

Shared Experienced of ‘Love Myself’ Word Among BTS Fans

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ABSTRACT

‘Love Myself’ word is a campaign organized by BTS and in collaboration with UNICEF to voice the anti-violence movement to children and young adults worldwide to feel safe, happy, and get the attention they deserve. The Love Myself campaign is done so that more people can love themselves and share the love with others. This research aims to find out the experience and meaning of BTS fans about the word love myself. This type of research is qualitative research with descriptive research properties and interpretive paradigms. The method used is Husserl’s phenomenological method to find out the experience and meaning felt by BTS fans. The data analysis technique used is a phenomenological data analysis technique. In this study, data were obtained from in-depth interviews with six participants. This study showed that BTS fans interpreted the word love myself as a way to respect yourself and become a person who understands oneself better. In addition, the underlying experience of the meaning of the word love myself is the sense of insecurity that BTS fans have because of their physical appearance.

ABSTRAK

‘Love Myself’ (mencintai diri sendiri) adalah kampanye yang diselenggarakan oleh BTS dan bekerja sama dengan UNICEF untuk menyuarkan gerakan anti-kekerasan kepada anak-anak dan dewasa muda di seluruh dunia, sehingga mereka dapat merasa aman, bahagia, dan mendapatkan perhatian yang layak mereka dapatkan. Kampanye Love Myself dilakukan agar semakin banyak orang yang bisa mencintai diri sendiri dan berbagi cinta dengan sesama. Penelitian ini bertujuan untuk mengetahui pengalaman dan makna dari penggemar BTS tentang kata love yourself. Jenis penelitian ini adalah penelitian kualitatif dengan sifat penelitian deskriptif dan paradigma interpretif. Metode yang digunakan adalah metode fenomenologis Husserl untuk dapat mengetahui pengalaman dan makna yang dirasakan oleh penggemar BTS. Teknik analisis data yang digunakan adalah teknik analisis data fenomenologis. Dalam penelitian ini, data diperoleh dari hasil wawancara mendalam pada enam partisipan. Hasil penelitian ini menunjukkan bahwa penggemar BTS memaknai kata mencintai diri sendiri sebagai cara untuk menghargai diri sendiri dan menjadi orang yang lebih memahami diri sendiri. Selain itu, pengalaman yang mendasari makna kata Love Yourself adalah rasa tidak aman yang dimiliki para penggemar BTS karena penampilan fisik mereka.

Introduction

George Herbert Mead once said that interaction takes place within a dynamic social structure that we call culture or society. Mead (West & Turner, 2019) defines society as the web of social relationships that humans create. Individuals engage in society through behaviors that they choose actively and voluntarily. Society thus features an interlocking set of behaviors that individuals continually adjust. Society exists prior to the individual, but is also created and shaped by the individual, acting in concert with others (Forte, 2004). People and groups are influenced by cultural and social processes; this assumption recognizes that social norms constrain individual behavior. Moreover, culture influences the behaviors and attitudes that we value in our self-concepts. In recent years, cases of violence and online bullying and harassment among adolescents have been at a relatively high number, with approximately 70% of adolescents around the world experiencing it (Afrida, 2019). To help children and adult adolescents affected by violence, bullying, and abuse, BTS and UNICEF invite everyone to pay attention and participate in the Love Myself campaign through the Love Myself campaign.

'Love Myself' is a campaign organized by BTS and in collaboration with UNICEF that aims to make all young people feel safe, happy, and capable of growing with love and care (Myself, 2017). RM, the leader of the BTS group, said that through the LOVE YOURSELF's album 'Her,' they tried to convey a message about how to find love from within. RM also said that BTS believes that true love starts from within itself.

In the previous study conducted by Chang (Chang & Park, 2018), he stated that BTS's songs speak to the irony of this "non-social sociality," in which members of the younger generation respond to the band's sympathetic lyrics with an affective affinity, yet do not aspire exercise overt social influence themselves. Particularly the individual revelation of personal experience and reflection organically creates an affective consensus of self-improvement that, even in the absence of an activist intention, is still converted into a social intervention: the message of "love myself/yourself."

The Love Myself campaign intends that everyone can love themselves and make the world a better place with all that love (*LOVE MYSELF Partnered with Japan Committee for UNICEF, Expanding the Campaign Globally*, 2018). According to Vedral (1994), a person should be able to tell himself that he deserves to be loved because no one else will do it but himself (Hazleden, 2003). Moreover, with the Love Myself campaign, BTS conveyed that the true meaning of love comes from how someone loves themselves and shares that love with those around them. When a person already loves himself, then he can help by spreading and sharing the love he has with others (UNICEF, 2018).

Based on articles published by *Republika.co.id*, the number of teenagers suffering from depression and anxiety disorders amounted to quite a lot, only 20% of them received help. This figure is in stark contrast to other more easily detected (Wulandari, 2017). Based on *detik.com*, 15.6 million Indonesians suffer from depression. Only 8% are on medication (Azizah, 2019); because people with depression have a negative stigma. BTS lyrics and music evolution has outspokenly talk about their fears, anxieties, and criticism they've faced throughout their career. The importance of their music is not only of BTS' mediation of content through digital technologies but the group's construction of an authentic narrative, also mediated by digital technologies, is evident in BTS fans' constructions of affective affinities with the group and their music (McLaren & Jin, 2020).

In 2018, BTS participated in the 'UNICEF Generation Unlimited' partnership event of the 73rd regular session of the UN General Assembly in New York as a representative of global youth to deliver a message of 'love yourself and make a better world; with that love.' In 2019 BTS released Love Myself global campaign video. Then, in October 2019, the Love Myself campaign celebrated its second anniversary at Jamsil Olympic Main Stadium & Lotte World Tower Outdoor Park with 24,500 visitors. As of November 2019, Love Myself Campaign Donation Reached 2.6 Billion KRW earned from the sale of official merchandise, social media emoticons, and donations from UNICEF booth visitors during BTS's world tour (*Journey of LOVE MYSELF*, 2019). In 2020, UNICEF will not be able to open the booth due to the Covid-19 pandemic and the cancellation of the BTS world tour. Therefore, donations

that previously could be made at the UNICEF booth now can only be made through the love-myself.org, but the message of love myself continues to spread. BTS was able to reach and affect young people with their message about the importance of self-love in a way that many prominent philosophers and educators cannot (Chang & Park, 2018).

BTS on the opening of YouTube's "Dear Class of 2020" addressing the "Love Myself" message. Many celebrities, including former US President Barack Obama, attended the virtual online graduation ceremony. BTS emphasizes the importance of encouraging oneself and moving forward in their speech (*Adieu 2020! Let's Look Forward to 2021 with More Ways to LOVE MYSELF!*, 2020). BTS is the first K-pop boyband to be nominated for a Grammy Award for best pop duo/group performance for the song Dynamite (Yeung, 2020).

The number of awards and records broken by BTS comes not only from their hard work but also comes from the support provided by their fans. Fans are individuals who have a sense of interest and emotional connection with something they like, be it a celebrity as an idol or something that is considered attractive by someone (Duffett, 2013). Many fans interpret something conveyed by their idol as essential and will impact their daily lives. Moreover, fan culture in the digital era is shifting from conventional, to becoming more integrated by social media (Sa'diyah, 2019). Fans are people who are active in responding and following the development of their idols, from small things to big things, be it negative or positive things. Fans involvement in various matters related to their idols influences the behavior of fans in building interactions with their idol figures (El Farabi, 2020).

BTS fans, known as ARMY, are the ones behind the enormous success of the South Korean group. More than 40 million ARMY subscribed to BTS's YouTube account, and more than 30 million followed BTS on Twitter and Instagram (Moon, 2020). Based on the Tokopedia website page data, the number of fans owned by BTS is estimated to reach 18 million (Tokopedia, 2021). That made many BTS fans participate in voicing the campaign. Given BTS's large number of fans worldwide, making ARMY as fandom has a considerable impact on the surrounding environment and community. This fandom is one of the most supportive fans to their idols. One of the previous study stated that BTS fans (ARMY) made an 'airport project', they made barricade to protect BTS when they arrived, or when there are people who send hate message about BTS online, then ARMY members collect the files and report it to make sure that the accounts are reported or blocked (Bangun, 2019).

For Jenkins (1995), fandom can turn into a large family when they give each other support and loyalty as people face extreme difficulties in their lives. There are three phases of the evolution of a fandom related to the novelty of communication technology, according to Jenkins (1995) (in Fuschillo, 2020), namely: Resistance, Participation, and Activism.

ARMY fandom in this study is in the evolutionary phase of activism. Although the activities and tastes of K-Pop fans are often marginalized by the public, they still explore the meaning of the subculture through social media (Yoon, 2019). That can be seen from the support given by BTS fans in voicing the message of this campaign so that the Love Myself campaign managed to collect donations of more than 600 million Korean Won. The donation comes from donations made by fans as part of the fandom of ARMY, BTS, and their homegrown agency, BigHit Entertainment, and donors around the world (Rahmiasri, 2018)(Rahmiasri, 2018). The amount of donations collected by ARMY is 599 million won. An additional 52.25 million won was made by ARMY, who watched BTS's world tour in 2018 (Koreaboo, 2018).

Symbolic Interaction (West & Turner, 2019) is based on ideas about the self and its relationship to society. Because this can be interpreted very broadly, we wish to spend some time detailing the themes of the theory and, in the process, reveal the assumptions framing the theory. LaRossa and Reitzes (1993) have examined Symbolic Interaction Theory as it relates to the study of families. They note that seven central assumptions ground the theory and that these assumptions reflect three central themes: (a) the importance of meanings for human behavior, (b) the importance of the self-concept, and (c) the relationship between the individual and society. Symbolic Interaction Theory holds that individuals

construct meaning through the communication process because meaning is not intrinsic to anything. It takes people to make meaning.

A fan feels an attachment or close relationship with someone famous or something they find interesting. Usually, fans express themselves either in a particular form of creativity or style (Duffett, 2013). Communication made by fans with people they admire is usually more mediated by certain media, either social media or other media (Click & Scott, 2018).

Fans are not only a big part of the development of things but also synonymous with using the characteristic attributes of idols or something they like (Afifah & Kusuma, 2019). In other words, a fandom is a community formed by a group of people with commonalities, languages, cultures, and arts that only that group understands (Gooch, 2008).

According to Jenkins (in Fuschillo, 2020), there are three phases of the development of fandom about the novelty of communication technology, namely resistance, participation, and activism. BTS fandom (ARMY) can be categorized as a fandom in the development phase of activism. They also become activists who participate and engage in the Love Myself campaign, donate, share ways to do self-love with those closest to them or share about the Love Myself campaign through their social media. According to Stuart Hall, understanding the exchange of information in communication depends on the relationship established in the personification of encoder-producer and decoder-receiver (Hall et al., 2005). The objective of this study was to find out BTS fans' experience with the word *love myself* and the meaning they gave for the word *love myself* based on the experiences they had. In addition, meaning can be constructed as something different, depending on the discourse (Hall et al., 2005).

Research Method

This study uses interpretive paradigms to understand the social meaning (Muslim, 2015) and find out the meaning of love myself word for BTS fans. The type of research used is qualitative research, which is used to find and understand social problems (Creswell, 2013). According to Ghony & Almanshur (2017), qualitative research seeks to understand the phenomena and make researchers engage in experiences felt by participants to communicate about the background and values that participants have. The researchers observe the behavior and symptoms that were the participants' problems and record the experience and meaning of the *love myself* word experienced by BTS fans members.

The method used in this study is Husserl's phenomenological method. According to Moustakas (in Creswell, 2013), phenomenology helps researchers understand a person's experience, studying directly involved subjects over a long period of time to develop patterns and relationships of the resulting meaning. Phenomenological methods attempt to explain the meaning of life experiences experienced by some people about a concept that includes their self-concept or outlook on life (Kuswarno, 2006). In Husserl's phenomenological method, researchers must be able to refrain from giving an opinion on a phenomenon and override his personal judgment, or what could be called *epoche*.

Epoche according to Moustakas (in Hasbiansyah, 2008), rules out the judgment, understanding, and everyday knowledge possessed, and phenomena are presented as-is in an open sense, from a place that benefits the pure ego or transcendental ego. Participants in this study numbered six people with criteria, (1) BTS fans aged 18-30 years; (2) Become a follower of BTS on social media, such as Instagram / Twitter / Youtube; (3) Aware of BTS's Love Myself campaign. The criteria were selected based on census results conducted in 400,000 ARMY in 46 countries, which showed BTS fans with an age range of 18-30 years as much as 43%.

Table 1. Participant Selection

Number	Name	Age	Time of Interview
1	RVTS08	20 years old	March, 21st 2021
2	Meidiaz	19 years old	April, 2nd 2021
3	Felicia	20 years old	April, 3rd 2021
4	Micheal	28 years old	April, 10th 2021
5	Stephani	22years old	April, 10th 2021
6	Mira	23 yaers old	April, 17th 2021

In addition, the selection of BTS fans aged 18-30 years in this study is because the age is considered mature and better able to understand self-love as something that helps them in dealing with their problems. According to Erksion (in Putri, 2019), a person has reached adulthood and accepts more prominent roles and responsibilities. The age ranges from adolescence to early adulthood, which is a time rife with problems, emotional stress, social isolation, commitment, dependence, and changing values—creating and adapting to new lifestyles. In the same survey, BTS fans were asked to choose some of the social media they use the most, which are Youtube (86.41%), Twitter (73.55%), and Instagram (73.75%) (Grover et al., 2020).

The third criterion is awareness of BTS's Love Myself campaign. The reason for choosing this criterion is because, with the growing number of BTS fan members, it does not guarantee that all BTS fans are aware of BTS's Love Myself campaign voiced by BTS along with UNICEF. In addition, with the end of BTS's Love Yourself album trilogy concept in August 2019, new fans will listen more to the album with the title track from the album Map of the Soul: Persona compared to Love Yourself, although the Love Myself campaign continues until 2021 (Tim, 2019). The type of interview used is a semi-structured interview so that participants can be more open in expressing their opinions (Sugiyono, 2016). During the interview conducted, researchers are expected not to be too rigid so that the interview is more flowing (Farid, 2018).

According to Moustakas (in Raco. & Tanod., 2012), phenomenology is something that looks or shows itself. Phenomenology is also a way that can be used to get to know things more deeply. It has a relationship between consciousness and objects outside and the meaning of the linkage phenomenology is something that looks or shows itself, phenomenology is also a way that can be used to get to know things more deeply (in Farid, 2018). However, in this case, the researcher must put aside their knowledge and experience in researching so that the experience of the subject being studied can describe the actual reality (Hasbiansyah, 2008).

An attempt to delay judgment to bring up knowledge in any doubt may be called epoche or bracketing. Husserl uses the word bracketing to emphasize that the primary of phenomenology is to isolate it temporarily and not to eliminate assumptions, beliefs, and knowledge (Asih, 2005). According to Kuswarno (2009) (in Yusanto, 2019), epoche separates phenomena that occur every day and from physical elements and when it gives off the purity that exists in the phenomenon. Bertens stated that, Husserl's phenomenology has a historical dimension related to man's personal history and man as a whole (Hasbiansyah, 2008). This study wants to find out the meaning of the *love myself* word for BTS fans using Husserl's phenomenology to find out the experiences and meanings shared by BTS fans.

Result and Discussion

Symbolic Interaction Theory holds that individuals construct meaning through the communication process because meaning is not intrinsic to anything. It takes people to make meaning. In fact, the goal of interaction, according to the theory, is to create shared meaning (West & Turner, 2019). After conducting in-depth interviews with six participants who met the criteria and determined the theme, the fan members showed their similarities in their experience of the *love myself* word.

The experience of *love myself* word for BTS fan member

RVTS08 said that her experience related to the *love myself* word is when she felt insecure with her higher height than women her age. Even though she did not admit that she had a sense of insecurity at first, she finally admitted it. However, BTS helped her become a more confident person with the Love Myself campaign.

“It can actually be when I’m sad. When I heard them (BTS), let alone RapMon’s (RM) speech, when Namjoon said we should love ourselves, it was like being moved every time they finished the concert they always talked about love myself. So they like to encourage us (ARMY) to love ourselves. Although I was sad, Love Myself was also Namjoon’s words that encouraged me.” (RVTS08, March 21, 2021).

Meidiaz admitted that she often felt insecure since she was in high school until she went to college. Meidiaz says that her experience with the *love myself* word is about other people’s judgment of her, like why others look at her. Her lack of confidence made her afraid to meet new people. After entering college, Meidiaz felt her experience of *loving herself* word turned into a sense of pressure because of insecurity about her friends’ ability in the academic field.

“There is. I used to be always insecure, like if I wanted to go outside, I always felt complicated, like thinking what would people look at me? I feel scared, every time I meet someone for the first time, I feel.” (Meidiaz, April 2, 2021).

People and groups are influenced by cultural and social processes, this assumption recognizes that social norms constrain individual behavior (West & Turner, 2019), and this is accordingly with the answer from Felicia, other people’s views are very troubling for her because their gazes at her feel like they do not like her. Felicia’s concern for the opinions of others, not just about words but the views given by others to her, is disturbing.

“In the past, the way others see me... even in the slightest, it’s really disturbing, what’s it like? From my point of view, maybe they don’t like me.” (Felicia, April 3, 2021).

Loving herself is difficult because it brings a huge change for Felicia, especially about the opinions and thoughts of others towards her. Felicia believes that she should be happy in her way. When asked what made her think about the *love myself* word during the pandemic, Felicia replied that this pandemic introduced love to her.

“This pandemic actually introduced me to love myself.” (Felicia, April 3, 2021).

Micheal is a male participant in the study. Micheal also said that he did not have a sense of insecurity, and the experience he had associated with the *love myself* word was when he lost a friend because he could not contain his emotions at the time. That experience made Micheal learn to understand himself better. The change felt by Micheal after loving himself is to be a person who is not offended by the words of others because it is useless.

“I lost a friend because I couldn’t hold my emotions.” (Micheal, April 10, 2021).

Stephani’s experience with *love myself* is about her not being able to speak because of the fear of speaking out, and because of that, she can not defend herself. The sense of insecurity comes from her office colleagues, both those who have a level of seniority or the age factor of the person who provides the experience

“Like, how is it? When you still can’t defend yourself, can’t speak up because you feel scared.” (Stephani, April 10, 2021).

Stephani said she once hated herself and compared herself to others. Sometimes she thinks she

wants to be that person like she wants to throw away her identity to forget herself.

“Why is that? Because I used to hate myself. I compare myself to others.” (Stephani, April 10, 2021).

Mira’s experience of loving herself is still the same as the other four female participants, namely insecurity. Because her skin color is darker than her friend’s, which is why Mira experiences insecurity, she once decided not to go on vacation because she was afraid that her skin color would get darker. However, after choosing to love herself, Mira does not feel apprehensive about the hot weather or the scorching afternoon. “I don’t have white (skin) like my friends.” (Mira, April 17, 2021)

One of the assumptions from the Symbolic interaction theory is humans act toward others on the basis of the meanings those others have for them. Symbolic Interaction theorists such as Herbert Blumer were concerned with the meaning behind behavior. They looked for meaning by examining psychological and sociological explanations for behavior.

Before the love myself campaign, almost all participants experienced low self-esteem, they had a less pleasant experience. However, through those experiences, they become better people and understand how to love themselves better. In addition, in this study, the experience of feeling insecure is more experienced by women because appearance is something significant for them. It is different from male participants who had no experience with insecurity but had the experience of losing one of their friends in the study.

The meaning of the love myself word for BTS fan member

Based on a study conducted with six participants related to the meaning they gave to the love myself word, all participants agreed that the love myself word for them was about how they valued themselves. Other meanings they attach to the love myself words are something that everyone should have and something that makes them think about becoming a better person. According to RVTS08, the meaning of love myself word is something that everyone must-have.

“Love Myself is, I think Love Myself is a must! It’s a must for everyone.”(RVTS08, March 21, 2021).

When RVTS08 felt apologetic, she tried to forgive herself and not drag on in the mistakes, so she did not hate herself. RVTS08 also discusses the sense of insecurity that others have can make them dislike themselves, and according to her, it will become a big concern. Through BTS ‘Love Myself,’ she learned that she is valuable, and she began to learn to love herself even in a state of sadness or failure. She believed that happiness does not have to come from something big. Happiness can also comes from our daily lives (RVTS08, March 21, 2021).

Meidiaz says that if she can't value herself, she can not appreciate others properly. For her, love myself word is freedom because she can do the things she likes, cares about herself, and feel more confident in what she has.

“Love myself is when you can do what you love, when you care about yourself more than anyone else, and when you're confident in what you have.” (Meidiaz, April 2, 2021).

Meidiaz has the support of her family to love BTS. In the past, when other people talked inappropriately to her, she could think of what they said constantly, but now she doesn’t care about other people’s views. For her, their perception is just their opinion about her. She is the one who will decide to change or not. From BTS she learned many things, one of the things she learned is love myself which made her develop into a better person, such as becoming more concerned and knowing how to treat herself well.

“I think the meaning of Love Myself word makes people continue to grow, continue to more care

about themselves. Then, how do we treat ourselves is what it means.” (Meidiaz, April 2, 2021).

According to Felicia, loving herself is mandatory, especially for people who have a mental breakdown. For her, the love for herself is like a hard slap that forces her to realize that she is the one who runs her life.

“Love myself is mandatory in my opinion. Especially for those of us who have a mental breakdown, I mean like those who feel really sad, it is necessary actually.” (Felicia, April 3, 2021).

In addition, Felicia says that love is a sign that she values herself for having time for herself. ‘Me time’ is essential because, in the past, she rarely had time for herself to enjoy her time, but now she feels she should do it because she can run it with fun, without the need to listen to the words of others. Felicia used to prefer to listen to other people’s opinions. However, after she grasps love, she decides everything by herself and does not want to hear other people’s words that are not necessary.

“Actually, the meaning of love myself is more appreciative of myself, and also more time for myself, like 'me time' because in the past, I never had time that requires me to have ‘me time’.” (Felicia, April 3, 2021).

According to Symbolic interaction theory, people are motivated to act based on the meanings they assign to people, things, and events. These meanings are created in the language that people use both in communicating with others (interpersonal context) and in self-talk (intrapersonal context), or their own private thought (West & Turner, 2019). Micheal said that BTS fans, especially men, rarely show that he is a fan because of the label given by society as gay. Micheal also revealed that he uses love myself to reduce emotions and respect himself. According to him, regulating emotions is important because the communication that occurs between us and others can lead to different understandings. Before being emotional, according to Micheal, it is better to reflect on the person's words before taking action. Micheal chooses to love himself because he feels that love myself is something significant and makes him understand himself before understanding others better. Micheal also tries to love himself by taking good care of himself, such as taking better care of his health and not staying up too late.

“Love myself to me is like reducing emotions because people say emotions can shorten life, that’s good then. The second is self-respect.” (Micheal, April 10, 2021).

Stephani says that love myself starts with yourself and thinks love myself is necessary to understand yourself because by understanding herself, she becomes more aware of what she wants clearly.

“Love Myself according to me. I think there is nothing like that, everything still starts from ourselves.” (Stephani, April 10, 2021).

Stephani said that the word “love myself “is to love herself fully. Through the BTS Love Myself campaign, Stephani began to try to become a better person to herself. In the past, she did not dare to refuse the request of others, but now she feels more audacious and tries to voice herself more after she looks at the Love Myself campaign.

“Love me completely.” (Stephani, April 10, 2021).

Mira said, love myself is a moment when she can appreciate herself. According to her, love myself word makes her more able to accept herself as she is and not force herself to become the person she wants to be. Mira used to have an insecurity about her skin that looked darker than her friends, but loving herself makes her understand the importance of accepting herself and not comparing herself to others.

“Love myself is when I can value myself, I also can learn to appreciate others.” (Mira, April 17, 2021).

According to Carter Scott (2000), oneself is vital for its reason because in an unpredictable world, ‘what counts is that you devote the time and energy to learning to love the person who will be with you for the rest of your life – yourself’ (Hazleden, 2003). *Love Myself* campaign voiced by BTS led ARMY to understand themselves better. In this case, participants involved in the study showed that the word love myself has a difference in meaning for each individual.

Table 2 Research Finding

	RVTS08	Meidiaz	Felicia	Micheal	Stephani	Mira
The experience of <i>love myself</i> word for BTS fan member	Insecurity	Insecurity	Insecurity	Hard times	Insecurity	Insecurity
The meaning of <i>love myself</i> word for BTS fan member	Self-respect	Self-respect	Self-respect	Self-respect	Self-respect	Self-respect

All participants said it was important to love themselves for various reasons, and this is also due to the differences in experience experienced by each participant. Five participants agreed that insecurity was their experience with the word love myself. Although one participant did not experience insecurity, all participants agreed that loving themselves was their way of valuing themselves. Both women and men who feel that their physical appearance is attractive will have high self-esteem. However, there are still many studies that show that women's attitudes are more hostile when adolescence. The decline in girls' physical attractiveness is thought to negatively impact self-esteem when cultural pressures regarding female appearance are high (Bleidorn et al., 2016). According to Fakhri (2016) in (Qorib et al., 2020), gender differences are not a problem as long as they do not create injustice gender.

Beauty ideals are culturally constructed and are carriers of meaning and value. However, when idealized media images are used as comparison standards, upwards comparisons lead to more negative perceptions of our appearance, accounting for some of the influence of the media on body image (MacCallum & Widdows, 2018). According to Atar & Şener (2018), when reaching perfection that is not possible in real life creates critical psychological pressure on women, they try to cover the defects up digitally (Atar, 2020). Moreover, in fandom activities, female fans are more active compared to male fans who aren't too keen on the fandom activities (Mihardja & Paramita, 2019).

The notion that beliefs, values, feelings, and assessments about the self, affect behavior is a central tenet of the symbolic interaction theory. Mead argues (West & Turner, 2019) that because human beings possess a self, they are provided with a mechanism for self-interaction. Having a self-concept forces people to construct their actions and responses. The process is often called the self-fulfilling prophecy, or the self-expectations that cause a person to behave in such a way that the expectations are realized.

Conclusion

Love Myself campaign comes because of many cases of violence, bullying, and harassment in recent years. In accordance to the self-fulfilling prophecy in self-concept stated by Mead, the word Love Myself can teach these participants to appreciate, to accept for who they really are, to love themselves.

The meaning of *love myself* word for BTS fans is a way to cherish themselves, become a more developed person, do the things they love, to the way they control their emotions. The experience that BTS fans about insecurity, mainly by women because perhaps the way they construct appearance is something essential for them. Based on the study results, the implication that can be used as input is that the following research can highlight other groups, fan groups or not, who have experienced mental health illness to get more meaningful answers about how they love themselves. In this study, a sense of insecurity was felt by all female participants, so researchers suggested that all women learn to trust themselves more than others. However, with the love myself campaign, they feel they love themselves more and can accept themselves and talk about things related to themselves.

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