

K-pop Transcends Traditional Boundaries -- Taking the analysis of BTS as an example

Xinzi Yao

Klein Collins High School, Houston, 77373, United States of America

Abstract: A growing amount of media attention is being paid to the subgenre of music known as K-pop as a direct result of the growth and extension of K-pop across the world. Using the band BTS as a case study and KCON as the key event to promote K-pop culture, this essay investigates the factors and influences that can have an effect on how to transcend beyond the traditional form. Based on data, the essay comes to four conclusions. 1) it changes with the times to accommodate the preferences of fans; 2) it has the power to shape aesthetic trends; 3) fans are attracted to more than just the appearance of artists and the positive attitude they exude; 4) because of the proliferation of advanced media, its reach is expansive, and its linguistic scope is not constrained. The research indicates that during the 1990s, there has been a visible progression in the development of K-pop, and at the same time, a growing number of fans have begun to appreciate the genre.

Keywords: K-pop, BTS, KCON, Culture, Transcends Traditional, Impact.

1. Introduction

K-pop remains popular around the world. At last year's count, K-pop sold more than 50 million CDs, with half of those sales coming from exports. In 2012, it was exported to only 23 countries, but in 2021 it exported to 88 countries (Park Kun & Haley Yang July 12, 2022). As K-pop spreads throughout the world, idol groups become more well-known and well-liked. Although K-pop is a foreign genre in the United States, it has a growing global following, which has undoubtedly increased the media's focus on Asians in the United States to a large extent. Even though the majority of the lyrics are in Korean, K-pop transcends language barriers, and the various ways in which entertainment companies train and develop artists have forged a unique bond between artists and fans.

K-pop has grown in popularity around the world as a result of its catchy rhythmic songs that combine early American traditional hip-hop and jazz music, the iconic dance moves that accompany it and are now an energizing form of entertainment for many young people; and the allure of being packaged in gorgeous videos that are widely disseminated through the International K-pop fans and those who regularly view their idols' content absorb Korean culture and language like sponges. This type of music stimulates an interest in learning about other cultures among listeners. Different people from all around the world come together to be themselves, listen to, and celebrate the music they love.

Among the numerous activities that bring together fans, one of these events is KCON, a convention created by Koreaboo that is held annually around the world and provides a fantastic opportunity for fans to interact (Daily Sabah Jun 17, 2022). The "KCON" convention, which debuted in 2012, featured the performance of K-pop idols and other elements of Korean culture and entertainment. More than 800,000 people come each year, and the number is growing. Because it was once exclusively hosted in Southern California, it is now held in major cities throughout the United States. Metropolitan areas in the United States and around the world Angela Killoren, chief executive officer of CJ E&M America (the business that produces KCON), was interviewed by August Brown for a "KCON Aims To Ride The 'Korean Wave' To Pop-Culture Dominance," (Brown, 2018). In Brown's, he presented an argument that despite the increasing complexity of the media landscape, there are still distinct forms of cinematic theater working in concert with one another. K-pop's popularity is expanding as western audiences get more exposed to and immersed in various aspects of Korean culture and entertainment. Kcon is one of these influence, on the on hand it exemplifies how K-pop brings together fans of Korean culture from all walks of life. It includes awe-inspiring performances by East Asian musicians and meaningful music. KCON was the first Korean cultural festival to

include both a conference and a concert, allowing attendees to reconnect with friends while basking in the glory of their favorite K-pop singers and influencers. KCON has become the core of Korean pop culture in just ten years, and its international growth is often described to as the Korean Wave. Its evolution has been largely fueled by the support of its supporters. Around KCON's 2019 summer celebration, music from superstars like BTS dominated the Billboard 200 charts and garnered global radio broadcast. Kim, as one of the convention's founders, has worked tirelessly to prepare the event from her first day at CJ E&M. The event was conceived in May 2012, when the K-pop tour, which had previously solely stayed on the local West Coast, continued to grow and travel throughout the remainder of the United States. "However, it was insufficient. It's more than just a concert "Kim went on. "We wanted to share and enjoy K-pop culture with our followers, and there you have it! This is the KCON." As Kim points out, the global impact of K-pop has risen dramatically since then. According to Billboard, the Korean music industry's income increased by 27.8 percent from 2011 and 2012, reaching \$3.4 billion in the first half of 2012 (MTV News Staff, 2022). This has a significant impact on the love of K-pop by allowing fans all over the world to connect and reach their favorite celebrities in order to experience the passion of K-pop.

2. The influence of K-pop

K-pop has opened the path for a fresh and improved depiction of Asians in American media, for instance, "Hallyu Wave" has had an impact on the United States . Since 2017, BLACKPINK and BTS have performed on numerous renowned US television programs, American Music Awards, and Billboard Music Awards Among the award shows and music venues are The Ellen Show, Jimmy Kimmel Live, and Rose Bowl Stadium. Despite the fact that the majority of the icons are not Asian Americans, their presence in America provides an excellent representation of Asian artists in popular American culture. These activities have a significant impact on the globalization of kpop and the relationship with its fans.

In the CNN online article "How BTS became the world's biggest boy band" by Julia Hollingsworth, the author demonstrates how BTS has increased the visibility of Asian men (Stefan Mitchell, 2021). The director of UCLA's Center for Performance Studies, Suk-young Kim, believes that BTS has done a great deal for Asian men, who are often misrepresented in American media. She believes that BTS's widespread visibility and the positive image will contribute considerably to the emergence of "cool Asianness."

Contemplate the popular Korean group BTS as an example. Bangtan Sonyeondan is the literal translation of the group's Korean moniker, which translates to "Bulletproof Youth Group." According to member J-Hope, the name represents the group's desire to "block stereotypes, criticism, and expectations that are like bullets aimed at adolescents (Winnie Litchfield 2022). BTS is one of these performers who can represent Asian guys, along with other renowned K-pop artists in the United States. The majority of K-pop songs contain strong themes of self-love and acceptance, and their music has also served as an inspiration and source of motivation for K-pop enthusiasts. BTS, along with other prominent K-pop artists, is one of those prominent K-pop artists who can speak for Asian men. In 2017, They started producing a three-album series named "Love Yourself" to promote the concept of self-love, and it was highly appreciated by young people. making their music come to life. As part of the campaign against campus violence among teenagers, they inspire others through their own music, and different audiences will give new meaning to their songs. Together with the album series (Kim Priscilla & Ethan Hutt. 10.3 2021), BTS and UNICEF launched their "Love Myself" anti-violence campaign. More than \$2 million has been raised through the sale of 3 percent of BTS's physical "Love Yourself" album series and all proceeds from the sale of its official campaign merchandise. Donations have also come in from all across the world. BTS and UNICEF have launched a "eradicate" campaign against violence against children and adolescents. Through their songs, they promote and share love. BTS's leader, Kim Nam-Joon (commonly known as "RM"), attended the 73rd United Nations General Assembly. "After the release of the 'Love Yourself' album

and campaign, we started receiving incredible stories from people worldwide about how our message helped individuals overcome hurdles and begin to love themselves, "He stated. Music is not only music, but also the support of many people around the world. Therefore, he thanked the fans for their support to win this honor. He finished his speech by saying,"... one thing was very clear, and it's become even clearer thanks to you guys and Variety, and that is that music truly has the power to overcome linguistic, national, and other barriers." The social service and charity work they perform, according to Kash, 19, from Milat, makes them even more amazing. They are sexy and adorable on stage; the audience feels close to them in the variety show; and their advocacy for social service has positively influenced her. According to her, they possess numerous qualities that are difficult to describe. The influence of idols has altered the traditional media perspective.

3. Conclusion

In conclusion, the objective of this study is to analyze elements that may lead to K-pop extending beyond its typical scope using the examples of BTS and KCON. The following points are a good way to summarize these various factors: (1) K-pop can evolve over time according to the preferences of its fans; (2) k-distinctive pop's aesthetics can influence the aesthetic trend of the times; (3) the professional diversity and rigorous training of the artists who spread K-pop, especially the personal qualities of the artists, have an impact on society, not only in terms of the superficial glamour, power, and positive energy that attract many loyal fans, but also the two-way recognition of idols and fans to idols. (4) The vast availability of many forms of media in today's society makes it feasible for there to be no barriers to the dissemination of artistic expression. Finally all of these intrinsic causes have been discussed throughout this research, and they each contribute significant new information to our enjoyment and comprehension of K-pop.

References

- [1] Kim, Suk-Young. "K-pop Live." K-pop Live. Stanford University Press, 2018.
- [2] Romano, Aja. "How K-pop became a global phenomenon." Retrieved August 26 (2018): 2019.
- [3] Yoon, Kyong, and Dal Yong Jin. "The Korean wave phenomenon in Asian diasporas in Canada." *Journal of Intercultural Studies* 37.1 (2016): 69-83.
- [4] Hollingsworth, Julia. "How a boy band from South Korea became the biggest in the world." (2019).
- [5] Kim, Priscilla, and Ethan Hutt. "K-pop as a Social Movement: Case Study of BTS and Their Fandom ARMY." *Journal of Student Research* 10.3 (2021)
- [6] Parc, Jimmyn, and Shin Dong Kim. "The digital transformation of the Korean music industry and the global emergence of K-pop." *Sustainability* 12.18 (2020): 7790.
- [7] Choi, JungBong, and Roald Maliangkay, eds. *K-pop: The international rise of the Korean music industry*. Vol. 40. London: Routledge, 2015.
- [8] Choi, JungBong, and Roald Maliangkay. "Introduction: Why fandom matters to the international rise of K-pop." *K-pop—The International Rise of the Korean Music Industry*. Routledge, 2014. 1-18.
- [9] Oh, Ingyu, and Hyo-Jung Lee. "K-pop in Korea: How the pop music industry is changing a post-developmental society." *Cross-currents: East Asian history and culture review* 3.1 (2014): 72-93.