



Behind the Viral of BTS Meal on Twitter: The Role of Fans Base Community in Promoting BTSmeal

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Abstract. Indonesia is the country that has the largest BTS (ARMY) fan base in the world. This is an opportunity for McDonald's regarding promotions that use Fan-based Communities. On June 9, 2021, Mc Donald launched the BTSMeals product and created a viral video on social media, especially in Indonesia. During the BTS Meal launch period, the hashtags such as #BTSMeal and #BTSxMcD emerged and briefly occupied a trending topic position on Twitter. Based on twitter data collection with the hashtags #BTSMeals and #BTSxMcD, 185,778 tweets were obtained and analyzed using the Social Networking Analysis (SNA). An interesting finding shows that there are several actors who have an influence on the virality of BTSMeals products on twitter. This cannot be separated from the role of the Indonesian ARMY community which is actively involved in connecting and interacting with those actors which then creates viral marketing. The results of this study illustrate that the role of fan-based communities in social media is very important and needs to be managed so that product promotion can run effectively.

Keywords: BTS Meal · Fans Base Community · Viral Marketing · Twitter
Social Networking Analysis

1 Introduction

Indonesia is a country with the largest number of Kpop fans and very active in tweeting with the hashtag #KpopTwitter [1]. Indonesia ARMY is the fanbase of BTS which has the largest number of followers in the world. Many activities are carried out by Indonesian ARMYs ranging from social activities to promotions related with BTS.

On June 9, 2021, Mc Donald collaborated with BTS by releasing BTSMeal products and gone viral on social media [2]. Based on Fig. 1, the data taken from Twitter by researchers on June 1 to 30, 2021 shows that most of the tweets related to BTS Meal were on June 8-10, 2021. The peak of tweets with the hashtags #BTSMeal and #BTSxMcD was on June 9, 2021, which reached 148,305 tweets.

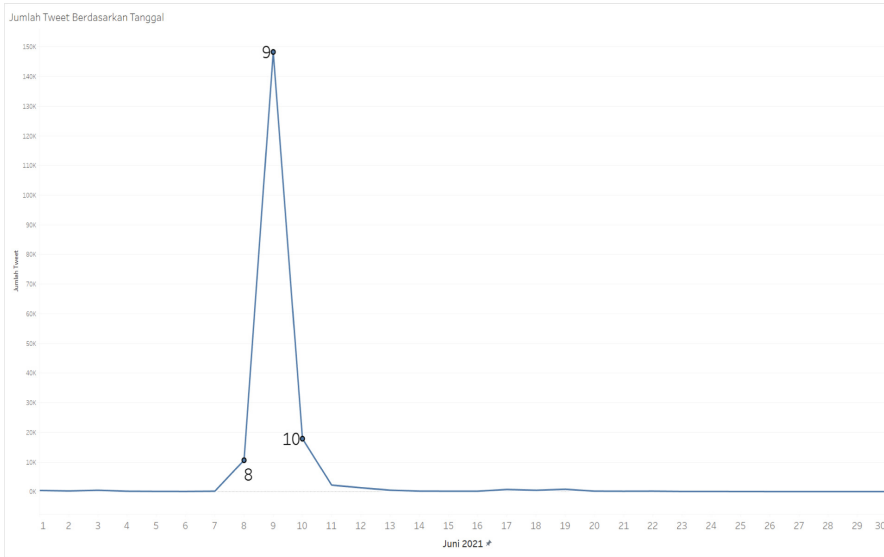


Fig. 1. Tren Cuitan BTSMeal di Twitter. Source: Data processing 2021

Previous research submitted by Singer & Hidayat (2021), explains about BTSMeal phenomenon where preferences and role models in the BTS group affect the decision to buy BTSMeal and participate in social campaigns [3]. Based on the news that spread, McDonald's experienced a flood of orders related to BTS Meal [4]. In addition, the Indonesian BTS Army was also conducting a fundraising campaign through Kitabisa.com for online motorcycle taxi who delivered BTSMeal [5]. The campaign managed to get a profit of 107 million and went viral on social media through stories posted by BTS fans.

Based on the explanation above, it shows that the collaboration of BTS and McDonald's has succeeded in creating viral on social media. In this study, we explain how the role of actors and communities in creating viral BTS Meal information on twitter. Using Social Network Analysis, it will provide a comprehensive picture behind the viral BTS Meal on Twitter.

2 Research Method

This study uses descriptive quantitative research which aims to explore the primary data that has been gathered. The analytical technique used is Social Network Analysis (SNA) which is widely used for social research and behavioral science [6]. The SNA approach is a derivative approach of network theory. The network theory according to Granovetter (2005) describes an analysis of social structures both macro and micro through the roles of actors who interact there [7]. The existence of a structure of relations between social actors has consequences as individuals and as a whole system [8]. The social networking system will be formed consisting of at least one group of objects containing nodes or

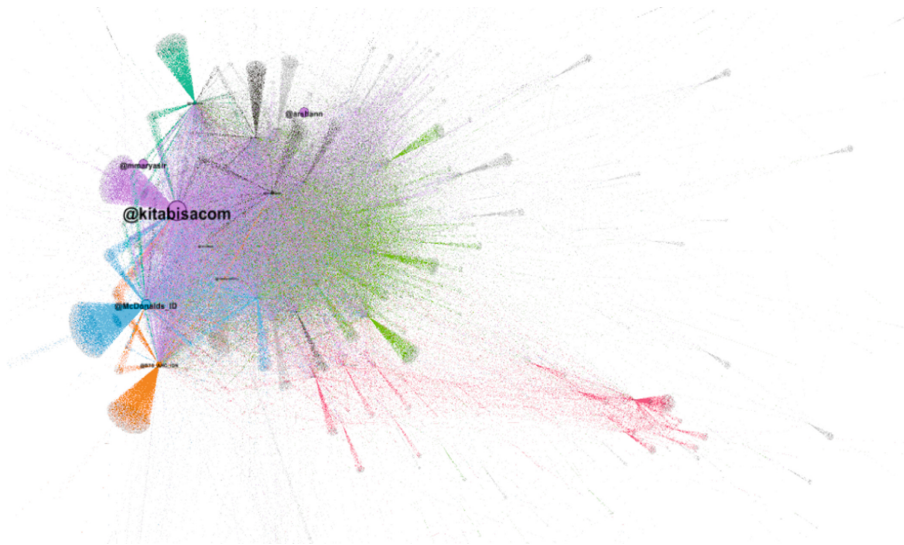


Fig. 2. Social Networking Graph from Hastag #BTSMEal dan @BTSxMcD base on Retweet. Source: Data processing 2021

vertices that are connected to each other [6]. SNA according to Tsetovot and Kouzetso (2001:1) is an analysis of human relations using graph theory [9].

In this study, primary data was used, it is tweets on Twitter that discussed about BTS Meal. Twitter data that has been collected reached 185,778 tweets with the hashtags #BTSMMeal and #BTSxMcD. The two hashtags were collected and then carried out a simple preprocessing with the aim of extracting the username of the user (author) and to whom the tweet was addressed. The form of self-extracted tweets is divided into 4 types, namely: 1) retweet, 2) reply, 3) quote tweet, 4) mention. Those extraction of tweets done by using Python with pandas library, as well as for SNA analysis using Gephi and python.

3 Result

From the twitter data with the hashtags “#BTSMMeal” and “#BTSxMcD” which have been analyzed, the results obtained are in the form of a description of the interaction between twitter accounts that form a social network. The network graph is as follows:

Figure 2 shows the names of several twitter accounts that are actors in the social network, but they seem quite noisy to be observed directly, so it is difficult to interpret the actors who play a role in the network. Therefore, we need a coefficient or matrix that facilitates the interaction of actors in the graph. One of these matrices is the measurement of centrality which aims to measure the central influence of actors in a universe of social network interactions (Table 1).

From the data shown in Table 1, it conveys that the top order accounts for @kitabisa.com, @McDonald_ID and @BTS_AHC_IDN which have the highest In-degree and Page Rank coefficient. This shows that these accounts have a significant role

Table 1. Top 10 Account With highest In Degree, Page Rank and Closeness Centrality

No	Twitter Accounts	In-degree	Page Rank Coefficient	Closeness Centrality Coefficient
1	@kitabiasacom	15732	0.066299	1
2	@McDonalds_ID	13886	0.065368	0
3	@BTS_AHC_IDN	9080	0.039818	0.352941
4	@jjajoonie	7412	0.026696	0
5	@nadiahabidin	7334	0.021859	0
6	@andiraaas	6935	0.018432	0.571429
7	@chikiballls	5094	0.014743	0
8	@hermawan_devina	2845	0.010985	0
9	@lopitalalma	3508	0.01017	0
10	@susrubby	1631	0.00983	0

Source: Data Processing 2021

in the overall social networks in creating virality. In addition, the overall in-degree and Page rank coefficients have a positive linear correlation.

The in-degree value shows how much the actor is connected to other actors, while the Page Rank coefficient is the actor's centrality coefficient measured by the connection value with other actors who have a high degree of centrality in the social network universe. If the Page Rank coefficient is close to 1, it means that the actor is connected to accounts that have high in-degree and Page Rank values. In other words, the account is in the context of a retweet, the tweet has been retweeted by major accounts and high degree accounts. In the above context, the accounts @kitabisa.com and @McDonald_ID are most closely connected with the discussions related to BTS Meal (Table 2).

The number of actors or accounts involved in social networks is 61,797 with interactions between nodes or actors reached 141,616 edges. On average, each account interacts with the other two accounts which can be seen from the Avg value. Degree is 2.32. The large number of interactions on the #BTSMMeal and #BTSMcD social networks is followed by the high cohesiveness of the #BTSMMeal and #BTSxMcD social networks which can be seen from the Density value of 0.0423.

In this case, the higher the value of density, the higher the group cohesiveness in the social network. The reciprocity value measures the level of two-way relationship among all actors in the social network. The reciprocity value of #BTSMMeal and #BTSxMcD has a relatively small value, meaning that a two-way relationship rarely occurs in these social network interactions, especially retweeting each other. The Assortativity value in this network is -0.139, where a negative value indicates an asymmetric relationship. In other words, in the social network, actors who have low level scores tend to be more connected with actors who have high degree scores.

From the explanation above, it shows that BTS Meal is viral because of the role of the ARMY fan base who talks about and forms a strong social network so that many

Table 2. Overall Attribute and Metric

Attributes & Metrics	Values
Nodes	61.797
Edges	141.616
Density	0.0423
Avg. Degree	2,32
Diameter	11
Avg. Path Length	3,28
Assortativity Degree	-0.139
Reciprocity	0.0001653
Modularity	0.439
Number of Weakly Connected Components	565
Number of Strongly Connected Components	60964

people play Twitter. In addition, the role of multiple accounts in creating interactions between accounts.

4 Conclusion

The BTS Meal has gone viral because there are many actors (nodes) who play a role in forming a massive social and information network on Twitter. Through the Social Networking Analysis approach, several accounts such as @kitabisa.com, @McDonald_ID and @BTS_AHC_IDN have a significant role in the overall social network macro in the virality of BTS Meal. The level of cohesiveness of interaction is also very dense so that it forms a strong network and massive information is discussed.

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