


DYNAMICS OF COMMUNITY COMMUNICATION ARMY IN KEDIRI

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Article Info	ABSTRACT
<p>Article history: Received Aug 21, 2024 Revised Sep 01, 2024 Accepted Sep 11, 2024</p> <p>Keywords: research, dynamics, communication, army</p>	<p>This research was motivated by fans who have excessive and extreme attitudes towards idols, so they enthusiastically control their behavior towards their favorite K-pop idols. This is done by attending meetings and events of local K-pop groups to learn the latest information about the idols they like. The purpose of this study is to explore the process of intrapersonal communication dynamics of Celebrity Worship Syndrome ARMY in Kediri City. The research method used is a qualitative approach and this type of research is a case study. The data collection techniques of this study were conducted through interviews, observation and documentation. The data analysis technique used in this study is an Interactive Model of Analysis, which includes four components, namely data collection, data reduction, data presentation and conclusions. The results of the discussion show that the communication dynamics between the leader of the ARMY group and its members can strengthen their admiration for celebrities by strengthening the importance of BTS as a role model, "home", pride and consumer behavior. Then, the dynamics of communication between members and ARMY members can strengthen the feeling of admiration for celebrities by building a mutually reinforcing community, influencing the tendency to admire celebrities, using social media, and showing very loyal and faithful behavior toward idols. Then, the dynamics of online communication, namely ARMY's very active, intense, and diverse interaction with K-pop idols through social media, allows them to exchange information, discuss, and share emotions directly with their idols.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

According to Wilbur Schramm, communication dynamics is one of the messaging processes that exert influence on communicators and communicators. When 2 or more individuals directly or indirectly communicate and are aware of the presence of other group members, they are involved in the dynamics of group communication. The following happens when there are common interests described and goals in reaching a mutual agreement. In this observation, there are several problem factors, such as fans who have excessive characteristics and are too extreme towards idols. These fans, namely have

an enthusiastic nature in controlling the behavior of K-Pop things and emotions when someone mocks their idol so that it becomes a debate between fans.

One activity that has existed since the beginning of human existence is communication. Communication is essential for the sustainability of human relationships. Humans use communication as a tool to maintain existence, meet needs, and to interact with each other. The ability to communicate in social situations is an important component in the human life process, either individually or in groups. On the other hand, based on Sasa Djuarsa's description of group communication, it is in the form of direct interaction between 3 or more individuals with certain goals or achievements. This can include self-preservation, information sharing or problem-solving to allow each member to accurately develop the personality traits of the other members.

Conveying ideas and emotions from one individual (communicator) to another (communicator) is the essence of the communication process. Opinions, knowledge, ideas and other things that come to mind can be considered thoughts. Feelings are deeply rooted emotions that may include certainty, confidence, anxiety, uncertainty, courage and anger. Communicators, media or channels, messages, effects and communicators include the five components of communication.

1. Communication process

There are 2 stages of the group communication process, including:

a. Primary Communication Process

The Primary Communication Process to express one's thoughts or feelings to others is the main method of communication. Language, gestures, signs, images, colors, and other elements that can directly convey the communicator's ideas and feelings to the communicator are examples of symbols as the main medium in communication.

b. Secondary Communication Process

The process of communicating with a person by utilizing other tools or means as a second medium after using symbols as the first medium is known as the secondary communication process. When conveying a message, communicators use a second medium because the target is far apart or present in large numbers.

2. Elements of communication

There are various elements of communication including:

a. Source

The person who initiates the communication or feels compelled to do so is the source. A person, group, organization, business, or even a country may be the

source. The demands are numerous and range from greetings like "good morning" to maintaining relationships, providing information, entertaining, and influencing the behavior, ideology, and religious beliefs of others.

b. Message

What is conveyed from the source to the recipient is called a message. A message is a collection of verbal and/or non-verbal symbols that express the thoughts, values, feelings, and/or intent of the source.

c. Channel or medium

Media and channels are instruments or ways used by sources to convey messages to recipients. The method of delivering a message, both verbally and non-verbally, can be referred to as a channel.

d. Recipient

The person who receives the message from the source is called the recipient. Using previous experiences, moral precedents, knowledge, perceptions, mental processes, and emotions, the receiver interprets and translates a series of verbal or nonverbal symbols into concepts that make sense to him.

e. Effect

Impact is a change that occurs to the recipient after receiving the message. These changes can be in the form of knowledge growth (from ignorance to knowledge), changes in beliefs, changes in behavior (from not wanting to accept the product given to being willing to buy), and so on. Effendy divides the impact of communication into three categories: cognitive, emotional, and conative. Here's the explanation:

- 1) The term "cognitive effect" refers to the effects that occur on the communicator that lead to awareness or develop his intellectual capacity. In this case, the communicator message is aimed at the communicator's mind. In other words, the communicator's only goal is to change the communicator's perspective.
- 2) The level of affective effects is higher than cognitive effects. Here, the communicator's goal is not only to try to inform the communicator, but also to evoke certain emotions from them, such as sympathy, compassion, sadness, joy, anger, and so on.
- 3) The influence that manifests in communicators as behaviors, actions, or activities is known as cognitive effects. The biggest impact is this one.

3. Communication Characteristics

The characteristics of group communication are as follows:

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- a. Communication in groups is homogeneous.
 - b. Group communication provides an opportunity to respond immediately
 - c. In group communication, feedback is given directly because the communicator knows the communicator's response at the time the message is delivered.
 - d. Communicators receive rational messages when speaking in small groups, and emotional messages when speaking in large groups.
 - e. Although the relationship is not as close as in interpersonal communication, the communicator still knows and identifies the communicator.
 - f. Sharing the results of group communication helps everyone achieve the desired goal.
4. Communication Function

According to Sendjaja, the role of a group in society is reflected in the tasks it completes. These tasks include social interaction, education, decision-making, persuasion, problem-solving, and medication. All of these roles are carried out for the good of the community, the group, and each member of the group. A description of these functions is given below :

- a. The group's ability to create and maintain relationships among its members through the opportunity to engage in a variety of relaxed, relaxing, and fun daily activities serves as a key function in building social interaction.
 - b. The second role is education, which is defined as formal and informal interactions that occur within a group to exchange information. The three elements that determine the effectiveness of this teaching function are the quantity of knowledge contributed by each member, the size of the group, and the level of interaction within the group. For its members, this function can also offer useful expertise and information.
 - c. Persuasion is the third function performed by a group member to convince other members to do or not do something according to their wishes. Engaging in persuasive efforts within the group carries the risk of not being accepted by other members; If a person's proposals are contrary to the group's standards, this can create conflict and jeopardize their position in the group.
 - d. The ability of a group to solve problems that its members cannot solve on their own is one of its four functions. Another function is decision-making, which is the process of choosing a solution from the many options that arise from the problem-solving process.
 - e. The ability of a group to solve problems that its members cannot solve on their own is one of its four functions. Another function is decision-making, which is the process of choosing a solution from the many options that arise from the problem-solving process.
5. Communication Patterns

The communication pattern of group members is based on the assumption that communication is a continuous exchange of ideas or messages in various forms. Therefore, the relationship between two or more people who accurately exchange messages (sender and receiver) in the hope that the message in question can be understood can be interpreted as a communication pattern. The following is an explanation and description of many theoretical models of communication patterns developed by Harold D. Lasswell. These models include primary, secondary, linear, and circular communication patterns .

- a. Primary communication patterns are ways for communicators to use symbols as a medium or channel to communicate ideas to communicators. There are two categories of symbols in this pattern: nonverbal symbols and verbal symbols. Language is the most commonly used verbal symbol because it allows communicators to communicate their thoughts. Nonverbal symbols are signals used in nonverbal communication that have body parts such as hands, fingers, lips, eyes, and head. In addition, images are nonverbal communication signals, therefore integrating the two will increase the effectiveness of this communication pattern.
- b. The main communication pattern is the way the communicator conveys ideas to the listener through the use of symbols. In this pattern, there are two types of symbols: audible and nonverbal. Because language allows communicators to convey their ideas, language is the most commonly used spoken symbol. Nonverbal symbols are parts of the body, such as hands, fingers, lips, eyes, and head, that are used as signals in nonverbal communication. In addition, since images are nonverbal cues, combining the two will make this communication pattern more successful.
- c. The delivery of messages from the communicator to the communicator as the endpoint is what is meant by a straight line journey in this context, which is the definition of a linear communication pattern. As a result, this usually happens during face-to-face conversations during the communication process, but it can also happen during media communication. If preparations are made before communication, the message conveyed in this procedure will be effective.

The fundamental communication paradigm with feedback components is a circular communication pattern. This pattern indicates that there is a beginning and an end to the communication process. Control of the communication process is necessary to create clear and effective group communication. Furthermore, based on Abdullah Masmuh's thesis, a communication network is formed, with a communication position and who can communicate with whom is regulated. There are a wide variety of communication network architectures, including:

- 1) Each member of a non-leadership circle structure can talk to two other members by his or her side and have the same status (figure 2.1)

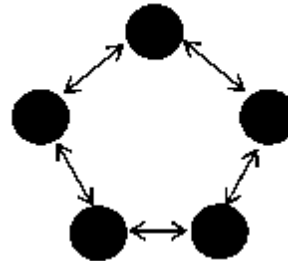
Lingkaran

Figure 2. 1 Spiral Structure

- 2) In the middle of the wheel construction there is a leader. All members can receive and send messages from the leader, but in order for members to talk to each other, they must first interact with the leader (figure 2.2)

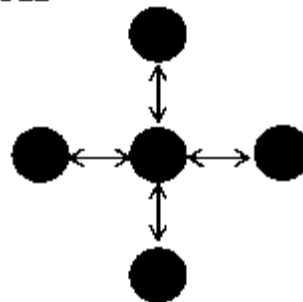
Roda

Figure 2. 2 Wheel Structure

- 3) Structure Y also has leaders who have the ability to communicate with its members through messages. As the second leader, one person who has the ability to talk to the other two people is chosen. He can only talk to one of the other three people (figure 2.3)

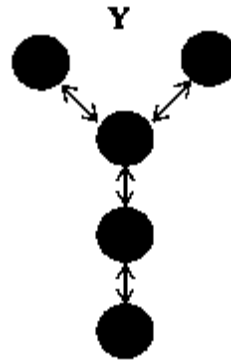


Figure 2. 3 Y Structure

- 4) Circle structure and chain structure are comparable types of structures. The last link in the chain structure is the only one that can communicate with a single individual on its side (figure 2.4)

Rantai



Figure 2. 4 Chain Structure

- 5) The structure of all channels, or star patterns. Everyone in this framework has the same standing and the same strength. This structure allows all members to communicate with each other (figure 2.5)

Semua Saluran

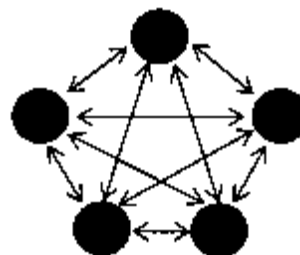


Figure 2. 5 Star Pattern or Structure of All Channels (all channel)

6. Communication Engineering

Communication can be considered as an activity that, in theory, only takes place between living beings, that is, between human beings. Thus, it can be concluded

that the level of mutual understanding or agreement reached by the communication participants can be used to measure the effectiveness of communication efforts. Depending on the use of communication skills by communicators, communication techniques are divided into as follows:

a. Informative communication

A message conveyed to an individual or a group of individuals with the aim of educating them is called informative communication. This communication approach is one-sided, conveys a general message, uses the media to achieve synchronicity, and is heterogeneous.

b. Persuasive communication

Aiming to change the attitude, opinion, or behavior of a communicator is known as persuasive communication. More subtle, adaptable, and humane techniques are used in persuasive communication to gain awareness, willpower, and pleasant sentiments from communicators.

c. Instructive communication

Because instructive communication is in the form of commands, threats, or punishments that are coercive, this communication is also known as coercive communication. When someone is subjected to informative communication, they will act because they are forced to do so.

d. Human communication

Human relations refer to communication that considers human values. In addition to communication, the relationship also includes a psychological component and deep human values in its implementation. For example, changing a person's character, point of view, or actions.

7. Communication Style

The way a person interacts verbally and nonverbally to convey how the true meaning should be perceived or interpreted is Norton's definition of a group communication style. A person's communication style can provide insight into how others perceive them as unique individuals. A person's relationships, work, and emotional health are all affected by this. Gaining insight into communication styles can help a person address areas that are perceived as unfavorable. There are eight categories for communication styles, including:

- a. Dominant, the main communicator in a conversation. These people usually try to control the conversation.

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- b. Dramatic, where many use metaphors, sound games, fairy tales, imagination, and metaphors in their exaggerated communication.
 - c. Animated Expressive, color is used in body language, gestures, facial emotions, and eye contact when communicating.
 - d. Open, No secrets and the communicators are transparent, which fosters confidence and two-way communication.
 - e. Argumentative, Communicators often argue aggressively and in an argumentative way.
 - f. Relaxed, communicators have the ability to cheer up and help others.
 - g. Attentive, communicators listen attentively, sympathetically, and sensitively so that they can interact with others.
 - h. Impression Leaving, the ability of a communicator to leave an impact on those who hear it.
 - i. Friendly, when communicating with the recipient of the message, the communicator is polite and kind.
 - j. Precise, the exact way in which the communicator asks you to talk about relevant material and be honest in oral communication.

Tubbs and Moss describe a wide variety of communication styles, such as:

a. The Controlling Style

The goal or purpose of restricting, coercing, and controlling the actions, ideas, and reactions of others is what defines this dominant style of communication. One-way Communications are those who use this method of communication.

People who communicate in a controlling style of communication place more emphasis on communication than on anticipating signals. They don't care or are interested in exchanging messages. They don't care or show interest in feedback unless it's in their own interest. Instead of caring about the opinions of others that are unpleasant, these one-way communicators try to take advantage of their positions of authority and influence to force others to share their point of view.

Instead of trying to "sell" the concept to a group discussion, this one-way communicator tries to convey to others what he or she is doing. The controlling style of communication is often used to get people to work and behave in a productive way. In general, this type of control involves using a harsh tone that elicits an unpleasant response or behavior from the other person.

b. The Equalitarian Style

The existence of an equality basis is a key component of this communication style. The use of two-way verbal message flow, both verbal and written, is a defining characteristic of The equalitarian style of communication. People with a high level of compassion and the capacity to build positive relationships with others in both personal and professional contexts are the ones who use this meaningful style of equality communication. The equalitarian style of communication approach will make it easier for people to communicate with each other or in a group.

c. The Structuring Style

Written and verbal cues are used in this organized communication technique to identify what to do. The sender of the message puts more emphasis on the desire to persuade others. A person who uses this communication style may prepare oral statements to affirm a purpose, offer encouragement, or prepare responses to common questions.

d. The Dinamic Style

Dynamic communication styles are often aggressive because the sender is aware of the action-oriented nature of the environment. Aggressive communication is the main goal of this style of communication; This style is intended to motivate the listener of the message to take action. Utilizing this method of communication to overcome difficulties is very beneficial. However, usually, the recipient of the message cannot understand the sender's intent.

e. The Relinquishing Style

Although the sender has the authority to give orders and organize others, this style of communication indicates a readiness to receive suggestions, opinions, or ideas from others, rather than demands of instruction. This style of communication aims to make the sender cooperate with others. This communication technique works well if there are several people in a group or organization, because the intention of the sender can be explained.

f. The Withdrawal Style

When this style of communication is used, communication becomes weak, which indicates that the person interpreting it does not have the desire to communicate with others because they are dealing with a number of interpersonal problems or issues. One might argue that this communication approach diverts the problem. For example, if someone says, "I don't want to interfere in this matter," he or she tries to avoid responsibility and also talk to others.

METHODS

In this study, a qualitative method is implemented because the data used is more informative and avoids invalid data. This type of research is a case study. A case study is a method of studying, describing and interpreting a case against the dynamics of ARMY community communication in Kediri City.

This research deals with opinions, ideas, and perceptions, which can describe a person's opinion about something to be researched. The qualitative research method in this study is used in describing the dynamics of ARMY community communication in Kediri City. This study uses primary data and secondary data. The primary data is in the form of interview results from ARMY Kediri. Then the secondary data is from book or journal

references or websites. Book references can be taken from the 9th Edition of the Communication Theory Book from Stephen W. Little John and Karen A. Foss, the Introduction to Communication Science from Syarif Maulana, and the Communication Dynamics Book from Drs. Tatang M.Si. Meanwhile, journals can be accessed online through the website

RESULTS AND DISCUSSION

This research uses Wilbur Schramm's theory of communication dynamics accompanied by a theory from Rensis Likert, a human relations theorist, introducing the concept of organization. Likert pays more attention to the desires and sentiments of the members of the organization.

A. Dynamics of Communication between Group Leaders and Members

The dynamics of communication between the leader of the ARMY group in Kediri City and its members is one of the factors that can strengthen the communication process between them. The leader of the ARMY group acts as a liaison between the members and their idol, BTS. Thus, one of the messages conveyed in the community is information related to BTS idols. The group leader can reinforce BTS's meaning as a role model, magnifying the influence of the celebrity's obsession with fandom members. This is as said by Melisa as the head of the Kediri ARMY community who said, Melisa "knows BTS from Blood Sweet and Tears. At that time, it was really a cake, we were annoyed like that to begin, there were problems at school and all kinds of things I kept encountering that, I didn't scroll until it got better, the beat was good. That's one of them, yes it helps us to love ourselves. At first, what we really hated, was that I was fat, I was a businessman and all sorts of things. It's like they just help with big inspirations in the world. The biggest supporter after my parents is of course. The biggest achievement is that we established this one organization." Nad as a member also said, "BTS is the safest place to do everything, home."

This is marked by the meaning of BTS as "Home" which also affects the dynamics of communication between the leader of the ARMY group and its members. The leader of the group can be a safe and warm place for members, similar to the "Home" that BTS considers to be. Thus, the group leader can reinforce BTS's meaning as "Home", magnifying the influence of the celebrity's obsession with fandom members. Then

The characteristics of Abu Huraerah and Purwanto used in the communication of the ARMY Kediri community group are homogeneous, as in the ARMY Kediri community, which is to have idols in common, for example they both like BTS idols. This can be marked by a profile photo in a group chat using a logo that is identical to the BTS emblem. Using the profile photo will strengthen brotherhood and family.

The meaning of BTS as pride also affects the dynamics of communication between the leader of the ARMY group and its members. The group leader can strengthen the pride of members by sharing information and participating in fandom activities. Based on the communication pattern of Harold D. Lasswell, the communication pattern in the Kediri

ARMY community used is a linear communication pattern. For example, on the social networking application Instagram @armykediri_official. The head of the ARMY Kediri community controls the official account by only sending pamphlets for the event that will be held, namely Suga and J-Hope's birthday event on February 25, 2024. There is also an informative communication technique that explains that the ARMY Kediri community admin always provides complete information regarding the event that will be held. They also provide contact access, if there are members who do not understand the information provided. In addition, there is also a communication style from Tubbs and Moss, namely The Structuring Style which in the online pamphlet provides structured information about the price for the event, date, time, location, and rundown of the event. Thus, the group leader can reinforce the meaning of BTS as pride, magnifying the influence of the obsession with celebrities on fandom members.

Other research shows that obsession with celebrities has a positive relationship with consumptive behavior. The leader of the ARMY group can reinforce the consumptive behavior of members by sharing information about products that BTS likes. Thus, the group leader can reinforce the consumptive behavior of members, magnifying the influence of the obsession with celebrities on fandom members. This is just like what Melisayang said, "emm, anyway, ARMY Bomb is the same photocard, it's the same album, it's also a gift from my brother." (see figure 1.1)

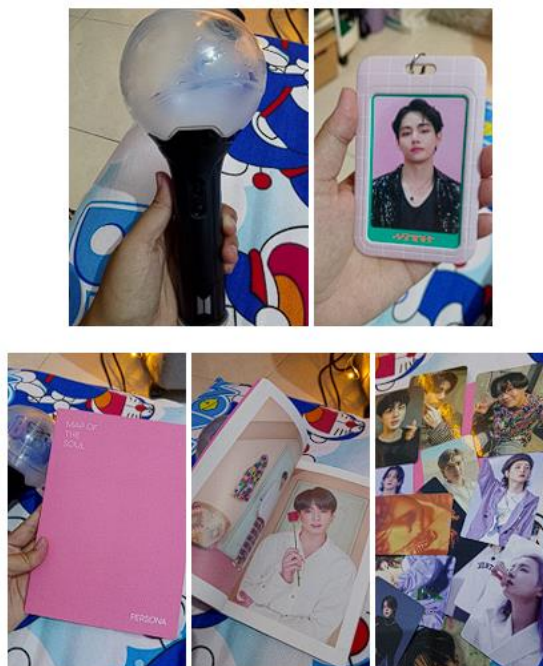


Figure 1. 1 BTS Melisa Merchandise

Disa also said, "There are albums from BTS from the Boy With Luv era, and there are also photocard printouts. I want to collect because I can get a memento of having been a BTS fangirl." (see figure 1.2)



Figure 1. 2 BTS Disa Items

An empirical study on consumptive behavior carried out by Millah in Haridi (2022) The subject's consumptive behavior is influenced by a number of internal factors such as personality, motivation, learning process, self-esteem, and self-concept. External factors such as social class, culture, and social groups also play a role in the influence of consumptive behavior. Fans who are active on BTS fandom social accounts, for example, can experience the influence of these external social groups. This suggests that the obsession with celebrities, as in the case of K-pop teen fans, plays an important role in shaping their consumptive behavior. Excessive fan love for an idol makes the idol feel as if they should have the same thing as their idol. Even if it costs money, fans won't stop to meet their idols.

In the discussion of the dynamics of communication between the leader of the ARMY group and its members, it can strengthen the celebrity worship syndrome between them by strengthening the meaning of BTS as a role model, "Home", pride, and consumptive behavior.

B. Dynamics of Member-to-Member Communication

The dynamics of communication between members and ARMY members, as one of the factors that strengthen the development of communication, can be seen in several aspects.

First, ARMY's fan community each strengthens each other by providing support and positivity, fostering a sense of belonging, recognition, and appreciation among its members. BTS fans are inspired and motivated to love themselves, share positivity, and be kind to other members through the group's work and actions. This is like what Ochi said, "the struggle to love them, the struggle to support them through albums, through streaming." Nad also said, "Participating in a tok event, it's like spending time looking at content, watching online concerts."

Second, the use of social media, such as Twitter, by K-Pop fans can be the main trigger for fanwars, which can cause discomfort between members as well as Public Users. However, K-Pop fans also use WAG's social media to discuss with each other in communicating and digging up information about their idols, as well as to respond to fanwars to make the best decision. This is as Devi replied, "I'm just sharing info in the group, so that you know that the information is still busy with problems in X Hybe Seventeen, problems with MBC. Then I shared a video of Suga who was actually in good condition and BTS was D-Day Good Day so he knew that ARMY was not doing well. This channel even caused chaos. It's quite different. Defiant Bangtan is conscripted."

Aul also said, "honestly, when I heard the news in the group, I was a bit upset even though originally BTS also contributed a lot and I'm here to help give you a rating score below average so that BTS is at a close end."

Disa also said, "I also help give the rate below the same nimbrung in BTS's defense group."

Nad also said, "I saw my friends in the grub first, and if they acted, I would also give the rate below."

Third, the behavior of K-Pop fans, including ARMYs, can affect the dynamics of their lives. K-Pop fans, such as ARMYs, can become so loyal and loyal to their idols, that they are not afraid to take risks for their attitudes. This is like what Disa did who said, "Streaming like that, continuing to vote at awards and award events. I have also saved money, God willing, if I can meet them at the concert. Yes, and then I started collecting those albums. That is also a struggle until now."

Devi also said, "oh that's often if I watch their live for hours or I watch their live again for hours, I often do it. Continue to save in stages to save to buy their albums."

Then, Na also said, "I collected money to buy an album but I was deceived for Rp 400,000. Then it will be sincere first."

Thus, the dynamics of communication between members and ARMY members can be strengthened by building a mutually reinforcing community, influencing the tendency to obsess over celebrities, using social media, and showing very loyal and loyal behavior towards idols.

C. Dynamics of Online Communication

The group communication process from Effendy used in the Kediri ARMY community is the WhatsApp group chat (WAG), This is the secondary communication process that is most often used in communication. WhatsApp (WAG) is used to change the way we communicate, eliminate the need for face-to-face meetings, and allow individuals to meet and share through cyberspace. Meanwhile, the communication pattern is a circular communication pattern because in WAG there is an element of feedback to each other or giving feedback to each other. For example, there was a discussion of problems regarding

the Hybe Entertainment building. The communication network used in WAG uses an all-channel pattern, where each member is free to interact with each other.

Social media often brings together people who initially don't know each other to become familiar, distance people who are physically distant but close virtually, and form communities. In WhatsApp, there are several rules that must be followed and implemented so that communication runs smoothly, as stated by Melisa as the head of the ARMY Kediri community who said, "we go through the online platform to promote through ig ARMY Kediri .sama to the social media of all committees." (see Figure 1.3 and see Figure 1.4)



Figure 1. 3 Official Instagram Accounts of ARMY Kediri



Figure 1. 4 Official WAG ARMY Kediri Accounts

ARMY, as the largest K-Pop fandom, interacts with K-Pop idols through social media in a very active and intensive way. In addition, ARMY uses official social media such as Weverse, which is devoted to hosting media content as well as communication between fans and idols in person. Weverse allows fans to share information, discuss, and share emotions with their idols.

ARMY actively interacts with idols through social media such as Instagram, Twitter, and so on, as Nia does as an active member of ARMY Kediri, Nia also replied, "every time they update, not necessarily every day. Most on twitter, instagram." (see figure 1.5)

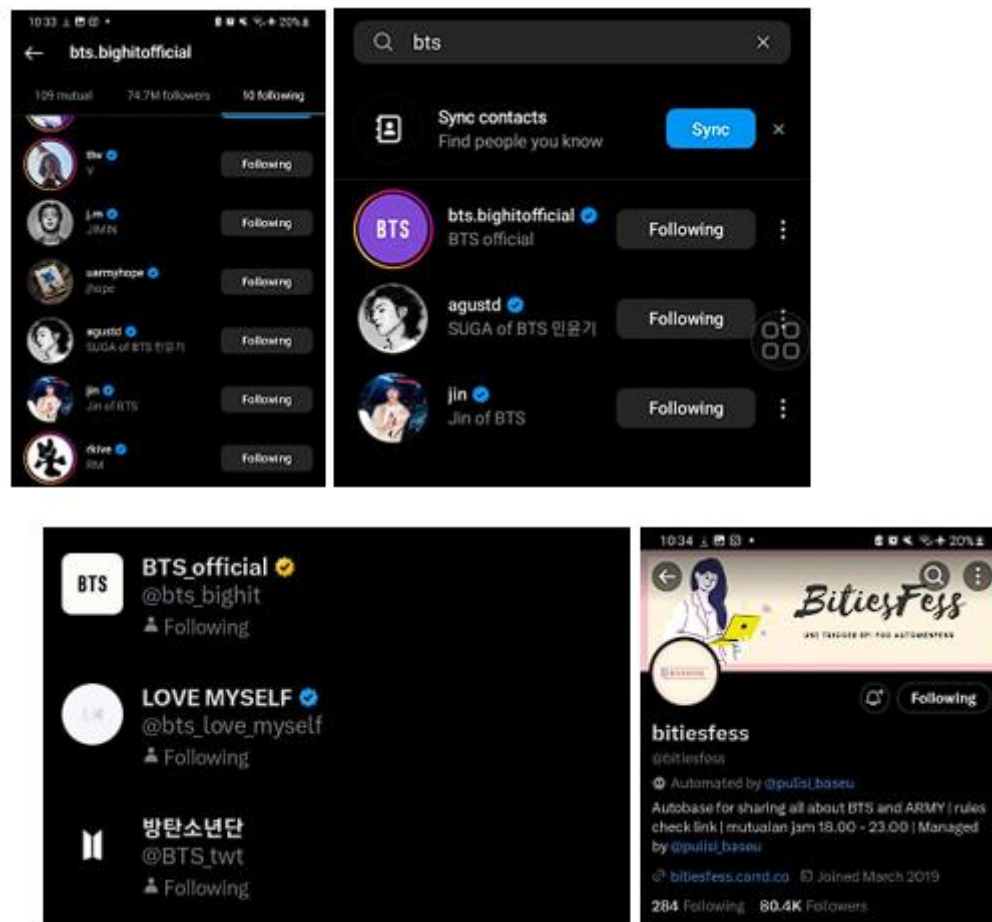


Figure 1. 5 Official BTS Social Media Accounts That Nia Follows

They give responses on idol uploads, share information, and discuss idol activities. ARMY uses social media to deliver verbal and nonverbal messages to idols. They provide support and empathy for idols through messages delivered directly.

ARMYs form imaginary relationships with their idols, often feeling that idols are friends or brothers. A trusting and open attitude allows them to interact more closely with their idols. ARMYs use social media to increase closeness with their idols. They monitor the idol's official social media accounts and share information about the idol's activities. One of the most well-known social media used is Weverse . Disa as a member of the ARMY Keediri community replied, "yes, I am always looking for info and have also participated in the V live application to see how the members are doing, and weverse is also there, right." (see figure 1.6)

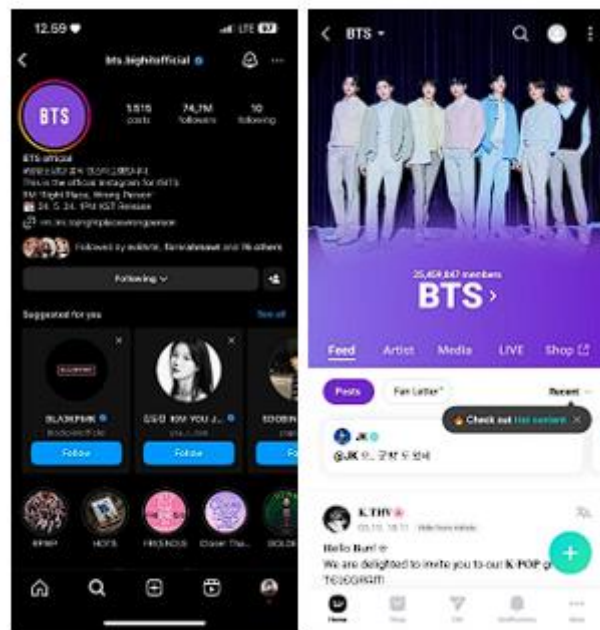


Figure 1. 6 Official BTS Social Media Accounts That Disa Follows

Weverse plays an important role in the interaction between ARMYs (BTS fandom) and BTS itself. Weverse serves as a direct communication platform between BTS (ARMY) fans and their idols. The app allows fans to share information, discuss, and share emotions directly with idols. Weverse is used as the official social media to host media content as well as communication between idols and fans. The app allows idols to share information, share photos and videos, and interact directly with fans. Weverse helps increase the closeness between fans and idols. The app allows fans to get closer to idols through sharing information, discussing, and sharing emotions directly. Weverse also plays a role in improving the digital literacy of fans. This application helps fans understand the digital media system and share information effectively, thereby improving their ability to use digital media. Weverse is also used as a suitable medium for stress relief. This application allows fans to share emotions, provide motivation, and invite other fans to cheer up when there is a problem.

Thus, ARMYs interact with K-Pop idols through social media in a very active, intensive, and diverse way, allowing them to share information, discuss, and share emotions directly with their idols

CONCLUSION

It can be concluded that in the results of the research on the Dynamics of ARMY Community Communication in Kediri City, namely:

1. The Kediri City ARMY community plays a role in shaping perceptions about body image, which can affect the mental health of adolescents.

2. The impact of BTS's influence on interpersonal relationships can be different, depending on how BTS fans use social media.

This study shows that the dynamics of communication in the Kediri City ARMY community are influenced by various factors, including how BTS affects the mental health of adolescents, how the community shapes people's perception of their bodies, and how it affects relationships with others. This research has the potential to advance our understanding of the dynamics of social media fan groups and advance our knowledge of human interaction in the digital age.

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