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The Relationship Of Bangtan Boys Group's Communication Style To The Effectiveness Of The Love Myself Campaign

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ABSTRACT

This study aims to determine the relationship between the communication style used and the effectiveness of the Love Myself campaign. The Love Myself campaign, a collaboration between BTS and UNICEF, serves as a significant object of study due to its profound impact on mental health and self-love issues among adolescents. This research applied a quantitative approach with a correlational method. The sample consisted of 100 respondents from ARMY DKI Jakarta.With the Kolmogorov-Smirnov normality test results showing that the data was not normally distributed (Sig. = 0.000), inferential analysis was conducted using the Spearman Rank Correlation Test. The results of the study indicate that both variables lie at a medium to strong level and are unidirectional (Communication Style with a mean of 32.9200 and Campaign Depth/Effectiveness with a mean of 60.9200). The correlation test yielded a correlation coefficient value of +0.594 with a significance level of 0.000 (Sig. < 0.05). These findings indicate that the Alternative Hypothesis (Ha) is accepted, demonstrating a positive and significant relationship between BTS's Communication Style and the Effectiveness of the Love Myself Campaign. A coefficient value of +0.594 indicates that the strength of this relationship is at a medium-to-high level. It can be concluded that BTS's communication style assessed by respondents as genuine, empathetic, and in accordance with the principles of *qaulan sadidan* and *qaulan balighan* is a key element that significantly enhances source credibility and the effectiveness of persuasive messages in the campaign.

Keyword: Communication Style, Campaign Effectiveness, Love Myself

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INTRODUCTION

Communication style plays a crucial role in determining the success of a social campaign at the global level. The successful delivery of international social messages heavily relies on adapting the communication style to the cultural values of the public in order to build responsive dialogic relationships (Ngai et al., 2020). Beyond cross-cultural adaptation, the alignment between audience attribution styles and message delivery strategies significantly enhances engagement and the communication effectiveness of global corporations (Lim et al., 2018). Furthermore, the structural elements and presentation of messages in digital media often carry a weight of influence comparable to the informational content itself (Boghrati et al., 2023). The use of an authentic and communicative style on social media has also been shown to strengthen parasocial interactions, which are effective in driving broad public attitude changes and participation (Tsai & Men, 2017).

Thus far, the effectiveness of communication styles in social campaigns still faces limited definitive direct evidence, given that its impact heavily depends on the complex interaction between message characteristics and the psychological traits of the audience (Anghelcev & Sar, 2014). Adjusting communication styles through targeted audience segmentation has proven essential for enhancing persuasion, particularly in health and environmental issues (Bostrom et al., 2013). In addition to verbal framing, the design of persuasive visual styles plays a crucial role in expanding message reach and creating long-term behavioral change impacts in society (Bakan et al., 2025). Unusual or counterintuitive communication approaches are also capable of capturing deeper audience attention, although their success rate is heavily influenced by cognitive processing and context absorption by the target audience (Andreoli et al., 2024).

Understanding the impact of public figures' communication strategies is vital because the way they respond to criticism such as accepting rather than rejecting it significantly increases perceptions of morality and audience trust (Methner et al., 2020). The effectiveness of message delivery will be further optimized if communication strategies are aligned with the core values embraced by society (Chizhova et al., 2021). Moreover, active involvement and two-way interactions between public figures and their followers on social media can foster a sense of closeness and form positive affiliative bonds (Lee & Jang, 2013). In the context of public health crises, leveraging the popularity and credibility of public figures also plays a vital role in raising public awareness and directing rapid, effective community behavioral changes (Yu & Wang, 2025).

Communication styles have a direct influence on the level of campaign effectiveness, where selecting the appropriate style can significantly strengthen impact and audience participation (Greer, 2026). In the context of marketing strategy and message delivery, the integration of both transformational and relational communication styles has proven capable of aligning campaign goals with the targeted audience's conditions (Chen et al., 2007). To optimize this success rate,preliminary testing (pretesting) of the audience's neurophysiological responses to the communication style used becomes a key step in formulating persuasive messages (Borawska et al., 2022). Additionally, evaluation based on perceived message effectiveness is highly recommended to select the most impactful communication approach in driving behavioral change (Noar et al., 2025).

Previous research explains that persuasive communication conducted by celebrities has been shown to significantly increase social awareness among youth, who view public figures as agents of social change (Framroze et al., 2017).Celebrity involvement in public issue advocacy can reduce apathy and enhance the situational engagement of the younger generation regarding social problems. Furthermore, strategic collaborations between celebrities and global organizations in

sustainability communication have proven effective in utilizing fan culture (fandom) to strengthen youth participation (Song & Choi, 2025). In the digital era, the presence of social media platforms further expands the reach and richness of celebrity messages, thereby influencing perceptions and the capacity for social information absorption among youth (Sarwar et al., 2025).

Although prior studies demonstrate that celebrity involvement and social media are effective in raising youth social awareness, limited qualitative or quantitative research has comprehensively measured how the specific communication styles of K-Pop idols interact with the success rate of global campaigns. There remains an empirical gap regarding the direct linkage between the communication style characteristics of public figures and the effectiveness of audience (ARMY) situational responses. The novelty of this study lies in its measurement approach, which empirically connects the specific communication style of Bangtan Boys (BTS) with the effectiveness of a social sustainability campaign (*Love Myself*). Unlike general studies on celebrity involvement, this research isolates the communication style variable of a global idol group to examine the extent to which personal message dynamics can mobilize active participation and shape fandom cultural engagement perceptions.

Academically, this study enriches the literature on persuasive communication and digital media advocacy by providing a model of the linkage between idol communication styles and youth participation. Practically, the findings of this study serve as a strategic reference for global organizations and public figures in designing youth-oriented social campaigns that leverage fan culture engagement optimally, measurably, and sustainably. This study aims to measure BTS's communication style in the *Love Myself* campaign, assess the campaign's success rate among the audience / ARMY, and analyze the relationship between the communication style used and the effectiveness of the social campaign.

RESEARCH METHODOLOGY

This quantitative correlational study aims to examine the relationship between the communication style of the BTS group (Variable X) and the effectiveness of the "Love Myself" campaign (Variable Y). The study population comprises 3,000,000 members of the A.R.M.Y community in DKI Jakarta who follow social media accounts. Given the large population and resource limitations, the sample size was calculated using Slovin's formula: $n = N/(1+N(e^2))$. The formula components include the sample size (n), population size (N=3,000,000), and margin of error tolerance level (e = 0.1 or 10%). Through mathematical calculation: n = 3,000,000 / (1 + 3,000,000 $(0.1)^2$) = 99.99. The resulting calculation of 99.99 was then rounded up by the researcher to 100 respondents. This sample of 100 individuals was used to collect data tested statistically to evaluate the campaign message's success rate in influencing the audience based on the hypothesis.

The data collection process in this quantitative study was conducted by distributing an online questionnaire via Google Forms through WhatsApp and Instagram social media platforms. Research instrument measurement utilized a 5-point Likert scale to measure the BTS communication style variable (X) and the "Love Myself" campaign effectiveness variable (Y). Positive item scoring (favorable) ranged from 5 (Strongly Agree) to 1 (Strongly Disagree), while negative items (unfavorable) had reverse scoring, from 1 (Strongly Agree) to 5 (Strongly Disagree).

Table 1. Variable X Questionnaire: BTS Communication Style

No.	Indicator	Statement	Item Nature
1	Clarity in message delivery	The messages delivered by BTS are clear and easy to understand.	Favorable
2	Clarity in message delivery	BTS uses simple and direct language in their campaign.	Favorable
3	Honesty and Openness	BTS delivers campaign messages with sincerity and honesty.	Favorable
4	Honesty and Openness	I feel that the messages from BTS are honest and open.	Favorable
5	Respecting others' opinions	BTS demonstrates an attitude of respect toward their fans' opinions during the campaign.	Favorable
6	Respecting others' opinions	I feel respected as an audience member when following campaigns from BTS.	Favorable
7	Respecting others' opinions	I feel disrespected as an audience member when following campaigns from BTS.	Unfavorable

Table 2. Variable Y Questionnaire: "Love Myself" Campaign Effectiveness

No.	Indicator	Statement	Item Nature
8	Awareness	I know that BTS launched a campaign titled *Love Myself*.	Favorable
9	Awareness	I understand the messages expressed in the *Love Myself* campaign.	Favorable
10	Knowledge	I am aware that the purpose of this campaign is to promote self-love and end violence.	Favorable
11	Knowledge	I understand the purpose of the *Love Myself* campaign and its meaning.	Favorable
12	Message Appeal	I really like how BTS delivers messages in this campaign.	Favorable
13	Message Appeal	This campaign successfully caught attention and provided an emotional impression.	Favorable
14	Message Reception	I prefer the content of this campaign compared to other similar campaigns.	Favorable
15	Message Reception	I receive BTS's message regarding the importance of self-love with a positive attitude.	Favorable
16	Message Reception	I disagree with the messages conveyed by BTS.	Unfavorable
17	Conviction	I believe that self-love is crucial, as expressed in this campaign.	Favorable
18	Conviction	The message contained in the *Love Myself* campaign is very convincing and has a major influence on me.	Favorable
19	Action	After engaging in the *Love Myself* campaign, I appreciate and love myself more.	Favorable
20	Action	This campaign motivates me to take positive steps toward myself.	Favorable

Data analysis in this study included a series of instrument and statistical testing stages. First, validity testing was conducted to ensure the eligibility of questionnaire items using the criteria $r_{count} > r_{table}$, which was then followed by reliability testing using Cronbach's Alpha above 0.70 to ensure the instrument is consistent and reliable.Second, prerequisite testing included a normality test with the provision that the Asymp. Sig. (2-tailed) value is greater than 0.05 or $p>0.05$ for the data to be declared normally distributed. Third, associative hypothesis testing applied the Spearman Rank correlation analysis method, with the degree of relationship between variables interpreted through correlation coefficient guidelines, ranging from very low (0.00–0.19), low (0.20–0.39), moderate (0.40–0.59), strong (0.60–0.79), to very strong (0.80–1.00), to evaluate the interrelationship objectively.

Hypothesis testing was conducted using the Spearman's Rank Rho test with the equation:

$$r_s = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

Description:

- r_s = Spearman correlation coefficient
- d_i = Difference between the ranks of variable X and variable Y for the *i-th* respondent $(RX_i - RY_i)$
- n = Number of respondents (sample = 100)

RESULT AND DISCUSSION

Descriptive Statistics

Table 3. Descriptive Statistics Test Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
BTS Communication Style (X)	100	26.00	35.00	32.9200	2.23688
Love Myself Campaign Effectiveness (Y)	100	50.00	65.00	60.9200	4.10144
Valid N (listwise)	100				

Based on the descriptive statistical analysis in Table 3 involving 100 respondents (N=100N=100), the data distribution is characterized as follows: BTS Communication Style (X): Has a minimum score of 26.00 and a maximum score of 35.00. The obtained mean value is 32.9200 with a standard deviation of 2.23688. A high mean value approaching the maximum limit indicates that respondents' perceptions of BTS's communication style are classified as very good. Love Myself Campaign Effectiveness (Y): Has a minimum score of 50.00 and a maximum score of 65.00. The mean value is 60.9200 with a standard deviation of 4.10144, indicating that the level of effectiveness of the *Love Myself* campaign is in the very high category and the data distribution is homogeneous.

Data Validity Test

Result 3. BTS Communication Style Validity Test

Statement	rcount	rtable	Conclusion
X1	0.786	0.306	VALID
X2	0.727	0.306	VALID
X3	0.810	0.306	VALID
X4	0.684	0.306	VALID
X5	0.810	0.306	VALID
X6	0.876	0.306	VALID
X7	0.474	0.306	VALID

Based on the instrument validity testing results for the BTS Communication Style variable (X), all statement items are declared valid. Evaluation was carried out by comparing the rcountrcount value of each item against the rtablertable value of 0.306 (at a 5% significance level). The analysis results show that all seven items (X1 to X7) have rcountrcount values significantly greater than rtablertable, ranging from 0.474 to 0.876. Therefore, all indicators in this variable are proven valid and fit to be used as research data collection instruments.

Result 4. Love Myself Campaign Effectiveness Validity Test

Statement	rcount	rtable	Conclusion
Y1	0.755	0.306	VALID
Y2	0.884	0.306	VALID
Y3	0.854	0.306	VALID
Y4	0.886	0.306	VALID
Y5	0.699	0.306	VALID
Y6	0.914	0.306	VALID
Y7	0.411	0.306	VALID
Y8	0.781	0.306	VALID
Y9	0.747	0.306	VALID

Y10	0.809	0.306	VALID
Y11	0.886	0.306	VALID
Y12	0.787	0.306	VALID
Y13	0.914	0.306	VALID

Based on the instrument validity testing results for the *Love Myself* Campaign Effectiveness variable (Y), all statement items are declared valid. The testing was conducted by comparing each item's rcountrcount value against the rtablertablevalue of 0.306 (at a 5% significance level). The analysis results indicate that the 13 statement items (Y1 to Y13) have rcountrcount values greater than rtablertable, ranging from a minimum of 0.411 to a highest value of 0.914. Thus, all instrument items of variable Y are proven valid and reliable for data collection.

Data Reliability Test

Table 5. BTS Communication Style Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Criteria	Conclusion
BTS Communication Style (X)	0.774	7	> 0.70	Reliable

Based on the instrument reliability testing results in Table 5, the BTS Communication Style variable (X), consisting of 7 question items, obtained a Cronbach's Alpha value of 0.774. This result demonstrates that the obtained Cronbach's Alpha value is higher than the minimum required threshold of 0.70 (0.774>0.700.774>0.70). Consequently, it can be concluded that all question items for the BTS Communication Style variable are consistent, dependable, and reliable to be used as a measurement tool in research data analysis.

Table 6. Love Myself Campaign Effectiveness Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Criteria	Conclusion
Love Myself Campaign Effectiveness (Y)	0.938	13	> 0.70	Reliable

Based on the reliability testing results in Table 6, the *Love Myself* Campaign Effectiveness variable (Y), consisting of 13 statement items, obtained a Cronbach's Alpha value of 0.938. This figure significantly exceeds the required minimum threshold of 0.70 (0.938>0.700.938>0.70). Therefore, it can be concluded that all question items for variable Y possess an extremely high level of consistency and reliability, making them proper and dependable data collection tools for the study.

Data Normality

Table 8. One-Sample Kolmogorov-Smirnov Normality Test Results

Parameter	Unstandardized Residual
N	100
Normal Parameters (Mean)	0.0000000
Normal Parameters (Std. Deviation)	2.77230316
Most Extreme Differences (Absolute)	0.149
Most Extreme Differences (Positive)	0.133
Most Extreme Differences (Negative)	-0.149
Test Statistic	0.149
Asymp. Sig. (2-tailed)	0.000

Based on the One-Sample Kolmogorov-Smirnov normality test results in Table 8 for 100 samples (N=100), an Asymp. Sig. (2-tailed) value of 0.000 was obtained. This value is smaller than the established significance level of 0.05 (0.000<0.05). This indicates that the residual data is not normally distributed. Since the normality assumption is unfulfilled, the hypothesis testing to measure

the correlation between the BTS Communication Style variable (X) and the *Love Myself* Campaign Effectiveness variable (Y) was shifted to a non-parametric correlation analysis, namely the Spearman's Rho correlation test.

Spearman's Rank Correlation Test

Table 9. Spearman's Rank Correlation Test Results

Statistical Test	Variable	Parameter	BTS Communication Style	Love Myself Campaign Effectiveness
Spearman's rho	BTS Communication Style	Correlation Coefficient	1.000	0.594
		Sig. (2-tailed)	.	0.000
		N	100	100
	Love Myself Campaign Effectiveness	Correlation Coefficient	0.594	1.000
		Sig. (2-tailed)	0.000	.
		N	100	100

Based on the Spearman Rank correlation analysis in Table 9 for 100 respondents (N=100), a correlation coefficient (rsrs) of 0.594 was obtained with a Sig. (2-tailed) value of 0.000. A significance value smaller than 0.05 (0.000<0.05) indicates that H0H0 is rejected and HaHa is accepted, which means there is a significant relationship between BTS's communication style and the effectiveness of the *Love Myself* campaign. A correlation coefficient of 0.594 (falling within the 0.40–0.599 range) indicates that the strength of the relationship between variables is moderate. Furthermore, a positive coefficient value signifies a unidirectional relationship: the better the communication style applied by BTS, the higher the effectiveness of the *Love Myself* campaign perceived by the audience.

Based on descriptive statistical analysis, the majority of respondents rated BTS's communication style as being in the very good category, while the effectiveness of the *Love Myself* campaign also demonstrated high results among the audience community members. The Kolmogorov-Smirnov data normality test yielded a significance value below the baseline threshold, leading to the conclusion that the data is not normally distributed, and hypothesis testing transitioned to the non-parametric Spearman's Rank correlation method. The correlation analysis results confirm a statistically significant relationship between the BTS group's communication style and the effectiveness of the *Love Myself* campaign. The relationship between these variables is unidirectional and lies within a moderate-to-strong correlation criterion. This indicates that the more positive the audience's evaluation of BTS's open, honest, and empathetic communication approach, the higher the level of effectiveness and message reception perceived by the audience as a whole.

An empathetic and deep communication approach has proven capable of building positive affective attitudes and significantly increasing audience engagement levels toward public figures and presented social campaign programs (Renstrom & Ottati, 2020). In the context of charity campaigns or humanitarian programs, empathetic responses play a crucial role as psychological mediating variables that directly enhance the persuasiveness and effectiveness of messages delivered to the general public (Albouy, 2017). The complexity of this network of antecedents and consequents empirically affirms that emotional stimulation in the form of empathy can maximize the audience's cognitive reception of ad substance or campaign materials (Mooradian et al., 2008).

Aside from personal empathy factors, the implementation of radical openness through transparent and honest information disclosure proves vastly superior in shaping a credible brand image and positive perception when compared to conventional organizational communication methods (Pfeuffer, 2015). An open and interactive communication atmosphere is also essential for maintaining healthy relational dynamics across various media and fostering high institutional trust from message recipients (Schiller & Cui, 2010). Furthermore, the selection of vocabulary and authentic, unscripted interpersonal interaction forms serve as the primary foundation for creating

meaningful business or social communication with high transformative power (Saragih, 2025). Meanwhile, moral dimensions and ethical message evaluations further confirm that honesty and transparency values represent the strongest predictors in minimizing unintended side effects while optimizing the long-term success of a campaign program (Paek & Hove, 2026).

CONCLUSION

Based on the results of the quantitative correlational research analysis among ARMY members in DKI Jakarta, it can be concluded that both the communication style of the Bangtan Boys group and the effectiveness of the *Love Myself*campaign are in the very good category. The members' message delivery style known to be assertive, open, and empathetic proved to receive very positive evaluations from all respondents. This condition aligns with the high level of social campaign effectiveness achieved, which is demonstrated through strong public acceptance, active engagement, and changes in the audience's attitudes and behaviors. Furthermore, intervariable relationship testing confirms a significant positive correlation with a moderate-to-strong strength level and a unidirectional nature. Thus, the communication style applied by the music group plays a very important and tangible role in determining the success of message delivery and the achievement of social campaign goals for their audience in the capital city.

Based on these research findings, it is recommended that Bangtan Boys, along with their management and partner organizations, continue to maintain a sincere, transparent, and empathy-rich communication character. A communication approach rooted in personal experience has proven effective in fostering emotional bonds and credibility, and therefore should be accompanied by the expansion of diverse local and conventional media channels to reach a wider audience.Meanwhile, for academics and future researchers, it is recommended to expand this study toward testing causal influences while utilizing qualitative methods such as reception analysis or phenomenology. Such qualitative approaches are highly useful for exploring in-depth how audiences interpret the delivered messages, especially when examined from the perspective of Islamic communication and broadcasting. In addition, subsequent studies are advised to conduct comparative research involving respondents outside of the core fandom or audiences spread across other geographic regions.

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