



**THE REPRESENTATION OF THE BANGTAN
BOYS IN THE NEWS OF BILLBOARD MUSIC
AWARDS IN 2017**

A FINAL PROJECT

In Partial Fulfillment of the Requirement

For S-1 Degree in Linguistics

In English Department, Faculty of Humanities

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PRONOUNCEMENT

I state truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, July 2018

Asteriana Alike Aisyah

MOTTO AND DEDICATION

“So verily with the hardship there is relief, verily with the hardship there is relief”

(Qur’an 94: 5-6)

“You educate a man; you educate a man. You educate a woman; you educate a generation”.

(Brigham Young)

*I sincerely dedicate this project to my mother,
my father, and everyone who helped me in finishing this thesis.*

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Finally, I expect that this project will be useful to the reader who want to do the same research on transitivity system.

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ABSTRAK

Bangtan Boys atau *BTS* adalah grup penyanyi pria yang berasal dari Korea Selatan. Pada tahun 2017, *BTS* berhasil memenangkan nominasi *Top Social Artist* yang diselenggarakan oleh *Billboard Music Awards*. Oleh karena itu, terdapat banyak media yang meliput peristiwa ini. Dalam pemberitaan, sebagian dari media menyatakan dukungannya terhadap *BTS*, sebagian media lain kontra terhadap *BTS* dan kemenangannya. Penelitian ini bertujuan untuk menunjukkan representasi *BTS* dari dua media yang berbeda dalam sebuah peristiwa yang sama menggunakan sistem transitivitas. Jenis penelitian ini adalah penelitian deskriptif kualitatif. Metode *non-participant observation* dan *purposive sampling technique* digunakan dalam penelitian ini. Hasil dari penelitian ini menunjukkan bahwa media *CNN* sangat menunjukkan keberpihakannya terhadap *BTS*. Sebaliknya, media *Varsity* kontra dan menunjukkan sikap penolakannya pada penghargaan yang diraih oleh *BTS* di *Billboard Music Awards* 2017. Dari dua berita yang telah dianalisis, dapat disimpulkan bahwa sebuah peristiwa yang sama dapat direpresentasikan dengan cara yang berbeda-beda pula.

Kata kunci: *transitivity system*, representasi, keberpihakan.

1. INTRODUCTION

The Bangtan Boys or BTS, which stands for *Bang Tan Sonyeondan*, is a famous South Korean boy band. It debuted in June 2013 and has released many albums. Through the five years of its career, it has sold an estimated 5 million albums worldwide until this year. The name of BTS is getting bigger right after it got the international recognition through the win of Top Social Artist nomination from Billboard Music Awards in 2017.

Recently, BTS has managed to win the Top Social Artist nomination on Billboard Music Awards in 2017, beating out other Hollywood singers such as Ariana Grande and Justin Bieber. BTS has been receiving massive amounts of attention from new international fans.

As a consequence, there were so many media reporting about this big event. The media made so many breaking news around the world talking about BTS and its winning since it becomes the first K-Pop group to earn an award for the Billboard Music Awards. Some media stand and support for BTS, others are contrary.

The pros and cons of reporting the event can be analyzed using Systemic Functional Grammar. Transitivity is considered to be effective to analyze the news of the two media because the representation by the journalists of this social event can be found through processes, circumstances and participants.

Based on the issues above, the writer is interested in analyzing the representation of two different media in the online news discussing BTS in Billboard Music Awards in 2017 based on the transitivity system.

The problem of the research is “How was the BTS represented in the two online media?” and the writer purposes to show the representation of BTS from two different media in the news of BTS Billboard Music Awards’ Win 2017. The research focuses on the text analysis of reporting news by two media discussing BTS in the news of Billboard Music Awards in 2017. The news were taken from the newspaper’s website pages called *CNN* and *Varsity*.

The writer took five previous studies as a reference. The first previous study entitled “The Transitivity System in Statement of Purpose as A Part of Study Proposal Text” by Romadhoni (2014). The writer of the study aims to find out the meaning of the text that has a specific purpose. The writer of the study used descriptive qualitative research. The result showed that in the Statement of Purpose text, there are 3 ideational meanings 1) Introduction, describing his identity, background, and his interest. 2) The content explains what he has done in the past. 3) The closing of the text explained his plan for the future, his reason to choose UC Berkeley, and his opinion of the university.

The next previous study entitled “The Transitivity Elements and Ideology: A Newspaper Headlines Analysis on MH370 Flight Accident” by Alfangca

(2015) and “Transitivity Analysis in The Construction of Newspaper Ideology: A Comparative Study on The New York Times and The Washington Times’ Editorials” by Miranti (2014). Alfangca and Miranti discuss what transitivity processes, participants, and circumstances are found in the headlines of MH370 Flight Accident in *The Jakarta Post*, *The Star*, and *China Daily* and in the text of *The New York Times* and *The Washington Times*’ Editorials. Further, both of the writers aim to interpret the language ideology. The analysis of the research is qualitative research. From the findings of Alfangca, it can be concluded that by applying transitivity in analyzing a text, it may reveal the model of verbs used by the journalist, build up a picture of participant(s)’ character(s) and setting(s) of a news under report, and further, provide a clear interpretation of perspectives in news headlines. The result of Miranti’s research is that *The New York Times* wants its readers to support the enactment of pro-immigrant, whereas *The Washington Times* with its conservative bias wants its readers to be against the enactment of anti-immigrant.

The last previous study entitled “Transitivity Analysis of Newspaper Headlines on Terrorism Attack in Kenya: A Case Study of Westgate Mall, Nairobi” by Ong’onda (2016) and “Transitivity Analysis of Online News Football Match Report: How The Writers Write Differently” by Suparto (2015). Both of the studies investigate the application of Halliday’s theory of transitivity with different objects, that are, the representation of Al-Shabaab attacking at Westgate Mall in Kenya and three match reports of the match

between Manchester City FC and Chelsea FC on September 21st, 2014 from three different websites. The papers have the same purpose; to explain how the two objects are portrayed through the language used in the headlines of newspapers and to show how transitivity can reveal the perspectives used by the writers. The findings show that the grammatical choices in newspaper reports played a role to express the writers' perspectives into Al-Shabaab, which is affecting the readers' opinion while the other findings showed that transitivity analysis in SFL can be a tool to measure whether a text is biased by its writer's opinions or not.

From the previous studies above, the writer can take some similarities and differences. Based on all the previous studies, there are four same objects with the writer's research, that is taken from news, two of them analyzed the headline news. They all have the different genre of news. One of them discussed the plane accident, whereas others discussed politics and sports. The writer's genre news is entertainment.

Most of the purposes of the studies are same; to find out the transitivity processes, participants, and circumstances in the online news and to show the reader how the object of the study was described. However, the research object of the writer is different from the previous studies. This research provides the different focus of studies. The writer not only shows the transitivity processes, participants, and circumstances, but also presents the comparison between the two media.

From all previous studies, the writer would like to show the gap of this study by analyzing the representation of BTS in the news of Billboard Music Awards in 2017.

2. THEORETICAL FRAMEWORK

The theories of Systemic Functional Grammar used in this research are taken from Gerot and Wignell (1994) in *Making Sense of Functional Grammar*, Halliday's theory (2004) in *An Introduction to Functional Grammar*, and van Dijk's (1995) in *Power and The News Media*.

2.1 Systemic Functional Grammar

Gerot and Wignell (1994:6) state that functional grammar sees language as a resource to make an interpretation. There are three kinds of metafunctions of language according to Gerot and Wignell (1994), that are, ideational meanings realized by transitivity, textual meanings realized by lexico grammar through theme and cohesion, and interpersonal meanings realized through the mood system.

2.2 Transitivity System

Transitivity system expresses the event. Participants, processes, and circumstances are three semantic categories which explain the phenomena of the real world are represented. (Gerot and Wignell, 1994:52).

Circumstances realize meanings about time, manner, accompaniment, cause, role, and matter. Processes are the center of transitivity (Gerot and Wignell, 1994:54). There are seven types of process identified by Halliday (2004). Those are material process, relational process, mental process, verbal process, behavioural process, and the last is existential process. According to Gerot and Wignell (1994:55), material processes carry the idea that there is something happening physically. Material process are realized the certain verbs such as drive, eat, sleep, and sing. The participants of material process are actors and goals. Behavioural processes are processes of physiological and psychological behavior (Gerot and Wignell, 1994:60). The participants of behavioural processes are behavers and ranges. Mental processes relate to mental activity. The participants involving mental processes are sensers and phenomenon. Verbal processes are processes of saying (Gerot and Wignell, 1994:62). There are three participants in verbal processes, that are, receivers, targets, and ranges or verbiages. Relational processes involve states of being (Gerot and Wignell 1994:67). There are identifying processes and attributive processes. In attributive processes, the participants are carriers and attributes. The participants of identifying processes are token and value. Existential processes are processes of existence and it is expressed by verbs 'be'. (Gerot and Wignell, 1994:72)

2.3 Discourse of Media

Media are a device for mass communication. Mass media consist of various forms, such as television, radio, movies, newspapers, and the internet. They hold important role of the public and they can have a powerful influence at a societal level. There are many factors which support the media itself such as time and place, participants, audiences, choice of language, style, and properties of text, and talk. (van Dijk, 1995:12).

The news that appears on mass media will build up people's opinion or thought. Similarly, according to van Dijk (1995:14), it is the aim of the content writers that the readers will build up a model from the event. Journalists have their own model in each of the news event and they will write the reports in such a way so that the readers also build a similar model of the news event. There are some ways to affect or influence the readers. Manipulating more prominently the information that is important in the news report, headlines, and photographs is one of the ways to influence the readers. On the other side, if the journalists want the readers to not give special attention of a news event, they will make the information less prominent and deemphasize the cause or consequences of news event.

3. RESEARCH METHODS

This is a descriptive qualitative research. Due to the kind of research, the writer presents the data, population and sample, method of analyzing data, also method of collecting data.

The data of the research are two texts. They were taken from two online media *CNN* and *Varsity*. The first text was “Bigger than Bieber? K-pop group BTS beats US stars to win Billboard Music Award” taken from *CNN* and published on May 23, 2017. This online news was downloaded from <https://edition.cnn.com/2017/05/22/entertainment/k-pop-bts-billboard-music-awards/index.html>. The second text “What does BTS’s Billboard Music Award mean for K-Pop? Not much” taken from *Varsity* and published on June 5, 2017. This online news was downloaded from <https://www.varsity.co.uk/music/13129>.

The unit analysis is a clause. The writer has identified 86 clauses contained in the two texts. All the clauses are analyzed, but the writer only takes some of them to be examples in the analysis. The writer uses the non-participant observation method and the documentation method to get the data to be analyzed in a literary work with note-taking technique.

For analyzing the data, the first method used is distributional method where the writer used a technique namely *Bagi Unsur Langsung*. It is applied by classifying the clauses into some entities in Transitivity System to enlighten the ideational meaning through the identification of processes, participants, and circumstances contained in the text. Then, it is continued

by the use of identity method utilizing referential technique where it uses a determinant such as the noun, the verb, the clause, etc. After that, the writer classified the clauses to analyze what the linguistic unit reference refers to in finding the representation of BTS in the news of Billboard Music Awards in 2017.

4. FINDING AND DISCUSSION

There are three findings of BTS representation according to *CNN* media that are, BTS is the first K-Pop group to win the Top Social Artist award at the Billboard Music Award, BTS are now very famous, and BTS is the first groups to embrace social media and open themselves up to fans. Besides, there are three findings of BTS representation based on *Varsity* media that are, BTS's winning was not fair, the successful of BTS at Billboard Music Award means nothing for Hollywood counterparts, and international recognition of BTS will lead to the mindset of Korean beauty standard.

From the two texts, it is found that the material process predominates both of the text, it means that both of the authors represented BTS' win in Billboard Music Awards in 2017 through its actions. However, the fact of BTS' winning was represented by two different ways of those media. The analysis of the two texts is described in the following tables.

The writer had found 86 clauses contained from two media called *CNN* and *Varsity* and all of them were analyzed using transitivity system. According to the analysis, the most dominant process appeared in both of the news is the material process. It is also found that the news in *CNN* media really shows its appraisal into BTS. On the contrary, the news in

Varsity shows its refusal into BTS and its achievement in Billboard Music Awards 2017. The more explanation will be discussed below.

CNN and *Varsity* draw physical activity using material process conducted by BTS, fans, K-Pop, people, and news outlet. They were represented in noun group such as BTS, BTS fans called ARMY, fan-voted things, Billboard, people, International K-Pop Fans, News Outlet, Rolling Stone, and also K-Pop. From the *CNN* text, the author drew BTS as the first of K-Pop group which made history to get the award of Top Social Artist from Billboard Music Awards in 2017. This award is managed to be achieved by the vote of the ARMY (BTS Fans) on Twitter and on the awards website. Recently, BTS' musics on the chart reach the Billboard Social 50 for about 31 weeks. Conversely, the author of *Varsity* wrote BTS' win on BBMA is only used as a prove from ARMY that they are popular now, but unfortunately, BTS' win was not surprising since international K-Pop fans are really mobilized and the winner of this awards was determined only by the vote on Twitter and on the website. This award would mean so much more for BTS if it is not affected by the only mobilized fans.

The text also represented the identity of BTS using the relational process. Based on *CNN* media, they were represented in noun group such as BTS, BTS' award, International fans, and also rookie groups. BTS might be unfamiliar to the Americans, but now it is on a sold-out world tour in US, Australia, and Japan. BTS' win follows PSY, a South Korean

singer, who became the first K-Pop artist to get the award from Billboard Music Awards in 2014. On the other side, the author of *Varsity* wrote BTS is a talented group and it works incredibly hard, but BTS' fans in the world are disproportionate compared to their Korean fans. Korea's music show system is by the vote, means that fans have to be mobilized. The BBMA awards got by BTS is a confirmation that it is as popular as everyone already thought. Indeed, K-Pop has already entered the Hollywood entertainment, but unfortunately, it is such a shame that BTS' success is not suitable if it is compared with Hollywood counterparts.

Another process appeared from the text was the mental process which expresses the feeling of the senser, that is BTS. BTS members did not expect and felt honored at the same time to get the awards, written by *CNN*. Different from *CNN*, *Varsity* tends to refuse the win of BTS on the award. The author admitted BTS' win tends to be a huge shock, but he felt regret about international fans who only like K-Pop instead of Western pop music. In the end, the author hopes BTS continues to get recognition.

The process of saying has appeared in both of media as the verbal process. In *CNN* media, the verbal process was done by CEO of *Koreaboo* (a website that provides K-pop news) and one of the BTS member, Kim Nam-Joon. Kim Nam-Joon said that he still cannot believe that BTS could stand on the stage at the Billboard Music Awards. Besides, The CEO of *Koreaboo* explained that BTS is open and truly embrace itself through social media towards fans so that all of the fans can feel like they truly

knew the members individually because most of the newbie groups are closed and anything is super-filtered before it is shown to the public. The process of saying in *Varsity* was done by the people of American and the journalistic masterpiece media, *Rolling Stone*. People of American wondering what does BTS' win on Billboard Music Awards mean for K-Pop in the West, particularly, Hollywood. *The Rolling Stone*, cited by *Varsity*, shouted how socially BTS is in comparison with PSY, despite the fact that PSY has consistently become a part of Korean reconciliation.

The existential process also appeared in the text of *Varsity* media. The author told the reader that there is a danger among international K-Pop because K-Pop is really focusing on its visual, also the artists are made to look pretty or handsome. This can make a mindset of saying that Korean ethnicity is more fascinating than people of any other ethnicity.

To sum up the representation of BTS, the *CNN* media portrayed BTS as an amazing boy band since they became the first K-Pop group to win an international award, beating out Hollywood singers at Billboard Music Awards. The name of BTS now is getting bigger proved by the sold-out concert ticket in the world. What makes BTS special is the fact that they embrace and open up themselves to the fans in social media. This makes the fans feel close and connected to their favorite boy band, BTS. On the contrary, *Varsity* media thought that BTS' winning on the Billboard Music Awards was not fair because this award was only determined by the vote on the website and on the Twitter. The K-Pop fans

are famous with their power in social media, so it is not surprising that BTS could win the award, defeating other Hollywood singers. Moreover, the journalist thought that the success of BTS means nothing for Hollywood because BTS achievement cannot be compared to Hollywood superstars. With the entrance of BTS and its K-Pop into international recognition, the Korean beauty standard will become a role model for international K-Pop fans.

Based on the analysis above, the writer also found that the *CNN* media tried to display BTS more prominently in the news report and in the headline news so that the journalist gave more emphasize in BTS' achievement in the news report. Conversely, the *Varsity* media wanted the readers to not to pay attention to BTS' winning, so the journalists made the BTS' winning less prominent in the news report.

5. CONCLUSION

Based on the research that has been done, BTS in the news of Billboard Music Awards in 2017 is represented through material, relational, mental, verbal, and existential process. However, from the two media, they both represented different opinion towards BTS' win in Billboard Music Awards. *CNN* media stands for BTS, *Varsity* is contrary to BTS. From the news that has been analyzed, it is clear that one social event can be represented in different ways. Moreover, the two journalists tend to influence the readers by building different structures of a model. *CNN* media is pro with BTS so that the journalist made more emphasize in BTS' achievement in the news report and also in the headline news. On the contrary, since *Varsity* media is contrary to BTS, the journalist manipulated the readers by displaying BTS' winning less prominent in the news report and also in the headline news. Both of the journalists have their own goal towards their readers.

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