

# Semiotic Analysis of Mental Disorders in BTS Magic Shop Lyrics

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## ABSTRACT

This article examines the meaning of mental health in the lyrics of the BTS's song Magic Shop with Roland Barthes' semiotic analysis. The meanings obtained through this analysis are connotation, denotation, and myth. The research method used a qualitative method with an interpretive approach, while the data collection technique employed a literature study. As there is no music video in this song, the researchers analyzed the lyrics of the song to find the meaning of mental health supported by journals and relevant data to enforce it. The results of the study obtained are the denotative meaning of the lyrics of the Magic Shop song which contains fear, uneasiness, anxiety, and other symptoms that lead to mental disorders. The denotative meaning contained in these lyrics as a whole incorporates implications of fear, uneasiness, anxiety, and other reasons that can make feel down which will cause mental health problems if not immediately handled. The connotation meaning is the fear that BTS experienced in the past did not prevent them from realizing their goals. Instead of focusing only on anxiety, they chose to open their hearts by accepting all their strengths and weaknesses. The meaning of the myth is that BTS wanted to convey that before success can be achieved, one must open heart to accept every aspect of oneself. When you can love yourself, then the road to success will follow along with the efforts made.

**Keywords:** Anxiety, BTS, Mental health, Song lyrics, Semiotics,

## 1. INTRODUCTION

Communication is a process in which a message is delivered from the communicator (message sender) to the communicator (message recipient) with certain media so as to produce an effect. This definition of communication was presented by Harold D. Laswell. Moreover, it is further explained by the statement from Tubbs and Sylvia Moss that communication is a process with meaning formation between two or more people. Communication is not only limited to a one-way conceptualization but can also be used as an interaction process (two-way) or as a transaction [1].

Two aspects occur when people communicate; the creation of meaning and interpretation so that verbal and non-verbal signs are generated. Verbal can be interpreted by words to convey messages, while non-verbal is communication that uses certain symbols instead of words.

Message delivery in communication can be performed through several channels. One of them is music. Music is a creative art that has a strong bond with society. Within a song, there are lyrics used by the singer to convey a message. Music does not only serve to entertain but also provides knowledge about certain meanings. In other words, music is inseparable from human beings' lives. Music is considered to be the easiest delivery media in terms of the emotional aspect because music has a shorter duration [2]. In the music, song lyrics contain a certain message. The meaning of the message is divided into two, namely the implicit and explicit meanings [3]. According to Gladding, some literature states that counseling that utilizes the music is often referred to as music therapy. Through lyrics, a person can feel, understand, and interpret the message in the song he is listening to. Simply, song lyrics are verbal communication because it contains a message and can be used as a medium in delivering messages. Kemper & Danhauer reveal that music is one of the media to support the success of

counseling services in order to improve well-being, reduce stress level, and divert counselors from unwanted symptoms [2].

Mental health problems continue to increase every year so they should be addressed, especially by the government. The lack of infrastructure and the absence of mental hospitals in some provinces are a few factors causing the high number of mental problems in Indonesia. Mental health is a state of physical, mental, and social well-being, not only physically healthy without any disease, which includes a subjective assessment of a person's mental health, self-efficacy, autonomy, and individual actualization [4]. Based on data from Riskesdas known as Basic Health Research in 2018, the prevalence of emotional mental disorders as indicated by symptoms of depression and anxiety among those age 15 years and over reached around 6.1% of the total Indonesian population or the equivalent of 11 million people. Teenagers (15-24 years) have a depression percentage of 6.2%. Those with major depression are more likely to harm themselves (self-harm) and even commit suicide. A total of 80-90% of suicide cases due to depression and anxiety have occurred. In Indonesia, there are 10,000 suicide cases or the equivalent cases every hour [5].

According to research by Gallup for UNICEF's upcoming Changing Childhood report, an average of 19% of children aged 15-24 in 21 countries self-reported in early 2021 that they experienced frequent stress in activities or had little interest in daily activities. Depression that occurs in adolescents is usually motivated by several reasons, such as pressure due to academics, victims of bullying, family factor, and economic problem [6]. Economic problems may lead to a fairly high impact of depression because a low economy will directly affect the quality of life of the individual [7].

The therapists use music as a 'last resort' for clients when previous conventional strategies have been tried and failed. Therapists admit music skills are interactive, incredible improvisational ability offers what patients cannot give for themselves, such as an aesthetic environment and a form of the depiction of happiness, security, and suppose the most fundamental aspect that allows their presence and those around them. Music can be referred to as a relaxation medium. It is because music is associated with something that provides comfort. For instance, when someone listens to music with an energetic rhythm, he will feel more enthusiastic to do his activities at that time. Music also reminds a person of a particular memory. When someone listens to music, the brain will automatically play memories one has experienced. The key is that

mood has a determining factor in the reception of the music we are listening to [8].

In 2016, a boy band from South Korea under BigHit Entertainment, Bangtan Sonyeondan better known as BTS released a trilogy album titled 'Love Yourself'. These three series were released by telling the concept of love from different perspectives. Since its release, the series has dominated the Billboard charts entering the top 10 [9]. Their success on this album brought them together with UNICEF to voice the #ENDviolence campaign which aims to fight violence against children and young people around the world in the hope of making the world a better place through music [10]. BTS is currently the artist with the biggest fanbase in the world. Thanks to the popularity, it put them in the spotlight for whatever they do [11] so that by combining BTS with UNICEF it is hoped that they will invite more people to fight violence.

In one of the BTS songs on the Love Yourself album, there is a song Magic Shop. This song implies meaning about mental health in its lyrics. As previously discussed, mental disorders are one of the topics that are of concern because of the lack of education of the public. The mental disorders discussed in these lyrics include excessive anxiety, depression, and self-doubt. In completing the BTS FESTA 2020 moment, BigHit Entertainment through the BTS official Twitter account held the 2020 BTS Music Election or voting in order to select fans' favorite songs. The result of this vote is that Magic Shop was included in the category of 10 songs that are most loved by fans. This was stated by Suga (the member on his V LIVE BTS broadcast with the title DJ Suga's Honey FM 06.13 [12].

Quoted from the CNN Indonesia page, in an interview after the release of this album, BTS asked ARMY (the name of BTS fans) to open their hearts when they are in pain, told fans about the difficult experiences they have had, and told them that they are not alone. It means that Bangtan will always encourage them wherever they are, in happy and sad situations. BTS tries to always entertain their fans through various content uploaded on BigHit Entertainment's Youtube channel. Indirectly, fans will feel a strong bond between fans and their idols because they feel that they are always accompanied by Bangtan [13].

Research on the relationship between music and mental health has been conducted by Axcell Nathaniel & Amelia Wisda Sannie. The results of this study indicate that the lyrics of the BTS song Love Yourself: Tear showed signified and signifier regarding moral messages. Various moral messages

are reflected in the album's lyrics. In this album, there are three moral messages contained; messages related to the environment, messages from one's own habits, and messages related to religion [13].

This research attempt to prove the meaning of the message about mental health contained in the lyrics of the Magic Shop song so that it can give a calm and comfortable effect to those who listen. As discussed above, the number of people affected by mental health disorders is increasing daily. Through music, it can be seen that the lyrics in a song can be used as a healing therapy for mental disorders suffered by people. Mental health is often ignored. The lyrics of the song were analyzed using Roland Barthes' semiotic analysis. As for the formulation of the problem is: what is the meaning of the message contained in the lyrics of the Magic Shop song?

## **2. LITERATURE REVIEW**

### **2.1. Mental Health**

WHO defines mental health as a state of well-being, in which a person is aware of his own abilities, able to cope with the life pressure properly, and able to work well. According to WHO, mental disorders consist of various problems with various symptoms. However, they are generally characterized by unusual combinations of other people's thoughts, feelings, behaviors, and relationships [14]. One of the health problems with a high percentage is anxiety with a prevalence rate of around 13-40% [15]. Mental disorders in the 2013 Basic Health Research (Riskedas) data are divided into two, including psycho-emotional disorders (depression and anxiety) and serious mental disorders (psychotic disorder). Postpartum depression and suicide are included in mental disorders [14].

The results of health data in Indonesia show the achievements of policy implementation. The implementation of mental health efforts should involve a wide range of health sectors. As stated by WHO that mental health is determined by many factors, namely social, interactive, psychological, biological, as well as economic and environmental factors related to behavior. The concept of Indonesian mental health efforts is an activity that aims to achieve optimal mental health degrees for individuals, families, and communities with an approach that encourages, prevents healing and recovery is performed in a comprehensive, integrated, and sustainable framework by the government, local authority, and community [14].

### **2.2. Self Love**

Self-love is referred to as loving oneself. Self-love is defined as a condition where we can act in a way that supports our physical, psychological, and spiritual growth. For example, accepting who we are, both positive and negative sides, respecting ourselves, focusing on life goals, and appreciating the success that we have done [16].

For women, self-love is often associated with physic, having a good body shape, a pretty face, and so on. However, the meaning of self-love itself is when we love ourselves from the inside, not only from a physical aspect [17].

### **2.3. Semiotics**

Semiotics derives from the classical and scientific study of art, logic, rhetoric, and poetry. The root of the name itself is 'semion', which comes from Hippocratic medicine or akslepiadic with its attention to diagnosis and inferred symptoms [3]. Semiotics is defined as a scientific or analytical way of studying signs. According to Barthes, semiotics has a basic step for studying how human being gives meaning to things [18]. Three aspects of an expression meaning can be analyzed according to Roland Barthes.

#### **a. Denotative Meaning**

The denotative meaning is the main meaning. Roland Barthes explains that the significance in the first stage is the relationship that occurs between the signified and the signifier in a sign to external reality which we know as denotation.

#### **b. Connotative Meaning**

According to Roland Barthes, connotation is the second stage to show significance. This is an illustration of the interaction that occurs when a sign collides with emotions or feelings of the user and also the values of culture.

#### **c. Myth Meaning**

After ruling connotation and denotation, a new sign is formed in Roland Barthes' semiotic analysis called myth. When a sign that contains a connotative sign develops into a denotation, the meaning of the denotation turns into a myth.

## **3. METHOD**

This study used a qualitative method with an interpretive approach. Qualitative research alone has

the meaning of an understanding process based on a methodology that investigates a social phenomenon and problems that exist in humans. According to Rahardjo, interpretive or social reality is considered holistic as complex, dynamic, meaningful, not separate, and the relationship between symptoms is reciprocal [19]. In analyzing data, a method of compiling data is used, translating it into elements by synthesizing, compiling into references, selecting the most important, and separating those not important and which ones need to be studied to draw a conclusion.

The data collection technique in this study used a literature study by employing primary and secondary data. The data were taken from song lyrics as well as other supporting data. The primary data used the lyrics of the Magic Shop song because this song has no official music video released by the management. The secondary data in this study are supporting data used for research, such as journals, books, BTS social media pages, and others.

The sampling technique applied purposive sampling. In that sense, Sugiyono argues that purposive sampling is a certain criterion used in taking samples of data sources [20]. The source of data in this study uses Magic Shop lyrics with certain criteria by considering certain verses that contain particular meanings about mental health.

Data analysis used Roland Barthes' semiotics technique, determining the meaning of denotation, connotation, and myths contained in this study. Furthermore, conclusions are drawn regarding the meaning of messages containing mental health in the lyrics studied.

In this study, triangulation analysis was used to test the validity of the data collected. According to Sugiyono's opinion, triangulation is a combination of data from various data collection techniques and existing data as well [21].

#### **4. RESULT**

This study selected the BTS' song, Magic Shop, on the album Love Yourself;Tear which was produced, written, and arranged by Jeon Jungkook. [22] In this study, each sign related to mental health was identified in the Indonesian translation of the lyrics by dividing each lyric related to mental health into signified and signifier. Following that, a more detailed analysis was carried out to find the meaning relationship so that the mental health meaning in the lyrics was obtained.

### **Denotative, Connotative, and Myth Meaning**

#### **Verse 1**

**Denotation:** I know that you're hesitating because even if you say the truth. In the end, it will all return as scars. I'm not going to say anything blatant like "find strength". I will let you hear my story, let you hear it.

**Connotation:** Every individual always has wounds inside that have been experienced in the past. These wounds shaped who we are. BTS as "I" here knows that ARMY (fans) have a lot of doubts. The scars in the past that BTS has suffered from made them doubt every time they take a chance. However, despite saying encouraging words ("you can do it!", "Hang in there!"), BTS prefers telling stories that they have experienced in the past.

**Myth:** When someone believes in us, they dare to tell the painful things they have been through. This simple way can build a sense of intimacy or closeness between the two people. Because it is difficult to tell a bitter experience in the past, it can open old wounds that have been closed tightly inside the heart. The closeness feeling built between individuals or groups is called Parasocial Interaction. According to Setyanto, Winduwati, and Utami, this interaction occurs when individuals interact with people referred to by the media (communicators) as if the person is real [23]. The purpose is for ARMY to see a problem from a different perspective or find a way out through how BTS responds to the problems they face. By being heard, someone does not feel judged for the problems they have.

#### **Verse 2**

**Denotation:** What did I say?. I said you'd win, didn't it?. I couldn't believe it (really). Could I win it?. This miracle that isn't a miracle. Did we make it?. (No) I was here. You were the one that made your way to me. I do believe your galaxy. I want to listen to your melody. Your stars in the Milky Way. Don't forget that I found you anyways. At the end of my despair. You're the last reason for me who was standing at the edge of the cliff. Live.

**Connotation:** Winning is defined as a success for one's efforts. A miracle can happen when someone always tries and never gives up. "We" here refers to BTS and Army as a team. In this verse, BTS believes that success is achieved by those who always strive for their dreams. Miracles happen not just by chance but are gifts from God for those who never give up.

**Myth:** BTS will never go anywhere because they know that ARMY is the only one who will support and accompany them in happiness and sadness. What is implied by the word Galaxy is the world of BTS and ARMY. Oftentimes, BTS also wants to hear dreams and hopes from ARMY, this is the meaning of the "melody" referred to in the lyrics. At the end of the lyrics, RM sang there were times when they lost hope, but it is okay because they still have ARMY who always support regardless of what happens. According to Stotland and Gottschalk, hope is a desire that is in the heart and mind to achieve the desired goal [24]. That is one of the reasons, BTS will always rise when they experience hardships. The meaning of cliff is a difficult choice.

### Verse 3

**Denotation:** On days I hate being myself, days I want to disappear forever. Let's make a door in your heart. Open the door and this place will wait. It's okay to believe, the Magic Shop will comfort you.

**Connotation:** This lyric tells the story of BTS in the past who hated themselves because of a failure they had gone through. Even, they thought of giving up on such a situation and disappearing (suicide). However, finally, BTS found a way to overcome the suffocating in their chests due to the failure, by opening their hearts, forgiving themselves for every failure. When we can forgive ourselves, we will find peace in our hearts.

**Myth:** When ARMYs feel hopeless and end up hating themselves for dejected feelings, BTS invites ARMY to talk to themselves, showing appreciation that despite today's outcomes are not what they want, they have done their best to achieve it. Disappearing forever in this lyric implies that BTS had been in a hopeless state so there was a desire to commit suicide because of useless emotion. Someone who has depression allows them to think that they are worthless until they finally assume that suicide is a last resort. The magic shop here denotes the door to the heart. By trying to forgive ourselves, soothe the heart, and mind, we will find more peaceful feelings to appreciate more the efforts we have done. Self-appreciation is one of the most effective ways to prevent depression from happening to someone.

### Verse 4

**Denotation:** While drinking a glass of hot tea. And looking up at the Milky Way. You will be alright, oh, this here is the Magic Shop

**Connotation:** Hot tea is often consumed when relaxing or resting. BTS tells ARMY in a relaxed or

calm ambiance that everything will be fine. The anxiety, the fear that lingers in their minds will disappear because they are in the magic shop found in the heart.

**Myth:** Hot tea is defined as a drink that can provide a soothing feeling when experiencing sadness, anxiety, or cold weather. This habit appears reflexively as if hot tea becomes a 'helper' for all situations and conditions that are being experienced [25]. The meaning of the Milky Way in the lyrics referred to the special world of ARMY and BTS. RM has mentioned this phrase to ARMY several times on his social media explaining that the meaning of Galaxy for BTS is ARMY's presence in their world [26]. Meanwhile, the meaning of the magic shop is BTS as a place that can give a sense of comfort which is analogized by BTS from the book 'Into The Magic Shop' by James R. Doty. In the book, Jim as the main character went to meet Ruth who taught many relaxation techniques as these techniques allowed Jim to control bad thoughts that had always overshadowed him for years and could make him get out of poverty [27].

### Verse 5

**Denotation:** So show me (I'll show you). So show me (I'll show you). So show me (I'll show you). Show you show you.

**Connotation:** In this lyric, BTS tells ARMY to show all the fear and anxiety they feel. Then, ARMYs respond with the words "I'll show you," meaning ARMYs are willing to share thoughts that are bottling up or anything that makes them anxious.

**Myth:** The meaning of this lyric is BTS asking ARMY about everything scary and everything worrying them. In this case, an interpersonal relationship exists between them. The time when speaking respectfully and openly is seen as a strategy for establishing a meaningful relationship. This theory is a social penetration that began in the 1960s and 1970s [28] although sometimes, it is hard to tell others what we fear. However, BTS offers a comfortable place for ARMYs to complain about the problems they have in mind. Subsequently, ARMYs reply with 'I'll show you' which means ARMYs believe in BTS as their pleasant place because they want to tell everything they fear to BTS, which implies BTS is someone they can trust.

### Verse 6

**Denotation:** Like a rose when blooming. Like cherry blossoms when being scattered in the wind. Like morning glory when fading. Like that beautiful

moment. I always want to be the best. So I was impatient and always restless. Comparing myself with others became my daily life. My greed that was my weapon suffocated me and also became a leash. But looking back on it now, truthfully. I feel like it's not true that I wanted to be the best. I wanted to become your comfort and move your heart. I want to take away your sadness and pain.

**Connotation:** Blooming flowers always appear beautiful to the eyes because all the buds are open. Just like beautiful blooming flowers, BTS also wants to show their best version. However, in order to show this side, they rush everything, resulting in anxiety. The anxiety they experience is also triggered because they always compare their achievements with other people, the feeling of dissatisfaction always costs them greediness. Finally, they think that they do not want to be the best but they want every winning they achieve to make ARMY proud of them. That happiness can indirectly light up ARMYs who are feeling dejected.

**Myth:** For people, roses are always synonymous with feelings. Roses symbolize love, romance, beauty, and perfection. According to Japanese society, cherry blossoms have meanings as memories, wishes for happiness, and farewells. On par with roses, morning glory flowers that grow in Japan have a meaning as love and care. The three flowers mentioned in the lyrics entail the sincere feeling that BTS gives to ARMY and wish them to always be happy with the presence of BTS in their lives.

Almost everyone must have compared himself to others. This attitude can also be considered positive if it motivates in doing activity, otherwise, it can also bring a bad influence. If we continuously think about it, it will give excessive anxiety, reduce self-confidence, and trigger self-blame. However, the mindset of comparing ourselves to others will trigger stress and other mental disorders because we will continue to feel unsatisfied as shown by the meaning of the lyric "My greed that was my weapon suffocated me and also became a leash".

The next lyric serves to be a pleasant conclusion. BTS does not need to try to be the best. They want to give comfort places for ARMY. They want to live in ARMY's heart as a wound healer to erase the sadness.

#### Verse 7

**Denotation:** Would you believe me if I said that I was scared too?. All the sincerity, the remaining times. All your answers are in this place you found. In your Milky Way, inside your heart.

**Connotations:** In this lyric, BTS also expresses that in the past they experienced fear, anxiety, insecurity, as what ARMYs are experiencing. However, BTS invites ARMY to make peace with themselves by opening their hearts because we can never lie to what is in our hearts.

**Myth:** Afraid of everything in this lyric indicates that BTS is similar to ARMYs who are anxious about things in their lives. The fear they experienced in the past about the uncertain future and shadow (success). In the past, BTS came from a small agency, BigHit Entertainment. Given the company's economy that was insufficient, they thought whether the path (career) they were taking was the right choice so they made various possibilities of it which makes them state that they are afraid of everything.

However, now BTS has successfully achieved their dream. This incident corresponds to what is referred to in the album "Into The Magic Shop", that Jim in the past also came from an economically disadvantaged family but now he became the best neurosurgeon at his time. All good and bad things can happen if we can control the power of our thoughts or what is called manifesting. In the book *Into The Magic Shop*, Ruth taught Jim four magic tricks that could change his life. Jim, who diligently practiced this, was finally able to achieve what he had always yearned for [27].

#### Verse 8

**Denotation:** You gave me the best of me. So you'll give you the best of you. You found me. You know me. You gave me the best of me. So you'll give you the best of you. You'll find it, the galaxy inside you.

**Connotation:** In these lyrics, ARMYs can finally find BTS who make them loyal fans, always try to do the best for BTS. Thus, BTS also asks ARMY to do similar actions by giving the best for themselves.

**Myth:** In the words you found me, you know me imply that ARMYs can finally see BTS as their idol. You in this lyric are ARMYs or BTS fans. ARMYs always try to give their best as fans to BTS. The form of support, such as voting in various award shows so that BTS won the award, streaming their songs through particular applications so BTS songs won awards many times with the highest number of streams, buying albums, and other merchandise to support, and many more.

Therefore, when ARMY tries to do their best by giving support for each of their works, BTS also wants ARMYs to do that by always giving the best for themselves.

## 5. DISCUSSION

Based on the research as stated by WHO, a healthy mental condition is when a person is aware of his own ability, can cope with the life pressure properly, and can work well. If it is associated with this song, then BTS as the songwriter tells their fans through this song that in the past they also had fears like what listeners, especially ARMYs are feeling. Fear of an uncertain future often leads to excessive anxiety which results in mental health problems.

Alfred Adler expressed his opinion that mental disorders are usually motivated by pressure of inferiority that occurs incessantly or excessively. According to him, the reason is due to the failure of their efforts to achieve superiority in life so if failure is abandoned, it may create anxiety and emotional pressure. The writer of this song (BTS) shares that the fear they felt in the past was because they were afraid that they would not be accepted by society. This is because they used to have dreams of debuting as a boyband.

Among many competitors coming from a bigger agency at that time, BTS felt insecure, afraid of failure, as explained in the lyrics of this song. When they were still trainees, they came from a small agency that even nearly went bankrupt due to economic issues. These pressures put a heavy burden on their minds grew besides their efforts to debut [29]

Plus, the perfectionist nature they have in order to achieve their goals aggravated the situation, making them more prone to depression. When someone is depressed, he actually needs more support from those closest to convince him that he can pass all the barriers. Perfectionism is another construction related to work problems in psychopathology and dissonance that has been proposed as a psychopathological diagnostic process. Meanwhile, perfectionism towards oneself can be represented as excessive effort which is counterproductive. According to psychologists, self-oriented perfectionism indicates demanding the value of perfection that exists inside oneself [30]. This support can be in form of words of encouragement which are included in social support. In a study conducted by Hyongsang Yoo et al., it was concluded that the social support received by cancer patients could provide a better quality of life and were more susceptible to depression. This is because social support and depression are interrelated. This form of support can come from words of encouragement such as, "Let's do a little more!", "Let's get better", and so forth.

Meanwhile, social support does not only come from words but being a good listener is another way. In a depression situation, people incline to require support from surrounding people, especially from family. The family has a significant role when someone is dispirited so once full support is obtained from the family, the recovery rate will be better than those without support [31].

This is the purpose of BTS that when ARMYs are disheartened or feeling detached, they need to remember that BTS will always be there for them. Regardless they cannot stand beside them physically, however, through this song, BTS wants to express that they will always be close to ARMYs. BTS will always be close to ARMY through content uploaded on social media. They understand if these things can excite and cheer them up. Through such content, BTS also conveys other entertaining messages. Apart from that, the achievements they have now cannot be separated from the efforts of the fans who have always given their support at every opportunity. In telling this support, ARMYs usually vote, stream, and many more, especially in the award ceremony and BTS is nominated. ARMYs will give their best so that BTS can win.

Their victories in every award event are solid teamwork between fans and idols. Success is not possible by chance if we do not give our best to make it happen. As the lyrics explain, BTS is happy that ARMYs have found them, giving them lots of support and love.

The self-confidence that BTS has towards the success of realizing their goals is related to self-belief. According to Chapman, the belief that exists in a person is something that is believed to be true, it may come from experience or success imagined after realizing it [32]. Therefore, BTS also wants to be a place for ARMYs to share their worries, fears, anxieties. Shortly, BTS wants to give them comfort. As in the book *Into The Magic Shop*, the Magic Shop referred to is BTS who became Ruth's character to heal Jim from the depression he was experiencing because his inner child was damaged by his own family due to pressure from many people [27]. Ruth and Jim are also featured in BTS's VCR *Magic Shop*. Jungkook was seen entering a shop that depicted *Magic Shop* and was greeted by Jimin, then Ruth played by Namjoon taught special tricks as contained in the book *Into The Magic Shop* [33].

Every human heart always has a door where the value of hope and taste lay on. A solid heart is the one that contains quality information and that makes us happy, despite bad events that we keep in our hearts,

we can shun using the other door. Keeping the door of the heart healthy and free from illness is to always feel grateful for everything that God has given, although it is not always good things. There are always lessons learned from the test. Opening the heart is a trick where we try to accept and forgive everything that happens to ourselves or when others hurt our feelings. We have to be at peace with ourselves first. When the three tricks have been successfully completed, the last trick will lead you to achieve your dreams [27].

According to several psychiatrists, among them is Doctor Oh Jinseung who interprets that the Magic Shop is a part of psychotherapy techniques commonly used, called psychodrama techniques. Psychotherapy has a meaning as one of the methods commonly used to treat various mental problems (depression, stress, anxiety). Psychotherapy is divided into several types, comprising cognitive behavioral therapy whose purpose is to assess thinking, emotional, and behavioral patterns that cause problems in the patient's life. Psychoanalytic and psychodynamic therapies focus on the patient's subconscious. Interpersonal therapy guides the patient to assess mindset and learn how the patient relates to other people (friends, family, partners, etc.). Family therapy relates to family, where the patient has major problems with the family. Finally, hypnotherapy is a method of psychotherapy that uses hypnosis to give patients better control over their behavior, emotions, and thinking patterns [34].

In the video, Doctor Oh explained that the psychotherapy technique used in the Magic Shop song is a psychodrama technique. Meanwhile, according to Corey, psychodrama is a role-playing game that assists individuals to better understand themselves, express their needs, and respond to the pressures given to them [35].

In a study entitled "The Meaning of Idols in the Perspective of Fans (Comparative Study of Parasocial Interaction between Fanboy Fangirl ARMY and BTS)" (Sinta Paramita Jeannette) it was discovered that women and men put BTS as their idols because of the myriad talents they possess that captivate fans. For women, it is the romantic side of how BTS treats ARMY, the majority of whom are women.

There are some similarities between male and female fans in the study that they adore BTS because of their appearance, talent, and music. The difference lies in the parasocial interactions carried out. Parasocial interaction is a relationship of interest that exists with characters that appear in the media. Fangirls had a strong emotional relationship with BTS, such as the desire to be friend, sibling, and even partner. As for men, they only regarded BTS as idols,

they served only as fans who support them. This study is interrelated to this study, which is ARMY. The majority of them are women who view idols from the emotional side because they emphasize feelings so that a closer relationship is established. ARMYs view BTS as someone who can provide comfort from the emotional side [23].

When someone has confidence in a high success followed by hard efforts, that person can achieve what he wants. However, when the belief in success is somehow low, the person will find it difficult to achieve what is believed. The concept of self-confidence was first expressed by Bandura, namely belief in one's own effectiveness is the foundation of human agency.

The aspect of self-confidence is also expressed by Abdullah, namely belief in the ability to do something unpredictable and full of pressure – belief that someone can mobilize motivation, cognitive ability, and carry out activities that support success, confidence to achieve the goals that have been set, confidence to solve the existing problems [32]

Through this song, BTS highlights that ARMYs must love themselves, leaving everything that makes them depressed. Loving yourself is often referred to as self-love. One psychologist named Deborah Khoshaba Psy.D suggests that self-love is dynamic self-esteem that develops from actions that support physical, psychological, and spiritual development so it helps an individual grow as a mature one [16]. The meaning of self-love was also accentuated by BTS in the campaign collaborated with UNICEF. In 2018, RM made a speech through a BTS representative at the Love Yourself campaign. During his speech, RM stated that after releasing the Love Yourself album and campaigning Love Myself, BTS began to hear messages from fans around the world expressing that BTS helps them overcome life's difficulties and love themselves.

RM also marked at the end of his speech that no matter who you are, where you are from, what color your skin is, what your gender identity is, show it to the world. Show the real you without any fear and doubt about yourself. Even though BTS is already famous, they are just ordinary people who can make mistakes and that is normal. So, do not be afraid of showing your true self to the world.

## **6. CONCLUSION**

The myths contained in this study are related to fears about things that may not happen in the future so people worry too much, leading to depression.



The denotative meaning contained in these lyrics as a whole has the meaning of fear, uneasiness, anxiety, and things that make someone feel disheartened, which may result in mental problems if not handled immediately. BTS understands that this happens to everyone, including ARMYs, so they created this song. BTS wants to build closeness between idols and their fans, understand, and feel what other people feel. Until the very end, BTS wants to tell the story that they had experienced so that ARMYs would remember that in the past, BTS had experienced the same difficulties, as what ARMY is experiencing. Therefore, when they passed the barrier, they offer themselves to be listeners to their fans.

The connotative meaning of these lyrics is BTS tells their experiences in the past that they also experienced fear and anxiety. There were thoughts of committing suicide. However, in the end, they persisted and fought hard and it got paid off. Now BTS is one of the most successful boybands in history representing Asia at the international level. It is not mere luck. There was hard work behind it as a team. They want to invite ARMY not to surrender to their future because they believe that their work hard will show the best results. Moreover, they also give tips for dealing with anxiety like what Ruth taught Jim in the book *Into the Magic Shop*

It can be concluded that the lyrics of this Magic Shop as a whole contain meaning that we must believe in our dreams, anxiety, uneasiness, and fear are natural that must be experienced by every individual. However, we should not focus on those feelings but believe in our dreams for every hard work. The dream lies in the deepest heart with full confidence in ourselves. For that, before achieving a dream, we have to heal the trauma, the fear that we feel. When we can overcome it will make it easier for us to achieve it.

The weakness of this study is that it only focuses on one BTS song that reveals the meaning behind mental health. It is expected that further research can explore other songs with other approaches such as narration.

## AUTHOR'S CONTRIBUTION

The first author comprehended, examined, compiled research topics and wrote research, collected data, processed data, and drew conclusions. The second author provided input related to the theory, discussion, revised writing procedures, and others. Both authors have contributed to and approved the entire study.

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