia added that self-love is a reflection of oneself in treating others. Livia also believes that the notion of self-love has changed. If in the past people thought being selfish was a form of self-love, now people think that self-love has a positive impact on others. Dr. Jiemi also thinks that self-love is a journey that will never end.



Figure 5. Indonesia Needs Youth Conference: A Decade of Collaboration

Source from twitter.com/BTS_AHC_IDN (ARMY Help Center Indonesia, 2021)

As a *Non-State Actor*, ARMY Help Center also participates in the United Nations agenda. In October 2021, ARMY Help Center Indonesia was invited by the United Nations Association in Indonesia to '*Indonesia Needs Youth Conference: A Decade of Collaboration*' through a Zoom meeting. The ARMY Help Center took part in discussions about the important role of the younger generation who contribute quite a lot to Indonesia and globally. The conference also linked the ARMY Help Center with the PBB, ARMY.

There are several agenda items scheduled for this event, including a Speech from the head of the United Nations in Indonesia, Ms. Valerie Julliard, a Discussion with Ms. Vivi Yulaswati from the expert staff of the Ministry of National Development Planning, Ms. Afke Bootsman as Chairperson of the UN President in Indonesia and Ms. Bhagasjati Kusuma as Secretary General of the UN Association. in Indonesia, Thematic Workshop Session where all participants will be divided into breakout rooms and discussed 5 major themes related to SDGs, and lastly there will be a networking session which will be broken down again to share with other participants. The activity was also attended by many young people, ARMY. Apart from

AHC, there were also students from various universities and even junior and senior high school friends. The ARMY Help Center team played a role in the discussion regarding #Mentalhealth issues and received good responses too.



Figure 6. Forum Group Discussion for celebrate World Mental Health Day
Source from twitter.com/BTS_AHC_IDN (ARMY Help Center Indonesia, 2022)

When the Covid-19 pandemic subsided in 2022, ARMY Help Center Indonesia also took part in welcoming World Mental Health Day with a discussion related to mental health. In the MindFest 2022 event, Riliv is holding a Forum Group Discussion as well as 100 free counseling with psychologists to welcome World Mental Health Day. In organizing the FGD, Riliv collaborated with various parties, one of which was the ARMY Help Center. Approximately 120 participants in the event and this FGD brought up a variety of interesting topics around mental health issues, ranging from art therapy, the stigma around bipolar, and current mental health conditions, to the importance of the role of community and young people for mental health (Riliv, 2022).

Publishing Self-improvement-themed Book

ARMY Help Center agenda to support *Sustainable Mental Health* The next step is to publish a book entitled 'A Healing Corner' with the theme of self-improvement. Contributing to lightening the burden on people's minds during a pandemic on social media and clarifying the meaning or perspective that is appropriate about 'Healing' and 'Self-love' is something that has motivated the ARMY Help Center to write and release this book.

This book contains lots of positive suggestions for self-help and self-improvement with mental health problems. Starting from the importance of healing, various interactive exercises inspired by BTS's healing style, then stories of the recovery journey from fans, to the information on the Psychiatric Service hotline in this book, ARMY Help Center's hope is to help readers feel better about themselves (Fadli, 2022).

This book was written with the aim of containing self-development processes inspired by BTS members. ARMY Help Center does this because it aligns with BTS' consistent positive message. As is known, the K-pop group BTS not only spoils its fans with music but also constantly integrates themes of healing and self-improvement into their music. This helps BTS fans with mental health issues to slowly get up.

In terms of adolescent mental health, South Korea has one of the highest rates of mental health disorders in the world. It is recorded that one in four Koreans suffer from this problem, causing the number of suicides to increase every year (The Straits Time, 2017 in Sihombing, 2021). Because of this fact, BTS often makes statements through their songs, interviews, and SNS to support everyone (especially teenagers) who is facing this problem and encourage them not to give up or even commit self-defeating actions (Sihombing, 2021).

With some of its lyrics and themes, BTS is very vocal about mental health issues. The Love Yourself album trilogy talks a lot about the journey to love oneself, and the Map of the Soul album is about self-expression in the quest to find and know oneself. Finally, during the pandemic, BTS shared a lot in the BE album about how they got through the difficult times of the pandemic. The ARMY Help Center itself focuses not only on idolizing K-pop groups but also voices BTS' lyrics and helps ARMY understand the importance of mental health and realize it.

In this case, it can be said, ARMY Help Center really supports Sustainable Mental Health in the agendas they have carried out. As an international non-governmental organization, they can carry out social movements regarding the importance of mental health. According to WHO, mental health itself is a prerequisite for physical health and is strongly linked to other development factors such as poverty, employment, and economic growth or peace and justice. Mental health plays a key role in efforts to achieve social inclusion and equity, universal health coverage, access to justice and human rights, and sustainable economic development (Votruba & Thornicroft, 2016). Therefore, being aware of mental health is very important for life.

Conclusion

Based on the results of the analysis, it can be concluded that a group of K-pop fans can provide a large social influence. Not only supporting their idols, but fandom can also form a movement that can slowly break the bad stigma in society that has been attached to K-pop fans. The ARMY Help Center proves that fangirling is not something that netizens see as a waste of money, bigots, and excesses. However, being a fan of a K-pop group can also have a social impact on society at large. The ARMY Help Center has also succeeded in forming issue framing so that people are aware of the importance of mental health.

In the current situation, K-pop fans, or in this discussion, namely BTS fans (ARMY) are often marginalized and underestimated because of their inherent characteristics such as fanatics, even though apart from their identity as a fan community, everyone should be given space to be able to participate fully in efforts to promote sustainable mental health. In addition, there is still relatively little discussion about a community of K-pop fans carrying out social movements with an agenda to improve sustainable mental health.

In terms of specifically answering the formulation of the problem, this research succeeded in elaborating on the agenda carried out by the ARMY Help Center as a Non-State Actor in supporting the Sustainable Mental Health of BTS fans. ARMY Help Center plays a role in the agenda to support Sustainable Mental Health. In line with the positive messages about self-love and self-improvement conveyed by their idol, namely BTS, it has made many people, especially ARMY, feel the positive impact. So according to the ARMY Help Center, this needs to be conveyed more strongly and broadly to all Indonesian people who need mental health assistance, with the agendas that have been prepared. The agenda that has been carried out by the ARMY Help Center includes mental health assistance services, campaigns on social media, webinars, discussions, and conferences related to mental health, and releasing a self-improvement-themed book.

To clarify the agenda that the BTS Army Help Center has carried out, there are many aspects that could be explained further. Subsequent research can include theory from a human perspective. Because apart from supporting Sustainable Mental Health, the BTS ARMY Help Center also always contributes to raising funds for victims of natural disasters, or human tragedies in the world and within the scope of the country. This will be very interesting because there is still little discussion about social movements coming from K-pop fan groups. This study will be useful for readers in gaining more knowledge.

The author believes, despite being a non-state actor, every human being can make small movements that can make people aware of the importance of mental health. In addition to the

social movements that have been carried out by the ARMY Help Center in supporting Sustainable Mental Health, this also explains how the role of International Non-Governmental Organizations operates and campaigns. For writers, the ARMY Help Center has the possibility of building networking even more broadly by collaborating on events with fellow ARMY Help Centers in other countries, for example, discussions or international webinars.

Acknowledgment

The authors would like to express their gratitude to the International Relations Department of the UPN "Veteran" Jawa Timur who has already supported them to do this research.

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