

# The Analysis of Mental Health Messages in Videos BTS Music Era “Love Myself and Love Yourself”

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**Abstract**— Basic Health Research has shown that the prevalence of emotional and mental disorders, as indicated by symptoms of depression and anxiety in 15 years old and over, reaches around 6.1% of the total Indonesian population or the equivalent of 11 million people. Adolescents (15-24 years) have a depression percentage of 6.2%. People with major depressive disorder tend to hurt themselves and even commit suicide. As many as 80-90% of suicides are due to depression and anxiety. In Indonesia, there are 10,000 suicide cases or the equivalent of one suicide case every hour. This thesis aims to show the communication and message delivery process that occurs through music and video to the audience, then how it can help the audience process and understand their emotions through music video created by the artist.

**Index Terms**—Music, mental health, BTS, communication, music videos.

## I. INTRODUCTION

Communication is the process of delivering messages by the communicator to the communicant through the media, creating a certain effect. This definition was obtained from an American Political Scientist named Harold D. Laswell. This communication can be verbal or direct, and visual or auditory messages.

Communication can occur through music. Music has a very important role and a big impact on daily life. Songs have supporting elements so that the message from the songwriter and singer can be delivered clearly to the audience, such as video clips, lyrics, melodies, and other supporting visual elements. In addition, there are also song lyrics that contain certain messages. The message's meaning is divided into the implicit meaning (not conveyed literally) and the explicit meaning (literally conveyed).

Considering the effectiveness of music, the counselling that utilizes music as a medium is created, namely music therapy. Music therapy is proven not only to calm but also to heal human feelings and thoughts. Music can divert attention, give a sense of control, and trigger the body to release endorphins to fight pain, relax the body and slow down breathing and heart rate, reduce stress, help sleep, and many others.

Music can also be a solution for mental disorders. Mental Health is a condition that allows for a person's optimal physical, intellectual and emotional development. Then, that development aligns with the circumstances of other people.

Based on data from Basic Health Research (*Riskesdas*) in 2018, the prevalence of mental-emotional disorders, as indicated by symptoms of depression and anxiety for ages 15 and over, reaches around 6.1% of Indonesia's population or the equivalent of 11 million people. Adolescents (15-24 years) have a depression percentage of 6.2%.

Poor mental health is a common phenomenon, yet many

people find it challenging to discuss and disclose their mental health status to others. It includes their co-workers and even their families. However, this feeling has become taboo because of the fear of looking weak and vulnerable to others.

Meanwhile, the development of music is currently entering a peak where K-Pop music dominates the music genre worldwide. K-pop has risen to the top since the beginning of 2018 in Southeast Asia until the American public successfully recognized 2022 K-pop. Bangtan Seonyeonda (Bangtan Boys), better known as BTS, is one of the Korean boy groups that has successfully introduced K-Pop to the international arena. Not a few songs and works that have been produced worldwide by BTS with various meanings.

The Musician Group from South Korea, BTS, also often has several songs with the theme of Mental Health. Some examples of songs by the boy band BTS that contain Mental Health messages are Ekipany, Inner Child, and Love Myself.

Based on the description of the phenomenon and the background of the problems stated above, the questions raised for this research are:

1. How does the music of the BTS boy band affect a person's Mental Health disorder?
2. What is the mental health message in the BTS music video?

This research was conducted with the limitation of focusing on the Era of BTS's Love Yourself: Tear with Fake Love and Singularity music videos.

## II. THE PURPOSE AND MOTIVATION

Based on the background and formulation of the problems above, this research has the following objectives:

1. Analyzing the influence of BTS boy group music on one's Mental Health.
2. Identify the Mental Health message in the BTS music video.

### III. STATEMENT OF CONTRIBUTIONS AND METHODS

Researchers divided three benefits of this research for the general public, institutions, and students.

For the general public, this research is useful for providing insight, increasing awareness of mental health, and educating them that music is a form of communication.

That can deliver Mental Health messages. For institutions, this research is useful to add a reference source for research on the relationship between music and mental health for Petra Christian University. Meanwhile, this research is useful for students as knowledge material that can be used as a reference or comparison for future research with different subjects.

According to the World Health Organization (WHO), mental health is defined not only in terms of not experiencing mental disorders but also as a state of well-being in which every individual realizes their potential. They can cope with the normal stresses of life, can work productively and fruitfully, and contribute to their community.

According to a fact sheet focusing on mental health disorders by the International Classification of Diseases 11<sup>th</sup> Revision (ICD-11), mental disorders are clinically significant disturbances in one's cognition, emotional regulation, or behavior. Factors such as physical, psychological, social, cultural, spiritual and other interrelated factors contribute to mental health.

Depression is a common mental health disorder worldwide, with an estimated 280 million people worldwide experiencing it. Depression is not just a normal fluctuation in mood. It can be a serious health condition, even leading to suicide.

Complex social, psychological, and biological interactions cause depression. Prevention programs effectively reduce depression, including school-based programs to promote positive coping patterns in children and adolescents, interventions for parents of children with behavioral problems, and exercise programs for older people.

Psychological treatments such as behavioral activation, cognitive behavioral therapy and interpersonal psychotherapy, and/or antidepressant medications such as selective serotonin reuptake inhibitors (SSRIs) and tricyclic antidepressants can be offered by healthcare providers to treat depression. However, healthcare providers must consider the side effects of antidepressant treatment and individual preferences in providing interventions.

Another definition of the research method is the method researchers use to collect research materials, such as interviews, observations, tests and documentation (Arikunto, 2002: 136). In completing this research, the authors use qualitative research methods.

The writer identified the mental health message in the BTS music video by watching and examining the song lyrics. The author also interviewed three people impacted by the BTS music video and helped them increase their mental health.

Data research on the internet was also carried out to identify mental health disorders in Indonesia. Analysis was conducted by observing the development of mental health cases in Indonesia.

In this study, the authors took samples using a purposive sampling technique. Arikunto (2010: 183) suggests that "purposive sampling is carried out so that the subject is not taken based on stratification, randomness or region, but on a specific purpose". The purpose and considerations for taking samples for this study were to find implicit or explicit mental health messages in the BTS music video "Fake Love". The sample of this research is the BTS music video "Fake Love".

Researchers made observations by making direct observations on the object of study. According to Sugiyono (2008: 222), in qualitative research, the researcher becomes a research instrument or tool, which must be validated to determine the researcher's readiness. In this study, the writer is the main tool for gathering the necessary information and knowledge.

The research procedure used in this study was procedures or steps from Sugiyono (2014: 408-409). In the pre-research stage, the researcher looked for the BTS music video made as a research subject, created research frameworks, and observed basic knowledge about mental health in Indonesia.

At the research stage, researchers collect data and identify data. Then the researcher presents the data in the form of a description, then analyzes it according to the formulation of the problem addressed before finally explaining the results in detail and factual.

### IV. RESEARCH RESULT

The song and music video for "Fake Love" give a different feel from all previous music videos. The storyline of this music video depicted a picture based on the trauma experienced by BTS personnel.

The song "Love Yourself: Tear" with the album's main track "Fake Love" brings a darker concept. The song "Fake Love" tells that they are fed up with fake love, which they prioritize over loving themselves. It is like a reply to the previous album, "Love Yourself: Her".

#### 4.1 Visual Description and Lyrics of the song "Fake Love"

It is a visual description of the "Fake Love" music video.

The first description is BTS member J-Hope. J-Hope is seen at the playground with dark colors representing his mental state and childhood memories. Jin is seen in a quiet room with the Smeraldo Flower as the subject he protects. Then, the explosion symbolizes his bad mood.

RM is seen in the container, and his reflection in the mirror represents his memories before joining BTS. Then, Suga, with the piano, represents the fire disaster that caused the loss of his mother. Each scene cut has a fairly deep meaning and is related to the emotional experiences of the BTS members.

The song lyrics, which translate to “I hope love will be perfect only with love, I hope all my weaknesses can be covered”, describes disbelief in themselves and pushing oneself too hard to live up to perfect expectations. It is associated with mental health disorders such as anxiety, in which a person feels worried, nervous, or restless about something with an uncertain outcome.

Furthermore, the lyrics “Love is so crazy, love is so crazy I erased myself to become your puppet” also illustrate that a person does not erase his true self to become a gift for the person he loves. However, it can cause depression because a person feels they have lost their true identity and feel burdened with characters that are not their original character. Forgetting who you are to please others is what Fake Love is all about. This idea concentrates on the suffering of being separated from a loved one.

#### 4.2 Visual Description and Lyrics for “Singularity”

The music video for “Singularity” begins with Taehyung dancing in front of a dress statue to represent his alter ego which is controlled even while sleeping. He feels he has lost his own identity because he follows other people too often.

In another scene, there is a depiction of dancing in the middle of many people on a red background in a room that only has 1 door as a place for entry and exit. He felt his voice was inaudible and could only convey it in his head, as he was trapped inside himself.

The next scene shows Taehyung locked in a room filled with flowers as a presentation of the beauty of being locked up by himself because he avoids things that make him afraid or also called safe space. He sank further into the imagination-destroying thoughts that the human brain was designed for.

In the last scene, Taehyung looks resigned to the situation and starts to sink into the water that soaks the room, injuring himself and making him feel more pain caused by the accumulated trauma and insecurity.

### V. DISCUSSION

From the research that has been done, the authors draw results based on scenes and snippets from the BTS music video “Fake Love”, giving different meanings for each scene. Each of these scenes provides a different storyline for each BTS member.

This BTS music video was based on the trauma and or bitter experiences that each member has experienced. The findings of the informants become the basis for the research results of the researchers resulting from these findings. The writers started their discussion of these findings from a visual theory perspective. The author has used visual communication theory as their visual theory.

Delivering information through images is referred to as “visual communication”. Figure-ground theory, message theory, and culture-dependent theory are the three main thoughts about visual communication. The figure-ground

theory argues that people can make the most accurate perceptions of information when presented in different divisions between images with meaning. It allows for easier focus on specific aspects of the image, making understanding the information being communicated easier and more efficient.

Communication of ideas, thoughts and feelings is often achieved through visual communication. It can be applied in various ways to produce a message that the recipient can understand. The following are some examples of forms of visual communication:

- Diagrams and other illustrations to teach math concepts illustrate stories or visual reminders.
- Animated sequences instill a sense of rush or excitement in the audience.
- Photography for more grim documentation of human crimes or natural disasters.
- Graphics commonly used to emphasize sentences or paragraphs are generally billboards and television commercials.

The use of tools such as signs, gestures, and pictures are examples of physical forms of communication. Facial expressions, body language, and graphic symbols are examples of different types of visual communication, and each plays an important role.

Based on the findings from interviews with informants, the first informant, Rea, admitted that he had received emotional relief from the music videos for Fake Love and Singularity.

He stated that between 2016 and 2017, he experienced what is known as a “Quarter Life Crisis”. It is a period in a person’s life when they feel trapped and question their ambitions, plans and personal relationships. After that, a friend told me about BTS, and he found his musical affinity, which helped him feel less lonely.

According to him, the songs released by BTS strengthened and saved him from a mental downturn. Rea admitted the lyrics of BTS songs, including Fake Love and Singularity, are Rea’s voice that cannot be voiced for those closest to him.

The second informant, Sherina, admitted that it was difficult for her to get out of her comfort zone while working on her thesis because many of her friends had already graduated while she was still pursuing her education. She experienced many traumatic events at home and her campus.

She also received a diagnosis of major depressive disorder from a psychologist but could not run smoothly due to limited funds.

BTS song inspired them to stop daydreaming and go back to school with songs “Fake Love” and “Singularity”, marking the turning point in his life. Both sources confessed difficulty expressing their struggles and traumatic experiences because BTS songs helped them. It has been proven that BTS supports people who suffer from anxiety through their works, especially Fake Love and Singularities. These works become the turning point for someone’s

struggle for a better life in the future. The audience receives the message the encouragement contained in the lyrics of the song from the creator and also from the singer. This information is submitted in the form of implicit or explicit meaning correlated with inspiration, thus allowing a song to be heard and used to encourage achieving the objectives.

This explanation can be found in the lyrics for the song Fake Love which carries the concept of self-love. Self-love requires total acceptance of one's physical form, mental state, and emotional state, as well as a constant desire to do the best for their self.

## VI. CONCLUSION

From the research that has been done, it can be concluded that the music "Fake Love" produced by BTS visually shows the problems faced by each BTS member. These things are also tied to mental health, such as depression, excessive sadness, fear, and other bad feeling. However, suppose you consider it from a lyrical point of view. In that case, the lyrics of the music "Fake Love" are about faking oneself to become another person to satisfy loved ones. Meanwhile, the Leader of the BTS Boygroup stated that the lyrics told about the fear of losing something.

Some suggestions that can be put forward for further development are that music can help some people with mental health disorders. Then, not all songs from the BTS boy group have the theme of mental health, and researchers advise people with mental difficulties to listen to BTS music with story nuances.

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