



BTS MAGIC SHOP SONG AS A SELF HEALING MESSAGE MEDIA FOR HEALTH COMMUNICATION

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Abstract:

BTS fans listen to the song Magic Shop to improve their mood, as a stress reliever, to reduce depression, to reduce pressure, or as a medium for self-healing. In the song Magic Shop, BTS conveys a message through its lyrics about mental health. BTS also invites its fans to show the best in their lives. This research aims to explain the meaning of the song Magic Shop BTS from the communicator aspect through works that stimulate young people to maintain mental health and behave more positively. This research used a constructivist paradigm a qualitative approach by applying the phenomenological method and carrying out observations and literature reviews. The data collection technique was carried out by in-depth interviews. This research refers to the SOR communication theory from Houland et al., where the communicator can provide a stimulus to the organism through his messages to change or adjust its behavior. The research results showed that Magic Shop BTS music has an influence as a means of relaxing oneself, alleviating mental health disorders such as stress, excessive anxiety, fear, and so on.

Keywords: Song, Magic Shop BTS, Health Communication

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INTRODUCTION

"Magic Shop" is a song that has the message that when we hate ourselves and want to disappear from the world, actually ourselves is a place of refuge and healing from all the negative emotions in the world. The song written by one of the BTS members, Jeon Jungkook, has a deep meaning. Through music, he conveys messages to listeners to reveal insights about mental health in them. Lyric after lyric is written to represent problems that everyone often feels. One of the most poignant lines in "Magic Shop" lyrics is, "I won't say cliché things that make you strong." Instead of playing on those clichés, the song's lyrics focus on real psychological techniques to help people struggling with mental health. Valsya Aura and Feby Salsabilla are ARMY (as BTS fans are called). They said that the song "Magic Shop" relates to their feelings. They often experience feelings such as anxiety, doubt, or excessive fear. Therefore, the song Magic Shop describes themselves. "Magic Shop" was written specifically for ARMY by Jungkook. He admitted that he did not feel like he was working as a musician, but he admitted that he was very happy in the process of working on the song "Magic Shop." Jungkook said, "First of all Magic Shop was written for our fans, so this is a song for the fans, instead of me feeling like I worked to make the song, I actually thought a lot about the fans and the love I felt for them during the creation process." He added that the song is appropriate for people who want to take a break from reality and enjoy dreams. "Those who want to temporarily escape from reality, those who feel frustrated and exhausted, if you open your heart, there will be a Magic Shop there," he added. Jungkook said he wants to be an entertainer and source of strength for ARMY through the song "Magic Shop." "Through Magic Shop we (BTS) will be your strength (ARMY), seven members will be waiting for you there,

this song I really wrote for ARMY, if people can get strength and be entertained by this song, we feel very happy," he added. The song "Magic Shop" also describes how BTS feels tired, frustrated, afraid, anxious, and even self-doubt. This is what makes BTS and its fans feel the same way. BTS also said that they did not feel this way themselves because many people in this world feel the feeling of mental health disorders.

"Magic Shop" is a song based on notes or recordings about someone's life experiences entitled "Into the Magic Shop" by James Doty. James Doty is an American neurosurgeon who wrote a book about human psychology entitled "Into the Magic Shop." James Doty had a difficult family life when he was young, but he managed to overcome key pain with the help of a friend who told him, "Imagine what you really want and paint a clear picture of it." In *Into the Magic Shop*, Doty explains how a woman who ran a magic shop taught him exercises to relieve his suffering as a child. The book centers on how meditation and mindfulness, which are common topics in psychiatry, can "heal mental wounds." (Ringland et al., 2022)

The book "Into the Magic Shop" written by James Doty is a theme reflected in the song "Magic Shop" by BTS. But above all, "Magic Shop" is also part of a commonly used psychotherapy technique called psychodrama. Psychodrama involves role-playing to help patients overcome their trauma, and one of the warm-up exercises is the Magic Shop routine. During this exercise, a psychiatrist will act as a magic shop owner. Here, patients can "buy" positive traits by "selling" the fears, worries, anxieties, and negative things that reside within them. In a YouTube video, a South Korean psychiatrist named Dr. Oh Jinseung and his friends analyzed the song "Magic Shop" to dissect the meaning of mental health insights in each of the lyrics. "Before starting psychodrama and looking inside yourself or the unconscious, this Magic Shop is a warm-up step to enter your heart. That is what I felt when I listened to the song." Said Dr. Oh Jinseung. Referring to one lyric, "The days when you hate that you are who you are." "Let us make a door in your heart," Dr. Woo and ENT specialist Dr. Lee agree that "Magic Shop" is related to mental health disorders, and in the BTS song it is described as a place that is waiting for its fans to comfort each other when you feel your self-esteem is low. At the end of the video, Dr. Oh Jinseung said that he believes BTS may have used something similar to magic shop techniques on their way to success. However, instead of hoping for success, they realized they really wanted to "entertain their fans and touch their hearts."

BTS's song "Magic Shop" can be a medium for health communication messages related to mental health disorders. Apart from that, the song "Magic Shop" is accompanied by melodic musical instruments, making anyone who hears it feel the comfort that the song creates, sadness, touch feelings, and so on. Every individual always has emotional wounds that they have experienced in the past. The wounds that occurred in the past shape who we are today. BTS is mentioned as "me" in the lyrics. Here, you know that ARMY is the name for their fans, who must have a lot of doubts and fears in their lives. The scars from the past that BTS has felt make them doubt when they want to move forward. However, rather than saying words of encouragement like "come on, cheer up!" or "you can do it!" BTS prefers to tell stories they have experienced in the past through a song entitled "Magic Shop." By telling their stories about wounds and doubts, BTS wants to give ARMY strength and encouragement so they don't feel alone in facing life's problems (V. R Amara, Kusuma, & Kom, 2022).

BTS and ARMY believe that success comes not just by chance but through effort and perseverance. In the lyrics of this song, there is the sentence, "I Believe in Your Galaxy." A galaxy is the universe, one of which is the Milky Way galaxy, which contains billions of stars and is where we live. BTS believes that its fans will have their own universe. Believe that ARMY will create their own universe where their lives will improve. They believe miracles can happen for those who never give up and keep trying to achieve their dreams. Success is defined as an achievement for the efforts made,

while a miracle is a gift from God given to those who never give up. Through cooperation and dedication as a team, BTS and the Army unite to achieve their goals and believe that they can achieve anything they want with hard work and belief. The lyrics in the song "Magic Shop" describe BTS's journey in overcoming their past, where they once felt disappointed and hated themselves because of the failures they experienced. However, they found a way to overcome this feeling of tightness by opening their hearts and forgiving themselves for the problematic past. When we can forgive ourselves, it is the first step to gaining peace in our hearts and moving forward. The message in these lyrics is the importance of self-forgiveness and forgiving oneself as part of healing and personal growth (JeeHeng, 2021).

BTS realizes and feels the same emotions as their fans, ARMY. They have also experienced fear, anxiety, and a lack of self-confidence in the past. However, BTS invites ARMY to seek peace with themselves by opening their hearts. BTS conveys a message to remind us that we cannot hide the feelings in our hearts because they are part of our true selves. In this song, BTS wants to inspire and unite everyone by understanding the emotions we experience and seeking peace within ourselves. ARMY succeeded in finding BTS, making them loyal fans by constantly trying to do their best for BTS, such as supporting BTS at music awards events or buying products in the name of BTS. In these lyrics, BTS also asks ARMY to do the same by giving the best for themselves, doing the best for themselves, giving happiness to themselves, and caring about themselves (Amelia Khaidar, 2022).

Communication messages can be delivered through several intermediaries, including music media. Music is an element of art in which sound, rhythm, melody, timbre, tempo, dynamics, and harmony combine into one so that it sounds beautiful to the ear. Music is also a creative art that has a strong connection with society. The singer usually uses lyrics to convey a communication message in a song. Music not only serves to entertain but can also provide knowledge about specific meanings. In other words, music cannot be separated from people's lives. Music is considered to be the easiest delivery medium in terms of emotional aspects because music usually has a short duration (Miftahurrezki & Anshori, 2021). In music, there are song lyrics that contain certain messages. The meaning of the message is divided into two, namely implied and explicit meaning (Fitroh, 2019). Music has become an inherent need in human life today. Research conducted by Andar Ditty and Gregorius Genep Sukendro entitled "Analysis of the Sarcasm Language Style of the Song 'Suci Maksimal' by Musician Jason Ranti" (Harsa & Sukendro, 2020) found that music can convey messages from various phenomena, problems, and topics that influence life public.

The meaning of the word music originating from Greece is *mousikos*, symbolized as the God of beauty by the Greeks who mastered art and science. According to Jamal, musical art is a work that can express the thoughts and feelings of its creator through musical elements: rhythm, melody, harmony, and expression, which form a unified whole (Adhiantin, 2016). Meanwhile, lyrics are a medium of expression in music, where in expressing them, the poet uses his creativity to play with words so that the song lyrics have their own charm. According to Awe, language games contained in song lyrics can be in the form of language styles, vocal plays, or deviations in the meaning of words and can be enhanced with beautiful melodies and appropriate notation. So, the listeners are increasingly carried away by what the author thinks or wants to convey (Mane, 2016). Songs are said to be a medium for interaction, so they can be used to communicate with the person you are talking to indirectly. According to Gladding, some literature states that counseling that uses music is often called music therapy. Through song lyrics, we can feel, understand, and interpret the message in the song we are listening to. In simple terms, song lyrics can be said to be verbal communication because they have a message in them and can be used as a medium for conveying messages. Kemper & Danhauer revealed that music is a medium to support the success of counseling services to improve well-being, reduce stress levels, and divert counselors from unpleasant symptoms (Miftahurrezki & Anshori, 2021).

Therapists use music as a 'last resort' for clients when previous, more conventional strategies have been tried and failed. Therapists say that musical skills are interactive. Their extraordinary improvisational abilities offer what the patient cannot provide for himself, such as an aesthetic environment and a form of depiction of happiness, security, and perhaps the most essential thing that makes his presence possible for himself and those around him. Music can also be called a medium of calm. This is because music is associated with something that provides comfort. For example, if we listen to music with an energetic rhythm, we will become enthusiastic about carrying out our activities at that time. Music can also remind us of certain memories. When we listen to music, the brain will automatically play memories of memories that we have experienced. The key is that mood influences the reception of the music we listen to (Verisa et al., 2022; Belfi et al., 2022).

Quoted from the CNN Indonesia news portal in an interview after the release of the album "Love Yourself" which contains the song "Magic Shop," BTS asked ARMY (as BTS fans are known) to open up when they feel pain and tell other fans about the difficult experiences they have gone through, and let them know they are not alone. This means that they are not alone; there are BTS who will indirectly always cheer them up, both in happy and sad situations. BTS always tries to entertain its fans through various content posted on the BigHit Entertainment YouTube channel. Indirectly, fans will feel a strong connection between fans and their idols because they will always feel the feeling of being with BTS (Anzuoni, 2018). Axcell Nathaniel and Amelia Wisda Sannie researched the relationship between music and mental health. The research results show that in the lyrics of the BTS album Love Yourself: Tear, there are signs and symbols related to moral messages. Many moral messages are reflected in the album's lyrics. This album contains three moral messages: moral messages related to the environment, moral messages from one's habits, and moral messages related to religion (Fitroh, 2019).

The research aims to see how the influence of the song "Magic Shop" can provide a calm and comfortable effect on people who listen. As discussed above, the number of people affected by mental health disorders is increasing day by day. Through music, we can find out that the lyrics and instruments contained in a song can be used as a healing therapy for mental health disorders experienced by people.

METHOD

The researcher used a qualitative research approach because, in this research, the researcher needed to conduct an in-depth document study regarding the BTS song "Magic Shop" as a self-healing message medium for health communication. In connection with the song's message, which discusses mental health disorders, researchers want to examine the relationship between the BTS song "Magic Shop" as a good health communication message for anyone experiencing the lowest point in their life. In seeking deeper information about this, the researcher used the phenomenological method and carried out observations to find the meaning of the song "Magic Shop," and the researcher also observed comments, reviews, and analyses regarding the song. In this research, researchers also strengthened the research with the main data collection technique through in-depth interview techniques. This research also refers to the SOR (Stimulus, Organism, Response) theory, which is a communication process that causes a special reaction so that someone can expect and estimate the suitability between the message and the communicant's reaction.

RESULTS AND DISCUSSION

1. Results of Analysis of Comments Regarding the Song "Magic Shop" BTS

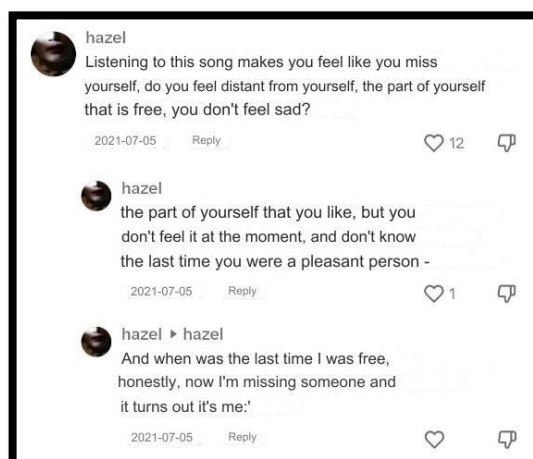
This comment analysis was obtained from the lyric video for the song "Magic Shop" by BTS with a translation uploaded by an account with the name 'Imaa_lv.w27' on the TikTok application. Video source:<https://vt.tiktok.com/ZSN9TuXjM/>

Table 1. Fan comments when listening to the song "Magic Shop" by BTS

No	Comments	Analysis Results
1.		In the first and second pictures, two people have the same comment, namely that the BTS song "Magic Shop" can be used as medicine to heal every wound that occurs in their lives. The first comment got 103 likes, and the second comment got 4 likes. In total, there are 107 likes who agree with this opinion and represent other listeners that this song can be used as medicine.
2.		
3.		In the third picture, there is a comment that says "my comfort song" which means "my comfort song." This means that BTS's song "Magic Shop" is used as entertainment when they feel tired of the problems in the world. This comment received 3 likes, which means that 3 people agree with the expression.
4.		In the fourth picture, there is a comment saying that the BTS song "Magic Shop" is a healing agent in dealing with all the wounds that occurred in the past. This comment received 4 likes, which means 4 people agreed with the response.
5.		In the fifth picture, there are two comments close to each other. According to MIN/YN, BTS or Bangtan Sonyeondan always really understands how their fans feel. Through songs as a message medium, BTS provides an understanding of problems that everyone often experiences, such as mental health disorders. BTS's song "Magic Shop" represents anyone who is experiencing this problem.
		According to Kiki, he said that he had experienced mental health problems and almost committed suicide (s-word), which means committing suicide. After listening

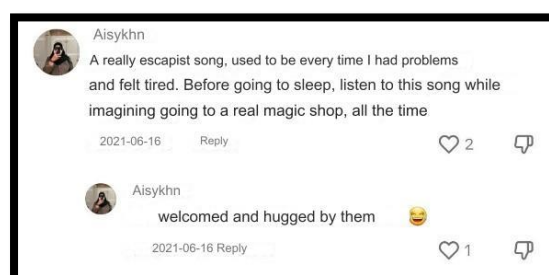
to the song "Magic Shop" Kiki stopped her negative thoughts.

6.



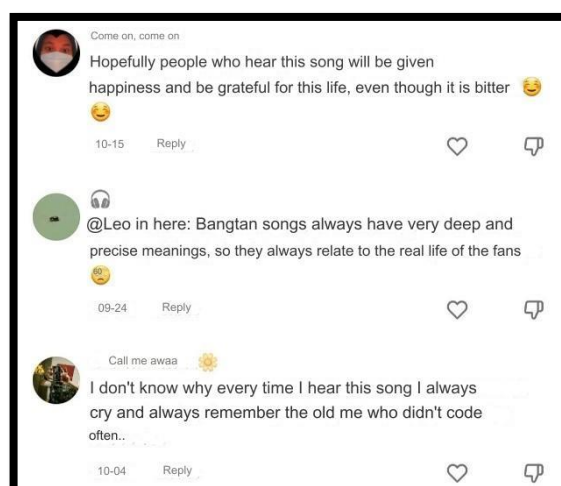
In the sixth picture, an account named Hazel says that hearing the song "Magic Shop" makes her miss herself. He felt that what he had been doing had gone too far for himself. Hazel explained that in the past, she was free, did not feel sad, and was a pleasant person. Hazel liked that about him, but he said that now he had never felt that way, and he missed the person he was like that.

7.



According to Aisykhn, BTS's song "Magic Shop" is her escape song when she experiences problems and feels tired. He also said that before going to sleep, he would listen to this song while imagining entering the actual "Magic Shop" where they had been welcomed and embraced by them, namely BTS.

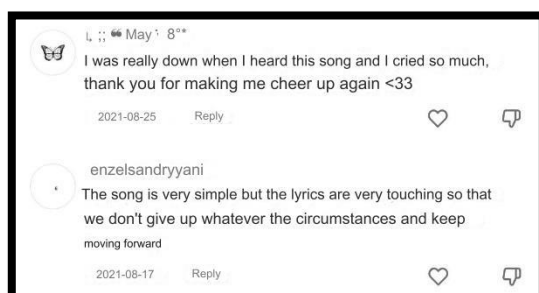
8.



The first person said that, hopefully, people who listen to the song "Magic Shop" will be given happiness and be grateful for the life they are living, even though reality is bitter.

According to Leo, BTS songs always have a deep and very precise meaning. Merawa's fans feel that this song represents the situation he is experiencing in his life. Leo said that every BTS song is always related to the real world of its fans.

9.



Call me awaa said, when he heard the song "Magic Shop" he felt like crying, sad and it reminded him of himself in the past, namely not doing barcodes. Barcode is slang on social media that refers to poor mental health conditions. This term indicates self-harm activities or someone's actions when they hurt themselves.

An account named Mei said that in the past, when she really fell, listening to the song "Magic Shop" immediately made her cry and thanked BTS through the message in this song, making her enthusiastic again.

Enzelsandryyani said that the song "Magic Shop" is a very simple song but has a very touching meaning. Enzel explained that this song encourages us to never give up whatever the conditions we are experiencing and to keep moving forward.

10.



An account called ButterScoups said that he likes BTS because the songs they write always contain positive things, including the song "Magic Shop". The "Love Self" which means loving yourself and life's struggles, are all contained in the song "Magic Shop". He also thanked BTS for creating work in the form of good songs.

2. BTS Fan Interview Results Regarding the Song "Magic Shop"

The following are the results of research using in-depth interview techniques that researchers have conducted with sources to find out the influence of the lyrics of the BTS song "Magic Shop" in their lives. Researchers took two samples as sources with the criteria of being BTS fans. This technique was carried out to obtain natural data. The interview structure that the researcher designed was not a standard guideline, so if the informant's answer was unclear, the researcher asked other questions so that the answer given could be more precise when the informant explained.

Table 2. Interview Schedule

Name	Date	Time	Location
Valsya Aura	20 October 2023	22:00	Online (Instagram)
Feby Salsabilla	20 October 2023	23:00	Online (WhatsApp)

1) What made you like BTS and decided to become a fan

Valsya Aura said, "I like BTS because they are one of the reasons I have survived to this point. Those who teach to love myself because loving yourself is not as easy as loving someone else. They are also mood booster when you are physically and mentally tired, who always pay attention to the army, are sincere and really love the army. There's a lot to explain. The point is, they really mean a lot."

Based on the explanation above, BTS plays an essential role in the lives of its fans. They always invite their fans to love themselves because loving yourself is difficult for everyone to do. They are also entertainers for their fans. When they feel tired, fans will look for content related to their idols. This makes them enthusiastic about living life again.

Feby Salsabilla said, "because BTS is not only talented but also inspiring, one thing that is really inspiring is how they struggled from zero to where they are now. Apart from that, their songs are not always about love, but rather about mental health."

Based on the explanation above, some respond that BTS should be liked. Apart from having talent in music and dance, BTS also inspires everyone. Many of their songs tell about their struggle to become musicians. Not only does the song tell a love story, but it also discusses the anxiety that the younger generation often experiences.

2) The feeling you feel when listening to the song Magic Shop

Valsya Aura said, "It feels sad because the meaning is really meaningful, especially when you're feeling down, it means it really touches the heart."

Feby Salsabilla said, "I feel that in this magic shop song I am free to express myself. Whether it's sad or happy, we don't need to pretend."

Based on the explanation from the answers of the two sources above, they both felt sad when listening to the song. The heart-touching lyrics have the effect of freeing fans to express their feelings without having to pretend to live their lives.

3) The connection of each lyric in the Magic Shop song is very much related to the fans' lives.

Valsya Aura said, "Yes, especially if you are exhausted and mentally down." Feby Salsabilla also said, "Absolutely yes, because when I'm tired I always remember that I have myself to get up and be enthusiastic again."

Based on the explanation from the answers of the two sources above, they have the same opinion, namely "Yes." the lyrics in the song Magic Shop have a connection with them. The song Magic Shop describes things that every person always experiences: feeling tired, exhausted, anxious, and afraid, all of which every human being has felt. However, these lyrics also motivate fans to love themselves and rise up in the face of all the obstacles.

4) Messages that can be taken after listening to the Magic Shop song

Valsya Aura said, "The message that can be taken is that when we are at our lowest point and we find the door to the magic shop, there will be 7 people who welcome us with a sincere smile which has been the strength of my life."

Based on the explanation above, BTS, which consists of 7 men, always welcomes everyone who wants to become their fan. Providing positive content, songs that contain every

problem often experienced, and many inspirational things. When you are at your lowest, you can listen to the song Magic Shop because you will know that you are not alone in facing all these problems.

Feby Salsabilla said, "when we hate ourselves and even want to disappear from the world, we have to remember that we still have ourselves as the healer of every problem in our life."

Based on the explanation above, the song Magic Shop means that when we feel like we hate ourselves and even want to disappear from this world, we have to remember that we still have ourselves. We must rise and heal the wounds within our city. Start making peace, forgiving ourselves, and dealing with every problem in our lives.

Based on the research above, it can be proven that the BTS song "Magic Shop" is a self-healing message medium for health communication, especially regarding mental health disorders. Music can be therapy to entertain yourself and relieve stress, fatigue, boredom, and so on (Mao, 2022). Based on the contents of the comments, it can be concluded that the song "Magic Shop" BTS can be self-healing for anyone. Apart from having comfortable and beautiful instruments to listen to, the song lyrics also have deep meaning if we understand the meaning of the message conveyed in the song. BTS fans admit that the song "Magic Shop" can make them cry because the mental health message in the lyrics represents what they are feeling. Many fans said that they hurt themselves (self-harm), and some felt like ending their lives. This is not only felt by BTS fans, but non-BTS fans have also felt or been in that position. Listening to music can be one way to forget these negative things.

Listening to songs with positive lyrics can influence everyone's life. The positive and motivating song lyrics always influence everyone to do positive things (Vernaza Casquete, 2023). The song "Magic Shop" is played with beautiful instruments, making fans feel calm. The song is sung with a deep message, making anyone who listens to it be carried away by the feelings the song gives. It tells about problems that everyone often experiences, such as anxiety, excessive fear, doubt, lack of self-confidence, and other problems. However, in the lyrics of the song "Magic Shop" we are also taught how to overcome every problem that comes, namely by forgiving ourselves, loving ourselves, accepting everything that has happened, and getting up to show the world that we can face everything. The thing that happened. "Magic Shop" also motivates every listener that in life, we must always do the best, give the best for ourselves, and give everyone happiness. However, the most important thing is to give all happiness to ourselves.

CONCLUSION

From the research that has been conducted, it can be concluded that the BTS song "Magic Shop" which contains positive lyrics, can influence listeners. As in this research, the song "Magic Shop" BTS always says to love yourself because loving yourself is the most challenging thing for anyone. BTS also motivates its fans not to worry, fear, or doubt anything. BTS gives the message in this song that every time we live, we have to do or give our best in everything. Through their songs and lyrics, BTS wants to convey the message that the emotional wounds we have experienced do not need to keep us trapped in doubt and despair. They want to inspire their fans to keep fighting and believe in themselves. BTS understands that each individual has a unique personal journey and experience. By sharing their stories, BTS wants to strengthen their emotional bond with their fans. They want to remind the ARMY that they are not the only ones experiencing hurt and doubt, but they are here, too, fighting together. Through their messages in a song, BTS wants to entertain and give hope to ARMY. They invite everyone to accept and strengthen the emotional wounds they have experienced as an inseparable part of who we are now. By supporting each other and sharing experiences, it is hoped that we can all grow and become stronger from our wounds.

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