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## The Behavior of Army Medan Community Towards Intimidating Comments of BTS' Performance In Youtube: A Case on Sociolinguistic Study

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### Abstrak

Penelitian ini bertujuan untuk mengidentifikasi tipe perilaku berbahasa komunitas army medan terhadap komentar intimidasi. Penelitian ini menggunakan alat pengumpulan data, analisis data, dan kesimpulan penelitian sebagai instrumen pengumpulan data. Teknik pengumpulan data dalam penelitian ini adalah observasi, wawancara, dan dokumenter. Teknik analisis data menggunakan identifikasi, klasifikasi, tabulasi, dan deskripsi. Hasil penelitian menunjukkan bahwa terdapat sembilan jenis perilaku berbahasa yaitu: Perilaku yang tidak mencerminkan nilai moral, Perilaku berbahasa yang tidak mencerminkan nilai kejujuran, Perilaku berbahasa yang tidak mencerminkan nilai kerendahan hati, Perilaku berbahasa yang tidak mencerminkan nilai kerendahan hati, Perilaku berbahasa yang tidak mencerminkan nilai kerendahan hati, dan Perilaku berbahasa yang tidak mencerminkan nilai kerendahan hati, tidak mencerminkan nilai kebebasan, perilaku berbahasa yang tidak mencerminkan nilai kesabaran, perilaku berbahasa yang tidak mencerminkan nilai-nilai pengertian, perilaku berbahasa yang tidak mencerminkan kasih sayang, perhatian, atau simpati, perilaku berbahasa yang tidak mencerminkan kehalusan, perilaku berbahasa itu tidak mencerminkan kepantasan.

Kata Kunci: *Perilaku Berbahasa, Komentar Intimidasi, Army*

## Abstract

This study aims to identify the types of language behaviour of army medan community towards intimidating comments. This research uses a collecting data, analyzing the data, and concluding the research as an instrument to collect data. Data collecting techniques in this study were observation, interview, and documentary. Data analysis techniques using identification, classification, tabulation, and description. The results of this research show that there are nine types language behaviour that is: Behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience, language behavior that does not reflect understanding values, language behavior that does not reflect affection, concern, or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness.

Keywords: *Language Behaviour, Intimidating Comments, Army*

## INTRODUCTION

BTS is a male singer-music group from South Korea that consists of seven members, and they are RM (Kim Namjoon or Luader of this group), Jin (Kim Seokjin), Suga (Min Yoongi), JHope (Jung Hoseok). Jimin (Park Jimin), V (Kim Taehyung), and Jungkook (Jeon Jungkook) are one of the youngest members. This group is under the auspices of Big Hit Entertainment which is held by Bang Si-Hyuk, who is a music producer and also a former composer commonly known as "Hitman Bang" or as "papa bear" made by ARMY (Adorable Representative MC for Youth) which is the designation for the name of the BTS fandom. BTS (Bangtan Sonyeondan), which is subordinated to an agency called BigHit Entertainment, BTS is one of the K-pop groups that has experienced an increase in the number of fans. BTS stands for Bangtan Boys, inaugurated by the music company Big Hit Entertainment on June 13, 2013, Kim Beatrice (2019).

Boyband Bangtan Boys also always greets their fans through being active on social media such as Twitter and V Live to communicate with all fans; fans do not want to be left behind to see their idol's greetings when active on social media and make it easier for fans to see their music videos via YouTube. Their channel is directly on the search "big hit" and "bangtanty", recently they brought up the documentary, and it was shown in theaters not only silent fans immediately rushed to watch the film. Not only that, but the Bangtan Boys boyband also held their solo concerts in 2017 in various countries, and the Bangtan Boys boyband also visited Indonesia and its fans (ARMY) for concerts held in Jakarta, Indonesia. The enthusiasm of the fans shows the consistency of behavior and responses that become

exaggerated when they see their idols, such as joy and fun that cannot be controlled also always looking for the latest information, watching the music videos so many times that even the actions of the fans make them want more things like wanting to be able to watch concerts, buying "bangtan" boys merchandise products that he wants must be achieved. The wishes of an ordinary fan who eventually joins a special community of "bangtan" boys fans, that is ARMY in every country and city where fans live. Based on the description above, the researcher is interested in researching "The Influence of Korean Pop Bangtan Boys Boyband" Fan Behavior Consistency".

Apart from the fame of BTS, which has many fans, many viewers do not like it, comment on negative things, and even intend to hurt the Boyband members. In one of the videos, Doubtful Gender, Jimin looks gloomy while live on Ashilah Jinan's YouTube account. In the video, there are many summaries of negative comments from viewers who did not like BTS, and there were also comments that questioned whether they were male or female because of their striking make-up appearance when appearing live or at the big events they held.

Intimidation acts as "aggressive behavior" that arises from a deliberate intention to cause pressure on others both physically and psychologically. Meanwhile, Sampson in Masdin (2013) stated that intimidation is repeated behavior that can be carried out alone or in groups, for example, insulting, verbal or non-verbal, violence and bullying, aggression and terror. This includes both planned and spontaneous actions and is real. Based on the description above, the researcher is interested in examining the effect of bullying videos on BTS from the YouTube application on the Medan army community.

The enthusiasm of the Medan army showed consistency in behavior and exaggerated response when they saw their idol and their excitement and were happy to find updated information on BTS activities, such as watching the video many times. The army also wanted to own the things they used, which in the end, they formed the Medan Army community. The army was formed in 2016, and the Medan BTS army Instagram account was created by Clarissa Putri, with an average age of members ranging from 14 to 28 years. On that account, they continue to update about army activities ranging from activities to watching concerts together.

## RESEARCH METHOD

### Research Design

This type of research uses qualitative research methods, a study of interviews and observation documents, and focuses on analyzing written materials based on context. Researchers must try to find the theory. The result will not be a number but a word or sentence that can be scientifically accounted for and behavior that can be observed and is interpretive (using interpretation that involves many methods, examines the research problem (Mulyana, 2007: 5). Qualitative research is used to look at various social phenomena. The results are not qualitative numbers but a collection of sentences of words that will be tested for truth. Precise precision and accuracy are needed because qualitative kills field observations.

### The Source Data of the Study

Arikunto (2010) states that data is the result of observation consisting of a thing that the researcher analyzes and the information or material used in this research is taken from the data source. Meanwhile the source of the data in this research is the impoliteness comments that are posted by netizens on YouTube Account. Researchers took 30 data from 30 Army Medan community people.

### Instrument of the Study

According to Creswell (2007: 37), the instrument of qualitative research is the research itself. This means that the instrument of this researcher herself because the researcher has the purpose of deciding the focus of the study, determining the source of the data, collecting data, analyzing the data, and concluding the research. The researcher is using the qualitative research.

### Technique Collecting Data

Methods of data collection are carried out in two ways. Primary data are obtained directly through interviews with informants. Secondary data are collected from books, journal, literature, internet, and other information concerning with museum, especially virtual museum.. As cited from Creswell, data collection procedure includes observations, interviews, and documentation also recording (Creswell, 2009: 178). The writer did the method of data collection as follows.

#### 1. Interview

An interview conducted to collect data about the history and narrative of Sobokartti building from a trustworthy source. The writer prepares questions before and asks

those questions to the informants to obtain detailed and accurate data information. Interviewees are ex-chair person of Sobokartti community, secretary, some members, and trainees. The writer chose ex-chair person of Sobokartti, secretary, member, and trainees of Sobokartti because the writer believes that they know the stories of Sobokartti well.

## 2. Audio Recording

Audio recording is one of the qualitative data collection techniques.

When conducting interviews, it is not uncommon for audio recordings to be made. To capture the essence of the conversation requires a person's astuteness and experience who conducted the interview. You can record interview audio so that it can be used to explore the interview content more fully when data processing is carried out.

## 3. Documentary

In addition to observation and interview, documentation is also done in this research. Documentation covers observations in the field and the process of interviews with the informants. Documentation takes in the form of taking pictures with camera, but above all, making audio-visual recording.

## Technique of Data Analysis

Therefore, in analyzing the data, the authors use the theory from Krippendorff (2004: 192) as follows:

### a. Identification

Identification is done to determine the sentences in the text to be identified. From this step, the researcher determines the type of behavior.

### b. Classification

Classifying army behavior.

### c. Tabulation

After the word is found, the data will be converted into tabular form to be displayed.

### d. Description

The third step will be to describe the results of the data analysis. Here the researcher describes the data presented.

Considering the steps above, the researcher concludes the data analysis, and finally, the researcher reports the research result.

## Triangulation

According to Sugiyono (2015: 83), data triangulation is a technique of data collection that combines various data and existing sources. According to Wijaya (2018: 120-121), data triangulation is a technique of checking data from various sources in various ways and at various times. Then, there is source triangulation, triangulation data collection techniques, and time triangulation.

### 1. Triangulation of Sources

Source triangulation to test the credibility of data. This is done by checking that the data has been obtained from various data sources, such as results from interviews, archives, and other documents.

### 2. Triangulation Technique

Triangulation technique to test the credibility of data. This is done by checking whether the data have been obtained from the same source using the same technique differently. For example, data obtained from observations is then checked by interview.

### 3. Time Triangulation

Time can affect the credibility of data. Data obtained by interview technique in the morning when sources are fresh will usually produce more valid data. For that testing, data credibility must be checked by observation, interviews, and documentation at different times or situations to get credible data..

## RESULT AND DISCUSSION

The first from the results above, nine language behaviors were found from thirty army medan, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience. language behavior that does not reflect understanding values language behavior that does not reflect affection, care or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness. This research has differences and similarities with the first previous research, Setiawan (2016) with the title "the effect of cyber bullying on ask FM social media on adolescent emotional disorders (study on students at SMAN 10 Bandar Lampung)". The results of this research show that teenagers dare to carry out attacks only through ASK social media. FM, with anonymous facilities that make it easier for perpetrators to express all their

frustrations without knowing their identity. Moreover, as victims, the average teenager rejects them by giving an emotional response.

The second from the results above, nine language behaviors were found from thirty army medan, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience, language behavior that does not reflect understanding values language behavior that does not reflect affection, care or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness. This research has differences and similarities with the first previous research. From the results above, nine language behaviors were found from thirty data, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience, language behavior that does not reflect understanding values, language behavior that does not reflect affection, care or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness. Marlene (2016), "The effect of cyberbullying on social media on reactive behavior as perpetrators and as victims of cyberbullying in Makassar National Middle School Christian students". Taking a sample of 40 people. This study uses Martel's theory (2013). The results of this study proved that there was an effect of cyberbullying behavior on student reactive behavior with a significance of  $0.037 < 0.05$  in comparison with this study examining bullying comments.

The third from the results above, nine language behaviors were found from thirty army medan, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience. language behavior that does not reflect understanding values language behavior that does not reflect affection, care or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness. This research has differences and similarities with the first previous research by Suhariyanti (2017), entitled "Identification of bullying behavior in learning physical education in elementary schools". This study uses Bimos's theory (2010). The results of the study show that there is true intimidation behavior in Physical Education learning in

elementary schools. The forms of intimidation that students in physical education learning often carry out are physical intimidation (hitting the head, arms, and back, pushing, pinching, grabbing, stepping on the feet when a friend's shoes are new, and tripping the feet), verbal intimidation (nicknaming, making fun of, cursing, and humiliating) and psychological intimidation (silence, glaring, threatening and ostracizing two people, that is K and P. These forms of intimidation are categorized as mild intimidation behavior because the impact does not lead to harmful behavior.

The fourth from the results above, nine language behaviors were found from thirty army medan, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience. language behavior that does not reflect understanding values language behavior that does not reflect affection, care or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness. This research has differences and similarities with the first previous research by Andriani (2020), entitled "Cyber bullying among Teenage K-pop Fans. This study uses Yana's theory (2014)". The results of the research show that: there are some forms of Cyber bullying against K-Pop fans and teenagers, indicating the source. The cyber bullying that K-Pop fans receive comes from inside, internal, and external.

The fifth from the results above, nine language behaviors were found from thirty army medan, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience. language behavior that does not reflect understanding values language behavior that does not reflect affection, care or sympathy, language behavior that does not reflect refinement, language behavior that does not reflect appropriateness. This research has differences and similarities with the first previous research, research was by (Chodijah, 2019), "Bullying Behavior Among Elementary School Students In East Bandung Region". The sample used in this study was 494 children aged between 10-12 years who attend elementary school in the East Bandung area. The instruments used in this study are a modified questionnaire from The Children's Happiness Scale and the Illinois Bully Scale. The results showed that students had been victims of bullying and had done bullying in various types and levels. In general, verbal and

psychological bullying forms are ranked top for both boys and girls, followed by non-verbal psychological bullying, and the last is physical bullying.

## CONCLUSION

From the analysis in previous section, nine language behaviors were found, that is behavior that does not reflect moral values, language behavior that does not reflect the value of honesty, language behavior that does not reflect the value of humility, language behavior that does not reflect the value of freedom, language behavior that does not reflect the value of patience, language behavior that does not reflect the values of understanding, language behavior that does not reflect love, care or sympathy, language behavior that does not reflect subtly, language behavior that does not reflect appropriateness.

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