

BTS Fanboy's Self-Disclosure on Instagram

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Abstract

Fanboy refers to a man who likes an artist or idol group. However, BTS fanboys are still getting stereotyped about their masculinity by society especially on social media, like an Instagram. The purpose of this study is to find out how BTS fanboy's self-disclosure on Instagram. This study uses Johari Window's self-disclosure theory. This theory explains about 4 areas, namely open area, blind area, hidden area, and unknown area. This research is one of qualitative research. The sampling technique was implemented by using snowball sampling method with four informants who are BTS fanboys and they have been active as fanboys of BTS on Instagram. The informants of this study also around 17-25 years old. Data collection techniques was using interview methods. The results of this study show that in the open area, BTS fanboys try to fight stereotypes about the masculinity of BTS fanboys on Instagram. In the blind area, fanboys get stereotypes from society about their questioned masculinity when they become fanboys. Then in the hidden area, fanboys used to hide themselves as fanboys because they were afraid of getting stereotypes from society. And in the unknown area of this study was found that fanboys didn't know how long they would stop being fanboys and would continue to fight the stereotypes that they received.

Keywords : Fanboy, Instagram, Self-disclosure, Stereotype

Introduction

South Korea's entertainment industry is currently being attracted by the world (Jung & Shim, 2014). The entertainment industry in South Korea is categorized into two categories there are drama (K-Drama) and music (K-Pop). In the world of K-Pop, there are boy groups, girl groups, bands, and solo singers who are very talented (Anwar, 2018). The idols have a group of fans who always support them, in the world of K-Pop the group of fans is usually known as fandom.

In Indonesia the phenomena of fandom is increasing, especially among Indonesian teenagers (Etikasari & Yogyakarta, 2013). In the fandom, fans also consist of two parts according to gender, such as fangirl is a group of female fans, while fanboy is a nickname for a group of male fans. As the results of a survey by the IDN Times team, found that the fangirl population reached 92.1%, while the population for fanboys was only 7.9%, out of 580 correspondents (Triadanti, 2019).

In psychological and biological terms, a man and a woman do have differences. Biologically, the difference is the sex between men and women, but psychologically, the term that often becomes the difference is gender. In gender, there are roles that are based on culture and classified based on traits, namely masculine and feminine (Hanana & Rahma, 2018).

The concept of masculinity is closely associated with men, as is the concept of femininity. A man will usually be described as strong and assertive. However, in Korean culture men tend to have soft masculinity (LEE et al., 2020). This tendency is precisely what makes male K-Pop idols and male K-Pop fans (fanboys) get a negative stigma in people's opinions. Fanboys are considered to be imitating their Idols lifestyles and behaviors in the form of soft masculinity that is usually attached to their Idols (Marbun & Azmi, 2019).

Although fanboys are still a minority, this is not an obstacle for fanboys to continue to provide their support for their favourite idols. One of the fandoms that strongly supports their idols and has one of the largest fandoms in the K-Pop world is the ARMY fandom. ARMY is the name for fans of the famous boy band BTS (Fachrosi et al., 2020).

ARMY stands for Adorable Representative M.C. for Youth given by BTS to their fans (Rahmawati, 2022). ARMY can be said to be a very large fandom, because this fandom is spread almost all over the world and from

children to parents, men and women. Activities that usually carried out by ARMY, especially ARMY fanboys to support their idols are buying albums and merchandise of their idols, actively updating information about their idols on social media, which is intended to create a fanboy self-image among other fans who are dominated by fangirls (S. C. M. Putri & Savira, 2021).

Social media is currently a place for fans to find out about the information about their idols. As the results of a survey conducted by Kumparan on 100 K-Pop fans, 56% of K-Pop fans are able to spend 1-5 hours just to see all the news about their idols on social media. Meanwhile, 28% of K-Pop fans are able to spend more than 6 hours to see their idols' activities through social media (Nuraini, 2017). So K-Pop fans spend more of their activities through social media (Eliani et al., 2018).

In addition, social media can be one of the places used for self-disclosure (Bazarova & Choi, 2014). One of social media that is mostly used to self-disclose is Instagram (Kusyanti & WH, 2016). Instagram is often an escape for people, especially for their self-disclosure, this is also supported by the features available in the Instagram application.

Instagram is an open social media, so people can easily find information through Instagram (Martha, 2021). A person can freely share any information on Instagram, from posting photos, videos, to updating stories on Instagram. With these features, people can share information about themselves to their friends, companions, family, and even the farthest people.

Self-disclosure according to Person is a way for someone to convey information related to their personal information to others which is done voluntarily and intentionally with the purpose of giving others the accurate information about themselves (Gainau, 2009). Like previous research that discusses about how self-disclosure strategies are carried out by companions of victims of sexual violence (Arouf & Nurul Aisyah, 2020). This self-disclosure does not only happen through direct communication, but self-disclosure can also occur through media intermediaries, such as through the Instagram social media network as is widespread in society nowadays (Mahardika & Farida, 2019).

Johari Window theory can also be used to determine self-disclosure on social media, like the research that studied about self-disclosure through the Instastory feature on Instagram conducted by Acehnese celebrities. In the study, it is also explained that there are four areas in self-disclosure such as open area, blind area, hidden area, and unknown area. The results obtained in the study show that self-disclosure can happen through social media such as Instagram (Rosemary et al., 2022).

In another research on the self-disclosure of an influencer has also used the Johari Window theory of self-disclosure. The result is that the influencer chooses to use Instagram media as a place to do self-disclosure. This is certainly relevant to the Johari Window theory in which this theory is more focused on how a person shares information and relates to others [25]. Therefore, researchers chose Johari Window theory as a theoretical study in conducting this research.

A person's self-openness can also be influenced by gender. Based on their gender, a woman is more open about herself than a man. This is based on the gender role of a person, where the expressive role of women allows them to freely open up, while for men there is an instrumental role that limits a man in self-disclosure (Yuniar & Nurwidawati, 2013). The stigma of masculinity in society, which requires men to be masculine, can also be an obstacle to male self-disclosure (Maribeth, 2019).

Masculinity in society is often considered as a form of maleness, so masculinity is unconsciously formed because of the stigma in society which then becomes a culture. There are several values that are highly regarded in masculinity such as strength, power, action, etc. So if a man does not reflect these values then he is considered not masculine (Maribeth, 2019).

Previous research that examines fanboys is a previous study that examines the imitation that fanboys do by imitating their favorite idols, in which this study revealed that it was found that male fans imitated their idols from various aspects and it was also found that there was a gender shift in the masculinity of male fans from traditional masculinity to modern masculinity. This study also revealed that male fans who make their idols as role models will change them to have soft masculinity (Asrina, 2022).

In addition, previous research on self-disclosure on Instagram has also been researched by taking the topic of self-disclosure that has happened to members of the Quote Gallery, where the results of the study show that members of the Quote Gallery use Instagram for their self-actualization needs (Sagiyanto et al., 2018). This is the reference for researchers in conducting this study, in which researchers want to know how BTS fanboys' self-disclosure on Instagram.

This research is interesting to be studied because there is not a lot of research about fanboys, especially fanboys on male idols, which focuses on how fanboys' self-disclosure through Instagram social media. So the researcher wants to explore in what ways and in what situations a fanboy shows that he is a fanboy. In this research,

the researcher would like to explore how and in what situations a fanboy shows that he is a fanboy. In this research, the researcher would like to open the minds of people who are still lacking in the existence of fanboys and the stigma of masculinity that is usually attached to a fanboy. So the problem formulations of this research are:

How is BTS fanboys doing self-disclosure on Instagram?

Theory Literature

Self-Disclosure

Self-disclosure is a person's ability to give a reaction, response, or provide information about themselves where the information is usually hidden. The situation in the delivery of this information has the purpose of making someone reach a deeper relationship (Prihantoro et al., 2020).

In general, self-disclosure is a person's way of sharing information about themselves to others with the purpose of allowing others to know more about themselves. Self-disclosure does not only happen through direct communication, but can also happen through intermediary media such as social media (Setiadi, 2019). Currently, the social media that often becomes a place for one's self-disclosure is Instagram. A person does self-disclosure through Instagram based on the reasons for self-needs in expressing themselves and interacting (Lestari, 2019).

The theory that is relevant to self-disclosure, especially self-disclosure on Instagram, is the Johari Window theory, in which self-disclosure is based on human interaction. Johari Window theory is also classification into four parts, namely open area, blind area, hidden area, and unknown area (Luft, 1969).

The first area is the open area which describes the area with freedom of activity. This open area is also focused on individual parts such as behavior, feelings, and motivations that can be known by others and also by themselves. At the open area level, a person's openness with others can be measured through how close they are, such as the difference in friendship at the beginning of friendship and the next situation after becoming friends (Luft, 1969).

In the second area there is a blind area explaining about the side or the part of an individual or a person that is known by others, but not known by themselves. People who know the individual well will be able to know many things about the individual, which is something that the individual may not realize or know. Things that individuals may not be able to see but others can see are feelings, motivations, and behaviors (Luft, 1969).

The third area is the hidden area, which is the side or the part of the individual where only the individual knows this side without being known by others. This hidden area is like a warehouse within a person, where the contents are things that the individual knows about themselves and about others, but the individual prefers to hide it within themselves (Luft, 1969).

Unknown areas are the parts or sides of the individual that are unknown to the individual and also unknown to others. Unknown areas are human resources that have not been utilized, such as the potential that individuals may have but are still latent in individuals. However, this potential can develop at any time in the individual (Luft, 1969).

Fandom and Gender

The phenomenon of K-Pop is familiar to many Indonesian people, especially with the existence of a group of people in a group or what is commonly known as an idol group (Wardani & Kusuma, 2021). These idol groups usually have a group of fans called fandom.

Fandom used to support any activities that their idols did. The pride that fans have for their idols is often expressed through their social media (Sadasri & Pemuda, 2022). It is no wonder if a fandom is certainly a strength for its idols. One of the biggest K-Pop fandoms is ARMY (BTS fans).

Usually, fandoms in K-Pop are always dominated by female fans (fangirls) especially in male idol groups (Gumelar et al., 2021). But not a few K-Pop fandoms are also filled with male fans. There are also many male fans who joined the Korean boy band fandom. For the fans, their unity in a fandom can strengthen the power of the fandom (Rusiandi, 2022).

However, a patriarchal culture is still developing in Indonesian society. In patriarchal culture a man will be molded to be manly and have power over women (Sakina & A., 2017). It makes a man get a negative opinion because it is not like the role of men in society. Especially when he is admiring his idol, especially if their idol is a man too.

In addition, gender stereotypes that are always attached to men and women make both men and women limited in their movements. This is what makes gender injustice, although the role of women still holds a high position in gender injustice, but it is also possible that men can also become the victims of this gender injustice (Astuti, 2016).

Although there are many negative opinions about fanboys, it doesn't stop them from being fans. Many men join a fandom, but both male fans and female fans have different ways of expressing their love for their idols. Female fans will be more emotional than male fans, which is based on the social roles that society has given to gender roles (Juwita, 2018). So that self-disclosure in male fans and female fans becomes different.

Methodology

This research that will be conducted at this time has a main focus, which is to find out how BTS fanboys' self-disclosure on Instagram social media. This research is a type of qualitative research that uses a descriptive approach. This research is interpretive research, which is qualitative research using interpretation and many methods that will be used to analyze the research problem. Moreover, this research also uses qualitative methods, which is suitable to find out about how the self-disclosure of a fanboy on Instagram, where this problem is a problem about humanity.

In this study, the data collection was obtained through the research subject, and used snowball sampling technique. Snowball sampling was chosen because the sample range for this research is large enough and can be spread in several places. In addition, the research sample that will be used in this study has several criteria, which are by selecting fanboys of the idol group BTS who have ages ranging from 17-25 years as research subjects and also fanboys who have been BTS fans for more than 1 year and have Instagram social media.

While the data collection technique in this research is using interview techniques and also document analysis. In this study, the interviews will be conducted with semi-structured interviews, where these interviews are conducted with subjects who are eligible for the specified criteria in order to find the answers of this research problem.

The results of these interviews will be analyzed using an interactive method where there are several stages of data analysis so there are no mistakes and it will make easier to understand the research data. The first step of data analysis is data collection, this step is when the researchers are collecting data as a result of interviews that have been done before. The second step is data reduction, it is the next step after the data that has been collected by sorting or summarizing the data that is important according to the research topic. The third is data presentation, in this step the data will be presented in the form of a brief description or narrative text. And the last is verification or conclusion drawing, after the data is presented, the researcher will draw conclusions based on the existing data as the answer to this research problem.

Meanwhile, to check the reliability the researchers used the triangulation method, which is to check the reliability of the data that was obtained from several sources is using this triangulation method. The results of this study is hopefully could be able to be the answer to the questions or problems in this research.

And here are the informants who have interviewed in this study:

Table 1. Table of The Informants.

Informant of The Research	Age	Instagram Username	Length of time as an Army (Years)
Informant 1	24 years old	Astgwnky	7 years
Informant 2	23 years old	dek_arta98	5 years
Informant 3	22 years old	sayaaryabang	5 years
Informant 4	20 years old	daydiydu	3 years

Result and Discussion

Result

In daily life, humans cannot be separated from the internet, especially nowadays there are so many social media that have been able to make humans connected to each other. Self-disclosure that humans do by themselves is also considered as a person's ability to show personal information about themselves to the public (Sari, 2017). Through self-disclosure, a person can make interactions with other people. Self-disclosure is also the main way for individuals to getting closer to one and other. Self-disclosure used to be happened when someone was meeting by face-to-face. However, with the current development, self-disclosure can be happened by via online. Especially at this time there are so many media and facilities that support humans to continue communicating even though they are located at very long distances. So nowadays there is a lot of self-disclosure that happened by via online, for example by using Instagram social media.

K-Pop fans also can't be separated from the development of the technology in the use of social media. K-Pop fans in Indonesia are quite numerous and increasing, ranging from children to adults, both women and men. Although the majority of K-Pop fans are women, there are also many K-Pop fanboys (male fans). Even on some social media platforms, there are many K-Pop fanboys who confidently show their identity as K-Pop fans, such as the fanboys of boy band BTS. In this study, researchers will be analyzing how BTS fanboys' self-disclosure on Instagram. The four informants are BTS fanboys who have been BTS fanboys for more than a year and are Instagram social media users.

Interviews in the study began on July 4, 2023 - September 11, 2023. This interview was conducted to find out the answers the questions of this research by using informants who are suitable with the criteria of this research. This interview was attended by four informants who were in accordance with the criteria for this research. The first informant has been an ARMY since 2016, which means that the first informant has been a fanboy of BTS for ± 7 years. This first informant was met through social media Twitter, where there was one of the ARMY fanbases on Twitter that discussed BTS fanboys and I immediately reached out to the first informant to become my research informant.

Then for my second and third informants are fanboys of BTS who they both have joined the ARMY fandom for ± 5 years. Both of them were found through the WhatsApp Group of one of the ARMY fanbases that I found through tiktok from the admin of the WhatsApp Group.

And for the last informant, have been a fanboy of BTS for ± 3 years. One of the favorite members of my fourth informant is BTS's Jungkook. I met the fourth informant through a friend who was doing KKN in my village, and introduced that her friend was a fanboy of BTS.

In addition through social media like Instagram, informants have also participated in fanboying activities that are held in real life like activities or events that can show that they are one of BTS fans.

Open Area

This open area is represented as the part where a person can freely express themselves to others (Rahayu et al., 2023). In terms of open areas, social media like Instagram is used by someone to show or reveal themselves freely through the Instagram platform, so their followers or other people can know more about that person's personality. So, in this study, open area discusses how informants can share freely or openly to the audience on their social media about their personalities as a fanboy of BTS.

All informants are currently able to open themselves freely as a BTS fanboy (ARMY) on Instagram. Sometimes the informants share a few of the updates to show that they are fanboys of BTS. However, there are still informants who before open up about themselves, the informant takes time to show that he is a fanboy of BTS.

"At the beginning, I hide that I am a BTS fan, because I am afraid of being underestimated, especially my personal environment that can be less accepting, they still often say bad things about Korea," Informant 1.

In addition, there are informants who explain that he freely shows himself as a BTS fanboy (ARMY) even though he rarely shows that he is a fanboy of BTS on Instagram.

"It's totally free, it's okay for everyone to know, but I rarely update and I rarely show on my personal social media that I'm an ARMY, but maybe most of my neighborhood friends know because I often come to BTS events," Informant 3.

The informants apparently have done activities and participated in several activities where these activities can show that they are a BTS fanboy (ARMY). The fanboying activities they usually do through social media are in the form of uploading BTS songs, photos of BTS members, and also covering BTS songs.

"It's just stories, there's nothing special about activities, mostly reposting posts or singing before," Informant 2.

"Maybe everyone who likes to see my story knows that I am a BTS fan, because I quite often share some songs or photos of BTS members in my story, but I never emphasize myself as a BTS fan," Informant 4.

In terms of activeness on Instagram, BTS fanboys post more about fanboying activities through Instagram stories. As has been told by several informants above, stories are the main choice of features provided by Instagram as a tool to express their personalities as BTS fanboys on Instagram. Nowadays, Instagram already supports music features that can be added through posts or through stories. So it is not surprising that informants share more BTS songs through stories on their Instagram accounts.

In addition, while many Instagram users create more than one Instagram account, the informants also admitted that they are using their first Instagram account to show that they are fanboys. BTS fanboys are also quite free to use their first Instagram account as a place to share some of their fanboying activities on social media.

After looking at the findings in the open area section, it can be seen that informants can show themselves through Instagram by showing fanboying activities or uploading posts in the form of BTS songs and photos of BTS members directly through the first account they have on Instagram. In the open area a person freely expresses where it can also be known by himself and others (Prihantoro et al., 2020).

Blind Area

A blind area is a part of a person where the person cannot know about themselves while others can see it. Therefore, the blind area is included in the blind area because a person cannot see something about themselves but other people can see it. In this study, the blind area is how other people view when they see the informant becoming a fanboy on Instagram, where the informant himself cannot judge himself when he becomes a fanboy.

Being a fanboy for a boy group is still often underestimated by many people. The informants shared their experiences that were not separated from negative comments about the fanboying activities that they liked. Especially negative comments about how a man who likes male idols. For example, commenting on the style of dress to the questionable masculinity.

"[They] say it's not suitable for OOTD in Indonesia, they say it's alay. Some people even say that guys who like K-Pop are effeminate," Informant 3.

"Especially liking the artwork of some men from Korea still often gets a negative comment," Informant 2.

However, there were informants who also received some support during being a BTS fanboy. They even received more positive comments during their time as fanboys of BTS.

"A lot (of comments), but more positive," Informant 1.

Even though they have blind areas that are not realized by themselves and instead get various comments from others, like the comments from fellow ARMYs and not from fellow ARMYs, starting from negative comments to positive comments given to the informants. In addition, data from informants also show that there is no significant difference between the comments they get in real life and on Instagram.

Until now, informants will only focus on their passion without caring about how other people respond to themselves during being BTS fanboys. The informants also took it easy about everything and every good or bad comment that was given to them during they became a fanboy of BTS.

"I don't really care. If it's positive or negative, it doesn't really have an impact on my life, so if it's positive, thank you, if it's negative, it's okay," Informant 4.

"But I take it casually, back to each of us," Informant 3.

However, the informants did not really care about negative comments from others and would be grateful if someone supported their fanboy activities. In addition, the informants also explained that some of their families and relatives do not really care about their fanboy activities, as long as what they do is harmless and does not harm others, they are allowed to like things that are fun for them.

The informants will only focus on themselves while being fanboys of BTS and continue to take the positive side of their activities while being fanboys of BTS. The informants will also continue to support the activities of their favorite idol, BTS, even though BTS is currently on hiatus.

The existence of negative comments like *alay* to effeminate about the BTS fanboys who are fans of the boy band BTS shows that there is a stereotype that is given by people to the informants as BTS fanboys. Where in masculinity a man is represented as a strong person, who is not allowed to show their sentimental and emotional side (Intan, 2021).

Besides getting a lot of negative comments that the informants got as BTS fanboys, the informants actually preferred to relax in responding to these things. The informants also did not care about the negative comments they

got from others. And instead prefer to focus on the support and positive comments that they get during being BTS fanboys.

Looking at the various reactions that show the blind area experienced by the informants, shows how other people's views of the informants when they become fanboys have different perceptions from what the informants feel when they become fanboys. So that it becomes something that is not realized by the informants.

Hidden Area

Hidden area explains that the area is only known by the individual and not known by others. In this area a person will tend to hide about themselves from others. In addition, people sometimes choose to hide some information about themselves to others to maintain their self-comfort. In this study, hidden areas are the areas where informants keep or hide information about themselves from the people around them. This area is an area that is invisible to others and is only known by the informants themselves.

Informants who are fanboys of BTS certainly are not spared from the views of the people around them. Even comments about themselves for being BTS fanboys began to come, either from negative or positive comments. However, there are informants who actually at the beginning of liking BTS chose to secretly join BTS fanboys because they were afraid of getting negative comments from others.

"In the beginning, I was hiding, because I was afraid of hearing negative comments from other people,"
Informant 2.

Informants explained that they were afraid of negative comments made by others about themselves when they became fanboys. So the informants decided to hide their fanboy identity from others when they started to become BTS fanboys.

Disclosure of identity to others does take time, as revealed by the informants that they hide the fact about themselves being a fanboy only at the beginning of their becoming a fanboy. This proves that it is not easy to self-disclose to others, especially when there are many negative comments about the things they like.

In addition, there are also other things that BTS fanboys hide which they don't disclose to others. For example, the informant personal wishes to go to BTS concerts, to go to South Korea.

"For my personal wishes as a BTS fan, it is not far from wanting to go to their concerts, sing along with another army, or go to Korea too," Informant 3.

These personal wishes are not disclosed by the informants to others and will always be the personal wishes of the informants as a fanboy who idolizes their idol group. This certainly shows that not all information and personal wishes should be known by others.

In addition, there are also expectations from informants regarding the responses from others that they want to get while being fanboys. It is the hope of the fanboys to make people to stop looking down on the fanboying activities that they like to do.

"Not a few non k-pop people think that guys who like Korea, especially boy bands, have sexuality disorders, maybe there are some but not all. so don't generalize," Informant 1.

The informants also show their personal opinions about the idol groups they like, not only about their physique and songs, but also can provide them with motivation for encouragement.

"It's not all about looks, dance, or physicality, they can accompany us or help to encourage us" Informant 4.

In this case, it shows that the hidden area also depends on the individual's personality. There are things like personal information that really need to be hidden from certain people for their own comfort. The informants certainly have specific reasons why they do not disclose themselves and information to others, such as not wanting to reveal themselves at the beginning of becoming a fanboy because they are afraid of being judged negatively by others.

In addition, data from informants also revealed that they hide their identity from only a few people, like hiding themselves from their social media friends. This shows that there are also hidden areas of fanboys that are not shown by fanboys to others.

Unknown Area

Unknown area is an area where an individual is unable to see parts of himself and other people also cannot see these parts. In this area, what is not known by the individual himself and others is about the potential of the individual. Potential that may still be hidden in the individual and not yet known by the individual and not yet known by others.

In this study, the unknown area referred to is the area that has never been reached by BTS fanboys and whether there is a possibility that in the future the BTS fanboys will be able to reach that area or not. Like the possibility of stopping being a BTS fanboy is something that BTS fanboys may not be able to reach yet. The informants also explained that they do not know for sure if they will stop being a BTS fanboy or not.

"For later which hasn't happened yet I can't give a definite answer because everything can change hehe, but for now I feel I will still be a fanboy even though it is viewed badly by others," Informant 2.

"I don't know how long it will take, but for sure the songs can be heard continuously," Informant 4.

This shows that stopping being a BTS fanboy has not been on the informants' minds. The possibility to stop being a fanboy of BTS is included in the unknown area where it is unknown and unreachable either by the BTS fanboys themselves or by others.

This indirectly proves that BTS fanboys still want to be fanboys of BTS even though they do not know how long it will be. In addition, data from informants also shows that they will remain fanboys until an undetermined time even though being a fanboy is still underestimated by people.

In addition, the informants turned out to make BTS not only an idol but also a motivation for them. As has been revealed by the informants that they want to imitate the positive sides like BTS like the struggle in writing songs, creating choreography. However, unfortunately informants do not know the extent to which their enthusiasm for hard work can be like how BTS worked hard in achieving their success.

However, the BTS fanboys' opinions about when they will stop being fanboys show that their unknown area is very clear and strongly suggests that they have not realized the extent of their potential to continue being fanboys of BTS. As long as informants do not know when they become BTS fanboys, they will continue to support their favorite idols, regardless of other people's responses.

Discussion

Social media is become unavoidable in the society and it is often a place for people to do self-disclosure (Mafazi & Nuqul, 2017). One of the social media that is used to do self-disclosure is Instagram (Schlosser, 2020). Instagram is a suitable tool for self-disclosure because of the flexibility of using Instagram to provide responses from users' followers (Utomo & Laksmiwati, 2019). Instagram is also widely used by large K-Pop fandoms to share the activities of their idols (Amri, 2020). One of them is the BTS fanboys who still exist on Instagram.

BTS fanboys also still get a negative perception about their enthusiasm for Korean boy bands. This is due to a shift in the masculinity of BTS fanboys by Indonesians, because of the assumption that idols from South Korea are too eccentric and thus far from masculinity (Pascarina, 2014).

In the world of K-Pop, masculinity regarding men is considered very different from masculinity in general (Song & Velding, 2020). This happens because of the many responses regarding the masculinity of Korean male idols who are considered a form of male femininity (Oh, 2015).

The blind area of a person's life indicates that there is a part of the person that cannot know about themselves but only other people can see that part of the individual (Luft, 1969). This also includes how other people comment about the individual (Gallrein et al., 2013). In this study, BTS fanboys received comments that were directed at them. From the informants' data, they revealed that they have received a lot of various comments both from positive comments and negative comments.

In receiving comments about BTS fanboys' fanboying activities, informants received many negative comments from the public. Such as negative comments about the fashion that they used, sexual deviations, and sexism. These comments cannot be separated from the gender stereotypes that exist in society, where people will be able to immediately remember about gender stereotypes if they see it directly (Gupta et al., 2014). In the data obtained from informants, it turns out that there are a lot of gender stereotypes, especially regarding male masculinity, that are circulating in society.

In gender stereotypes, a man is often portrayed as a masculine figure. Where the word masculine is defined as a strong, responsible figure who should not show their emotional side (Miller et al., 2009). In the world of K-Pop there is a representation of soft masculinity given to male idol groups (LEE et al., 2020). This soft masculinity is certainly very different from the image of masculinity that is owned by Indonesian society.

In a similar previous study, it was explained about resistance to gender stereotypes in schools (Skelton et al., 2007). Whereas in this study, it explains that BTS fanboys conduct self-disclosure on Instagram in order to fight the gender stereotypes that they receive. In a previous study, it was also explained that there is a homogenization of gender order in Indonesia, where masculinity and femininity are introduced as traits for men and for women (Nilan, 2009). This is defined as God's decree and not a social construct (Nilan et al., 2014).

For this reason, many fanboys of male K-Pop idols including BTS fanboys receive a negative perspective on their fanboy activities. This perspective on others falls into the blind area, where individuals cannot know or see parts or areas of themselves or even their own shortcomings, but other people can see it (Chandge, 2018). In this study, BTS fanboys had their sexist stereotypes as part of their blind area.

Although they often get negative comments from the society about their fanboy activities, the informants did not stop liking their favorite idols. The informants explained that they want to continue supporting their idols until an undetermined time. This is included in the part of the BTS fanboy self that they do not know yet and certainly not known by others (Spennemann, 2023). The part of an individual's self that they do not know and is not yet known by others is included in the unknown area (Munthe, 2022).

Unknown areas are parts that are not yet known by individuals or by others. This can be the hidden potential of a person, which is not yet known by the individual (Saxena, 2015). Just like the informants who do not know when they will stop being BTS fanboys. The fanboys will continue to fight against the stereotypes directed at them by society.

According to the informants, the stereotypes that they received are not true. One of the ways fanboys fight against these stereotypes is by freely revealing themselves on Instagram. Like previous research that discusses the existence of self-disclosure on Instagram by using the close friends feature on Instagram (Sihombing & Aninda, 2022). The informants seem to enjoy using their first account and still post their fanboy activities through their Instagram stories. This is similar to previous research where Instagram stories are widely used for self-disclosure (Johana et al., 2020).

The activeness of BTS fanboys on Instagram shows the self-disclosure that is practiced by them on Instagram. This is in accordance with the meaning of open area, where open area is a part where a person can freely carry out their activities (Wood, 2016). In this section, people can open themselves freely, like showing their activities (Purnama Sari & Irena, 2023). In this study, the open area is illustrated by Instagram, which is used by BTS fanboys in expressing their self-disclosure by posting about BTS songs that they like on Instagram stories. This is in accordance with previous research where self-disclosure occurs in many Instagram users' stories on their second Instagram account (Emeraldien et al., 2019). Whereas in this study, fanboys used their first account to express their self-disclosure regarding their identity as BTS fanboys.

In addition, by showing the fanboy identity that the informants do on Instagram social media, the informants realize that they have gotten stereotypes from society regarding their fanboying activities. The fanboys also realize that they are participating in fighting the gender stereotypes they receive from society by being open about themselves on their Instagram. The BTS fanboys' self-awareness about the stereotypes that they receive and the fight against the stereotypes are also due to the fact that the fanboys can recognize themselves well through their fanboy self-disclosure. A person's self-awareness about their strengths and weaknesses can be obtained through a person's good self-identification (Suryani & Siregar, 2020).

The society describes masculinity with men who have strength and aggressiveness (DeVito, 2018). Meanwhile, East Asian culture, especially K-Pop, is already viewed as a culture of soft masculinity in society (A. S. M. Putri & Mintarsih, 2020). However, BTS fanboys bravely and freely show who they are through their Instagram platforms regardless of the negative responses about their fanboy lives. BTS fanboys' self-disclosure as resistance to gender stereotypes is similar to previous research on BTS' contribution to breaking gender stereotypes in the K-Pop industry (Fatima & Sandhu, 2022).

Conclusion

Based on the results and discussion through the data obtained from informants, this study found that the disclosure of BTS fanboys on Instagram in the open area found that informants always share their identity as fanboys through their accounts, especially on the first account. This is motivated by informants who feel happy and proud as fanboys. In the hidden area, it was found that informants once hidden their identity as fanboys because they were afraid of getting negative comments. While the blind area brings up negative comments that informants receive from others. This refers to the stereotype that men do not deserve to join the K-Pop idol fandom. The unknown area shows that fanboys do not know when they will stop being fanboys and continue to fight the negative stigma about K-Pop fanboys.

The limitation of this study is that this research is too focused on the Instagram platform as a reference in seeing how BTS fanboys' self-disclosure makes them get gender stereotypes from society. It is recommended for future research to analyze the self-disclosure of BTS fanboys in real life, to increase knowledge about the phenomenon of BTS fanboys' self-disclosure apart from the Instagram platform.

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