

Kampanye #MatchAMillion Oleh Fandom BTS ARMY Mendukung Gerakan Black Lives Matter Tahun 2020: Analisa Transnational Collective Action = #MatchAMillion Campaign By BTS ARMY Fandom Supporting Black Lives Matter Movement in 2020: Transnational Collective Action Analysis

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Abstrak

Penggemar K-Pop di berbagai negara umumnya melakukan kegiatan yang berkaitan dengan minat mereka terutama di ranah K-Pop itu sendiri. Namun demikian dalam beberapa waktu terakhir, terdapat perubahan perilaku fans K-Pop yang berubah menjadi suatu “kelompok aktivis internasional” yang berupaya untuk mengkritisi isu yang merugikan masyarakat baik di tingkat lokal maupun internasional seperti dengan mendukung gerakan Black Lives Matter. Dalam isu tersebut, kelompok penggemar grup boyband Bangtan Seonyeondan (BTS) atau yang dikenal dengan fandom BTS ARMY menggelar kampanye #MatchAMillion berupa penggalangan dana untuk mendukung gerakan Black Lives Matter. Tulisan ini menggunakan metode penelitian kualitatif dan kerangka analisis transnational collective action. Berdasarkan hasil analisis tersebut, kampanye #MatchAMillion oleh fandom BTS ARMY dilatarbelakangi oleh faktor environmental change berupa perkembangan teknologi komunikasi, cognitive change berupa oleh keberhasilan kampanye sebelumnya dan upaya menjalin hubungan dengan kelompok aktivis Black Lives Matter, dan relation change berupa perilaku aparat kepolisian Amerika Serikat sebagai penyebab aktivisme tersebut.

.....K-Pop fans in various countries generally carried out activities related to their interests, especially in the realm of K-Pop. However recently, there has been a change in the behavior of K-Pop fans which has turned into an “international activist group” that criticize detrimental issues to society both at the local and international levels by supporting the Black Lives Matter movement. In this issue, the fan group of the Bangtan Seonyeondan (BTS) boyband group, known as the BTS ARMY fandom, held a #MatchAMillion campaign in the form of raising funds to support the Black Lives Matter movement. This paper uses qualitative research methods and transnational collective action as analytical framework. The results of this analysis shows that the #MatchAMillion campaign by BTS ARMY fandom was motivated by environmental change which is the communication technology developments, cognitive changes which is the success on previous campaigns and efforts to establish relationships with the Black Lives Matter activist group, and relations changes which is the behavior of the United States police officers as the cause the activism.