

## LANGUAGE ANALYSIS OF BTS' DIGITAL MARKETING STRATEGIES

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### ABSTRACT

This study analyzes the language used in BTS' digital marketing strategies, specifically in their social media posts and advertisements. A corpus of 120 social media posts and advertisements was compiled. A qualitative method was used to examine language use. In addition, the theory that is used is a theory from Martin Joos. Results show that BTS' digital marketing strategies utilize a range of linguistic devices and digital marketing strategies to connect with their audience and promote their brand. Additionally, the study identified patterns of language between Instagram and Twitter platforms. This study also provides insights into the language strategies used by BTS in their digital marketing, which can inform the development of effective digital marketing strategies for other brands targeting similar audiences. As a result, the researchers found that the most used language style in BTS' digital marketing strategies is the consultative style, which accounted for 62.5% of the analyzed posts. The company utilizes this style to provide advice, product information, and promote events, aiming to establish a helpful and trustworthy relationship with their audience. Additionally, the casual language style was observed in 37.5% of the posts, creating a friendly and approachable tone that resonates with BTS' youthful image.

**Kata kunci:** *language style, BTS, digital marketing strategies*

### INTRODUCTION

Digital marketing nowadays has a vital role in Band's success. It has helped them to reach global audience and connect to their fans globally, not merely limited to their country. Not to mention in BTS. BTS, (Bangtan Sonyeondan, "Beyond the Scene") itself has started their debut on 2013. During their careers, they have achieved a lot of things, such as having a corporation with UNICEF, winning awards, and making appearances on international talk shows, such as Ellen D. Generes.

In addition, if people discuss K-Pop, people are not able to deny that it has a link with Korean Wave. The phenomenon of the Korean Wave has been spreading around the world massively. It has grown, not only in Asian or Eastern Culture, but also into Western. It has been proven by BTS which brought home a Billboard Music Awards as a Top Social Artist. Amazingly, they've won it for four consecutive years (Ardhiyansyah, et. al, 2021).

Everybody knows that K-Pop's fans are loyal to their idol. It has been proven by the friends

othe writer who love certain groups. They sacrifice all of their money for watching their idol. Not only that, in the K-Pop industry there's merchandise selling as well. It costs a fortune. However, fans will save the money to buy that stuff to show their loyalty to their idol. Therefore, their loyalty is becoming one of the company's resources when they provide content. (Mawardha & Purnamasari, 2022).

The researchers decided to take this research, as BTS is not only having a market in South Korea, but also globally. It has proven in Weverse Shop (BTS' Merchandise Official Account), they provide options of Japan, USA, and Global. Not only the Weverse shop, but also there is one unofficial account, but it is famous, namely Cokodive who sells BTS' merchandise worldwide. Besides the researchers has loved one of BTS' song, which is titled "Life Goes On. "

In addition, the researchers tried to analyse digital marketing strategy, as this is the era of globalization. So that everything in this era has conducted through digital media, not to mention the marketing strategy. The digital marketing strategy that would like to analyze is more on social media marketing aspects. In addition, it also has many aspects related to language styles. Discussing about digital marketing, especially in social media's scope, it cannot be separated from Copywriting. Of course, people are not able to deny as well that the choice of language is affecting people, whether they would buy the product or not.

Based on the background of study above, this research proposes the main problem as follows:

- What types of language styles are used in BTS' digital marketing strategy, and how are the language styles used in BTS Digital marketing?
- In what way, material of BTS' digital marketing strategies affects people's buying choices?

The scope of this research is language style that is used in BTS' digital marketing strategy. The language style theory that the researchers is going to be used is based on Joos' theory (1976). Those are frozen style, formal style, consultative style, casual style, and intimate style. The researchers is going to be focused more on social

media digital marketing, especially Instagram and Twitter, so the data is going to be taken from the Instagram and Twitter account of Weverse and Cokodive. The researchers decided to take those two social media as, based on the observation towards friends who like Korean Pop in general, K-Poppers often buy merchandise through Instagram and Twitter. The data collection will be done in March period and will analyze 120 data, verbal and non-verbal.

## **REVIEW OF RELATED THEORY.**

There are some theories that I am going to cite, during the time I do this research later. Those are:

### **Language style.**

Chaika in Afriza (2021) stated that language style is the way people use language in the way they communicate. The communication can be written or oral. It also refers to selection of linguistic forms to convey social or artistic effects.

There are some ways to use language styles in communication. People relate to others through the way they communicate in different kinds of interaction. People do not exactly talk the same all the time. Indeed, they do not always use the same grammatical form (Thomas and Wareing, 1999: 146).

Chaika in Afriza (2021) argued that speakers provide much information about themselves only through the words, grammar, and pronunciation, in which they choose both unconsciously and consciously. As a result, the listeners understand the speaker's style. Nonetheless, the information about the speaker's social status, educational background, or regional affiliation is revealed to listener. Last, the researchers can conclude that language style is the way people influence others and control their communication in bringing messages or ideas conveyed in word and tone of voice. The characteristics of language style are selecting and choosing the linguistic forms that appear from a person or group of people.

Joos in Afriza (2021) classified the variety of language into five styles, they are: frozen style, formal style, consultative style, casual style, and intimate style. Frozen style is a language style which is usually used in formal settings. It is the most formal style of communication wherein the audience is not allowed to raise questions to the speaker. It is a style of communication that

almost never changes. It has a fixed and static language and uses long sentences with good command of grammar.

Formal style is a language style that being used in addressing audiences, which are usually too large to allow effective interchange between speakers and hearers. However, the forms are not as polished as in frozen style. It is used in formal speech, official meetings, formal meetings of directors in some organizations, etc.

Consultative Style is a style that shows our norm for coming, Joos (in Chaer and Agustina, 1995:92). This style is used by the speaker who does not plan his utterance before speaking. Therefore, probably any mistakes and repetition of words can happen. This style is usually signed by some words, such as; *That is Right, Oh! I see, Yeach, Yes, I know or well.*

Casual style is a style used in an informal and a relaxed situation. It is used, for example, between friends or between family members. Joos (in Chair and Agustina, 1995:92) states that Casual style is the style used to integrate an audience into a social group. This style is not in a good grammatical sentence. Such as there is no subject and no auxiliary verb. In addition, the style also does not use articles before the sentence. For example, I believe that I can find one (consultative grammar) believe I can find one (casual grammar).

Intimate style is a completely private language style which is used by people who are very close and have intimate relationships. For those who hear it, maybe sometimes it will feel 'uncomfortable' (especially for those who were raised from Eastern Culture Parents, as they usually do not feel accustomed to show intimacy). The example is: "Honey," "Baby," "Darling."

### **Digital marketing strategy**

Digital Marketing can be defined as 'exploitation' of digital technologies. The purpose is to create a channel which is going to be used to reach potential customers. Sometimes, it is associated as a synonym of internet marketing. The fact, digital marketing and internet marketing are two different things. Digital marketing can be a form of apps, video as well, while the internet is just becoming one of the media.

Digital marketing is the same as the digital identity of a company. Through it, the company is

able to present itself in the digital world, to an enormous number of customers. Moreover, they can send special content to recipients. By using digital marketing, companies also can manage a relationship with clients properly.

From that definition, we can conclude that digital marketing should be viewed in a broader context than Internet marketing. Digital marketing is found not only on the Internet, but also in electronics, software, and other devices used by the device/user to exchange data. As a result, digital marketing combines digital and network technologies, allowing a person to communicate not only through a mobile network but also through television.

Every business should define their own strategy, based on what are the circumstances that they have faced lately. There is no strategy that fits all. Also, there is no recipe to ensure digital marketing success (Ryan. D, 2014). There are four key steps for digital marketing called RACE (Reach, Act, Convert, Engage).

The aim of reach here is to strengthen the marketing funnel by reaching more customers and increasing awareness about the brand.

Act means driving interactions on website and social media to generate future leads. After reaching the audience, it's important to influence the next steps down the funnel to a buying decision.

The meaning of the words convert here is converting the traffic. Converting traffic in digital marketing refers to the process of turning website visitors or social media followers into actual customers or achieving other desired actions, such as lead generation or subscription sign-ups.

Finally, the last step is to engage. It can be done by enhancing personalized communications through social media marketing and using existing data about them to create highly personalized marketing campaigns.

### **Review of previous research.**

Similar research about language style has been conducted by Afriza (2017) in her thesis, which is titled "Language Style in Exclusive Interview of Jessie J and Sarah Sechan on NET TV." The researchers used the language style theory that is conveyed by Joos and Keraaf to classify the research. The researcher's findings are there are

four most used styles in the research. They are Casual style, Consultative style, Collocative style, and Informal style.

In addition, there's another research which was conducted by Haqqo (2016). The title was "Language Style in The Jakarta Post Advertisements." If in the previous paragraph, the research was having more focus on language styles, it had more focus on advertisement theory. So, the writer classifies the data based on advertisement style theory. In Jakarta Post itself, the researchers found the 3 most frequently used styles are hard sell style, soft sell style, straightforward style.

Next, there's a thesis which was conducted by Hapsah (2008), which was titled "The Analysis of Language Style in Headline of English Magazine's Advertisement." The writer divided the result based on the kinds of styles of language, which are: personification, alliteration, assonance, hyperbole, simile, ellipsis. From the data, the writer concluded that personification style is preferred to be used in some advertisements of Cleo, Vogue and Cosmopolitan magazines.

Moreover, Daniela (2022), also conducted thesis research which was titled "An Analysis on The Languages Style Used by The Main Characters of a Star is Born Movie." Same as the first, they divided the data based on Martin Joos theory. The researchers find that the characters in the movie often used casual style in how they communicate.

In line with it, Febriani, et. al (2018), in their journal also conducted the same kind of research and classified the data based on Martin Joos' theory as well. However, in their research, they found that the characters most often used are intimate styles.

Next, there were journals from Purba D. Et. Al (2021), Indra & Hamzah (2018), which discussed language style on teen's social media's captions. They classified those data based on Martin Joos theory as well. Based on those two journals, the most frequently used style of language that has been used by teenagers on their captions is casual style.

In their journal which is titled Digital Marketing as a Strategy to Defend MSMEs in the Covid-19 Pandemic, Satrio. D. et. al (2022) conveyed that digital marketing strategy has a

huge impact on keeping the MSME's (Medium, Small, Micro Enterprise) surviving the pandemic. Digital marketing aims to initiate and disseminate online information about a user's experience consuming a product or brand, with the primary goal of reaching a community. The role of digital marketing strategy can be critical in tracking the evolution of digital technology and developing plans to attract consumers and lead to the convergence of electronic and traditional communications.

Based on the provided information, it seems that the researchers are interested in exploring the relationship between BTS, their loyal fans, and the digital marketing strategies used to promote and sell BTS merchandise globally. Specifically, the researchers aim to analyze the language styles used in social media marketing campaigns and how they affect consumer behaviors in terms of purchasing BTS merchandise.

## RESEARCH DESIGN

In conducting this research, this study uses descriptive Qualitative, to be specific case study. Descriptive as in the researchers collecting the data from the observation of Twitter and Instagram account, and then the purpose is to portray the phenomena then describe it into some models (Abdullah, 2018: 9). It uses qualitative as well since the aim of this research is to analyze the language style that's been used in BTS' digital marketing strategy.

### Research Procedure.

There are some procedures that the researchers must obey during the research process. They are:

- Identifying the relevant Instagram account, Twitter account as well from Weverse and Cokodive.
- Interviewing ten respondents.
- Collecting the samples (as in their posts in those accounts).
- Coding the data based on the identification, classification and categorization into 5 language styles, based on the theory that conveyed by Martin Joos.
- Analyzing the research data.
- Drawing the conclusion.

The data itself will be coded in 3 components. First is from where those were taken. Then the date of posting and what is the language styles used in that post (eg: IGW-080322-Fo, means that post was taken from Weverse’s Instagram, posted on March 8th, 2022, and the language styles that is used is formal). These are the complete list.

- Weverse Instagram (@weverseshop) (IGW)
- Weverse Twitter (@weverseshop) (TWW)
- Cokodive Instagram (@cokodive) (IGC)
- Cokodive Twitter (@cokodive) (TWC).
- Language Style Frozen (Fr)
- Language Style Formal (Fo)
- Language Style Consultative (Co)
- Language Style Casual (Ca)
- Language Style Intimate (In).

**Object of the Study**

The study will be done through online analysis, which means this research is conducted to analyze the digital marketing strategy that is used by BTS' merchandise account. One of the samples of research is BTS' official merchandise account, namely Weverse. Another is Cokodive, the unofficial account which only sells BTS' merchandise, and it has been famous. The researchers will analyse 60 posts from Weverse and Cokodive’s Instagram accounts. Next is 60 posts or threads from Weverse and Cokodive’s Twitter.

**Methods of Data Collection**

Document analysis is a procedure of qualitative research, in which reviewing both printed and electronic documents. In this research, document analysis is analysing the material of advertising, like Instagram’s post and stories which have been designed by Cokodive and Weverse. Interviews with related product buyers were done to see in what way, material of BTS’ digital marketing strategies affects people’s buying choices.

**FINDINGS**

In this section, the researchers describe the findings that have been discovered earlier. The sections will be divided into 2 parts. First are language styles, then there will be the analysis related to digital marketing.

**Language Styles.**

Based on the observation that the researchers have done, there are many social media posts of BTS that are worth researching. Then from Weverse’s account, it has also posted the merchandise of another group. However, as in the researchers has followed the theory from Miles and Huberman (1974), so the researchers simplified the posts to be researched until it has been collected 120 samples from 4 social media (Weverse’s Instagram and Twitter account, Cokodive’s Instagram and Twitter account) that contained the promotional materials related to BTS’ merchandise. The data themselves will later be analyzed based on Joos’ theory (1976), which divides language styles into 5 sections, Frozen, Formal, Consultative, Casual, and Intimate.

After selecting the data into some parts, the researchers displayed them into another form, which were charts. From those charts, the researchers found that the language style that is used in the accounts of Weverse and Cokodive are Consultative and Casual. There were no posts in Frozen, Formal, and Intimate language style.

Table 1 Types of Language Styles as BTS’ Digital Marketing Strategy as found in Weverse’s Instagram account

No	Language Style	Frequency	Percentage
	Frozen	0	0%
	Formal	0	0%
	Consultative	20	66.67%
	Casual	10	33.33%
	Intimate	0	0%

Based on Table 1, it can be seen that there are no (0%) frozen, formal, and intimate language styles being used in BTS Digital Marketing Strategy, that is, as observed in their Weverse Instagram account. Meanwhile, it was found that the majority, or as many as 20 posts (66.67%) used Consultative language style. Moreover, there were 10 posts (33.33%) in Weverse Instagram account found using Casual language style in their digital marketing strategy.

Table 2. Types of Language Styles as BTS' Digital Marketing Strategy as found in Cokodive's Instagram account

No	Language Style	Frequency	Percentage
1	Frozen	0	0%
2	Formal	0	0%
3	Consultative	14	46.67%
4	Casual	16	53.33%
5	Intimate	0	0%

Based on Table 2, it can be seen that there are no (0%) frozen, formal, and intimate language styles being used in BTS Digital Marketing Strategy, that is, as observed in their Cokodive Instagram account. Meanwhile, it was found that the majority, or as many as 16 posts (53.33%) used Casual language style. In addition, there were 14 posts (46.67%) in Cokodive Instagram account found using Consultative language style as their digital marketing strategy.

Types of language styles as BTS' digital marketing strategy as found in Weverse's Twitter account can be seen in Tabel 3.

Table 3. Types of language styles as BTS' digital marketing strategy as found in Weverse's Twitter account

No	Language Style	Frequency	Percentage
1	Frozen	0	0%
2	Formal	0	0%
3	Consultative	25	83.33%
4	Casual	5	16.67%
5	Intimate	0	0%

From Table 3, it can be seen that there are no (0%) frozen, formal, and intimate language styles being used in BTS Digital Marketing Strategy, that is, as observed in their Weverse Twitter account. Meanwhile, it was found that the majority, or as many as 25 posts (83.33%) used Casual language style. Besides that, there were 5 posts (16.67%) in Weverse Twitter account found using Consultative language style as their digital marketing strategy.

Types of Language Styles as BTS' digital marketing strategy as found in Cokodive's Twitter account can be seen in Table 4.

Table 4 Types of Language Styles as BTS' digital marketing strategy as found in Cokodive's Twitter account

No	Language Style	Frequency	Percentage
1	Frozen	0	0%
2	Formal	0	0%
3	Consultative	16	53.33%
4	Casual	14	46.67%
5	Intimate	0	0%

Based on Table 4, there are no (0%) frozen, formal, and intimate language styles being used in BTS Digital Marketing Strategy, that is, as observed in their Cokodive Twitter account. Meanwhile, it was found that the majority, or as many as 16 posts (53.33%) used Consultative language style. Then, there were 14 posts (46.67%) in Cokodive Twitter account found using Casual language style as their digital marketing strategy.

The frequency of occurrence of consultative language style as found in their social media can be seen in Table 5.

Table 5 Frequency of occurrence of consultative language style as found in their social media.

No	Social media	Frequency	Percentage
1	IGW	20	26.67%
2	IGC	14	18.67%
3	TWW	25	33.33%
4	TWC	16	21.33%
Total			100.00%

From Table of 5, the researchers is able to conclude that 20 posts (26.67%) in Weverse's Instagram account are used Consultative style. Next, there are 14 posts (18.67%) in Cokodive's account and 25 posts (33.33%) in Weverse's Twitter account used Casual Language Style. Last, there are 16 posts (21.33%) in Cokodive's account that is used Consultative Language Style.

Next, the frequency of occurrence of casual language style as found in their social media can be seen in Table 6.

Table 6 Frequency of occurrence of casual language style as found in their social media.

No	Socmed	Frequency	Percentage
1	IGW	10	22.22%
2	IGC	16	35.56%
3	TWW	5	11.11%
4	TWC	14	31.11%
Total			100.00%

From Table 6, it can be concluded that 10 posts (22.22%) in Weverse’s Instagram account use casual style. In addition, there are 16 posts (35.56%) in Cokodive’s account and 5 posts (11.11%) in Weverse’s Twitter account used Casual Language Style. Finally, there are 14 posts (31.11%) in Cokodive’s account that is used Consultative Language Style.

From the findings above, it can be concluded that there is no post that uses frozen, formal, and intimate language style. Besides that, there are 20 posts (16.67%) in Weverse’s Instagram that are using Consultative language styles. Moreover, there are 14 posts (11.67%) in Cokodive’s Instagram account, 25 posts (20.83%) of Weverse’s Twitter, and 16 posts Cokodive’s Twitter (13.33%) that are using Consultative language style. Finally, in total, there are 75 posts (62.5%) that are using Consultative language style. To get a better understanding, see Table 7.

The usage of Casual and Consultative language style in BTS’ Digital Marketing Strategy can have several implications. Based on <https://www.btsarmycensus.com/2022-results>, the age of BTS’ fans is dominated by people in their 18-29 years (which is able to be concluded that they are youth). So that, the use of a casual and consultative language style can create a more relatable, engaging, and credible brand image to them in digital marketing. In addition, the youth heavily engage with social media platforms, which thrive on casual and conversational interactions. Adopting a similar language style in social media content can make the brand more appealing and shareable, increasing its reach among the youth.

**Digital Marketing.**

There are four steps of digital marketing strategies observed here, Reach, Act, Convert, and Engage.

Based on the analysis of the social media of Cokodive and Weverse, the researchers found that both are optimizing their social media as well. They make promotional materials, in the form of feed design, Instagram story design, reels video, and Twitter posts’ design, related to BTS’ merchandise.

Table 4. 7 Types of Language Styles as of BTS' Digital Marketing Strategy as found in Instagram and Twitter of Cokodive and Weverse

No	Socmed	Types of Language Style									
		Frozen		Formal		Consultative		Casual		Intimate	
		f	%	f	%	f	%	f	%	f	%
1	IGW	0	0%	0	0%	20	16.67%	10	8.33%	0	0%
2	IGC	0	0%	0	0%	14	11.67%	16	13.33%	0	0%
3	TWW	0	0%	0	0%	25	20.83%	5	4.17%	0	0%
4	TWC	0	0%	0	0%	16	13.33%	14	11.67%	0	0%
Total		0	0	0	0	75	0.625	45	0.375	0	0

From table 4.7, there are 10 posts (8.33%) in Weverse’s Instagram that are using Casual language styles. In addition, there are 16 posts (13.33%) in Cokodive’s Instagram account, 5 posts (4.17%) of Weverse’s Twitter, and 14 posts Cokodive’s Twitter (11.67%) that are using Casual language style. The total, there are 45 posts (37.5%) that are using Casual language style.

It can be seen in the post number 53: IGW-210223-Ca, post number 59: IGW-091222-Co, post number 61: IGW-181122-Co. Those 3 posts they use the same style design. That thing will give image in the readers’ mind that those are uploaded by Weverse. This is the Reach element.

For the act element, it was found the following. After reaching the audience, in the act

step is important to create an engagement with the potential customer. In this step is important to create relevant content that is related with target audience. It's a place for the brands to do persuasive technique to potential customers. Then when it comes to Weverse and Cokodive, it is going to target the loyal fans of K-Pop (in this context is BTS).

The implementation of this step is able to be seen in post number 4: IGC-200223-Ca (see Figure 1), post number 27: TWC-250223-Co, and also post number 46: TWC-250123-Ca. Those post incorporate a specific call to action to visit the website.



Figure 1, Example of call to action

Digital marketing strategy aims to get more customers. In convert steps, the aim is to convert users to become customers by driving them making a purchase decision. In BTS merchandises account sellers', this is done by optimizing the Instagram bio with a clear description of the

products and the link to website or landing page.

The last step is to engage. Based on the researcher's observation to the accounts of Weverse and Cokodive, they also use the same technique to engage the customers. Cokodive usually does the 'give away' things, but Weverse usually gives customers discount from Black Friday sale that is conducted in the last year. They also give them a bonus, such as the bonus photo card of the member, or the exclusive offers only for members, like the example in figure 4.11 and figure 4.12 below.

The example of it can be seen in one of the posts. Then there is the sentence that is stated "Will DM each of you to claim the prizes." It is showing that they try to build a personal connection between them and the customers.

### Discussion.

The researchers finds two kinds of language styles that are used in Cokodive and Weverse accounts. Those are as follows:

#### Language style

The most used language style that is used in Weverse and Cokodive is Consultative language style. Based on the theory that's stated by Joos (1976), Consultative style uses a complete grammar but sometimes, it is mixed construction. This style is formal enough, but it's lower than Formal language style. The sentence is usually shorter than formal language style.

Casual style is used in informal situations. Then it's using informal language as well. It can be used when the speakers have close relationship. It does not need a well-structured grammar. The sentence is usually shortened (Joos 1976).

In this research, the researchers is not able to find other language styles, except Casual and Consultative. Based on the theory of Joos (1976), the researchers can conclude that those two language styles (Consultative and Casual) are more suitable to use in the social media marketing, than other three language styles (Frozen, Formal, and Intimate), as in those are using 'more relaxed' structure than frozen and formal. However, it is not as 'intimate' than intimate styles.

Nevertheless, by conducting the research, the researchers have come to the conclusion that Consultative and casual styles of advertising are



commonly used because they are effective in engaging consumers and building relationships with them.

The consultative style of advertising is based on the idea of building trust and providing valuable information to the consumer. This style emphasizes a two-way conversation between the advertiser and the consumer, with the advertiser taking on the role of a consultant who provides advice and guidance. The goal is to establish a relationship of trust and to position the advertiser as an authority in their field.

On the other hand, the casual style of advertising is more relaxed and informal. This style is often used in social media advertising and is designed to create a sense of familiarity and connection with the consumer. The goal is to build a relationship with the consumer and to create a positive association with the brand.

The researcher's conclusion is also supported by the research that has been conducted by Pangaribuan, et. al (2020). In the journal that is titled *Language Style in Instagram Cosmetic Advertisement*, the previous researchers concluded that the dominant use of language style in the advertisement of Make Over, Revlon, and Maybelline on Instagram is Consultative Style. In which, 26 occurrences times (53 %) for percentage. The reason for the dominant of type Consultative Style because advertising focuses more on beauty consulting services so that customers know the benefits and functions of the beauty product.

Then, the researcher's conclusion is also supported by the research from Rahmadany, et. al (2021). Based on the journal which is titled *An Analysis of Language Styles Used by Burger King on Instagram Post*, Rahmadany, et. al (2021) found that there were 37 posts in total. Each formal style 5, casual style 13 posts, consultative style 13posts, intimate style 6, while there is no data found on Instagram Burger King Indonesia and America which is used frozen style.

While it may be true that the Consultative and Casual language styles are more commonly used in social media marketing, it is important to note that the effectiveness of language style depends on the target audience and the specific marketing message being conveyed. What may be suitable for one audience or message may not be effective for another.

Additionally, the researcher's conclusion is based on a limited sample size and may not necessarily apply to all advertising contexts or target audiences. Other studies may find different results and suggest that different language styles may be more effective depending on the situation.

Furthermore, while the consultative and casual styles of advertising may be more relaxed than frozen and formal styles, it is important to consider the potential downsides of being too informal or casual in advertising. If the language style is too casual, it may come across as unprofessional or untrustworthy to some consumers. Therefore, it is crucial to strike a balance between being engaging and building relationships with consumers while still maintaining a level of professionalism and trustworthiness.

In addition, the assumption that Intimate language style is not suitable for social media marketing is debatable. Depending on the target audience and the nature of the marketing message, an Intimate language style may be more effective in creating a personal and relatable connection with the audience.

Therefore, it is important for marketers to consider a range of language styles and tailor their approach to the specific needs of their audience and message, rather than relying on a one-size-fits-all approach.

### ***Digital Marketing strategies***

While doing the research, the researchers found that K-Pop industry has witnessed massive global success. BTS is emerging as one of the most popular and influential boy bands worldwide. So that the popularity creates some fans and loyal buyers of their merchandise. From the results of the interview, the researchers simplified their reasons to buy merchandise into RACE digital marketing strategies as follows.

#### **a. Reach**

**Social Media Presence:** The popularity of BTS and their merchandise is often amplified through social media platforms, where fans can discover and engage with content related to the group.

**Influencer Marketing:** Leveraging influencers within the BTS fandom can help expand reach and attract potential customers to official merchandise platforms.

## b. Act

**Emotional Connection:** Digital marketing strategies should focus on fostering an emotional connection between fans and the group through compelling storytelling, behind-the-scenes content, and interactive experiences.

**Exclusive Content:** Offering exclusive content and behind-the-scenes glimpses through official merchandise platforms can encourage fans to act and make purchases.

## c. Convert

**Personalization:** Utilizing personalized marketing tactics, such as targeted email campaigns and tailored recommendations based on fans' preferences, can increase conversion rates for merchandise purchases.

**Limited Edition Releases:** Creating a sense of urgency and exclusivity around limited edition merchandise releases can drive fans to convert and make a purchase before items sell out.

## d. Engage

**Fandom Community Building:** Building and nurturing an online community around BTS and their merchandise can enhance engagement and loyalty. This can be done through social media interactions, fan forums, and user-generated content campaigns.

**Gamification:** Incorporating gamification elements, such as contests, challenges, and rewards, can encourage fans to actively engage with merchandise platforms and share their experiences with others.

By aligning the findings with the RACE framework, digital marketing strategies can be developed to effectively reach, engage, and convert BTS fans into loyal customers, while also catering to their preferences for official and unofficial merchandise platforms. Additionally, leveraging discounts and limited-edition releases can create a sense of excitement and urgency, further motivating fans to engage and make purchases.

While the researchers may have found evidence that those who buy BTS merchandise are likely to be fans of the group and provide moral support for them, it does not necessarily mean that this condition can be directly linked to digital marketing strategy number 5, which is engagement.

There are many other factors that could

influence someone's decision to purchase merchandise, such as the quality of the products, the design of the items, and the availability of the merchandise. Additionally, just because someone buys merchandise does not necessarily mean that they are engaged with the brand or the group. They could be buying the merchandise as a gift for someone else, or simply because they like the design. Then some others may see it to express their identity as a fan of BTS.

That is why, while the researcher's findings may suggest a correlation between merchandise purchases and fan support, it is not enough to draw a direct link between merchandise sales and engagement as a digital marketing strategy. Further research and analysis would be needed to establish a stronger link between the two.

Furthermore, while fans may prefer to buy from official merchandise stores like Weverse, they may also choose to purchase from unofficial stores for a variety of reasons. Unofficial stores may offer merchandise that is not available through official channels, or they may offer more competitive prices or better options of shipping.

Additionally, while discounts may be appealing to some fans, it is not necessarily the main factor that drives their purchasing decisions. Fans may be willing to pay a premium for merchandise that they feel is high quality or uniquely designed, or they may be more concerned with supporting the band than getting the best possible price.

Therefore, while the factors mentioned in the research may be relevant to some fans, it is important to recognize that there is a wide range of motivations and preferences among BTS fans when it comes to purchasing merchandise.

Unfortunately, there is no respondents that answer they buy merchandise because of affected by the language styles used by both Weverse and Cokodive. However, based on all previous research and the observation on Weverse and Cokodive social media that has been done by the researcher, the researchers found the fact that there is a relationship between the language styles used in advertising and consumer buying behaviour. Language style used in advertising can influence consumers' perceptions of the brand and their purchase intentions.

For example, consultative language style

emphasizes a two-way conversation between the advertiser and the consumer, with the advertiser taking on the role of a consultant who provides guidance. In the case of Weverse and Cokodive, it can be shown that they provide anything regarding the details of merchandises they sold. This style can be effective in building trust and positioning the advertiser as an authority in their field, which can influence consumers to purchase products or services from the brand.

On the other hand, casual language style is also often used in social media advertising and is designed to create a sense of familiarity and connection with the consumer. This style can be effective in building relationships with the consumer and creating a positive association with the brand, which can influence consumers to choose the brand over competitors when making a purchase.

Therefore, the language style used in advertising can have a significant impact on consumer buying behavior, as it can affect consumers' perceptions of the brand and their purchase intentions.

## CONCLUSION AND SUGGESTION

### Conclusion

As a conclusion, the researchers is able to take the conclusion that the most frequently used language style in BTS' social media is consultative style. From the 120 posts that have been analyzed, it can be observed that Consultative language style is being used in 20 posts (16.67%) on Weverse's Instagram, 14 posts (11.67%) on Cokodive's Instagram, 25 posts (20.83%) on Weverse's Twitter, and 16 posts (13.33%) on Cokodive's Twitter. In total, 75 posts (62.5%) utilize Consultative language style.

Additionally, there are 10 posts (8.33%) on Weverse's Instagram that adopt Casual language style. Similarly, Cokodive's Instagram has 16 posts (13.33%), Weverse's Twitter has 5 posts (4.17%), and Cokodive's Twitter has 14 posts (11.67%) that employ Casual language style. Overall, 45 posts (37.5%) use Casual language style.

Nevertheless, based on the researcher's analysis of BTS digital marketing content, the researchers can observe that the company employs various language styles to engage with their audience. Consultative language style is

commonly used to communicate and offer advice to customers, as well as provide product information and promote BTS-related events or activities. This style of language is intended to establish a helpful and trustworthy relationship between the company and its customers.

Casual language style is also used in BTS digital marketing, particularly in social media posts, to create a friendly and approachable tone that resonates with the youthful and playful image of the group. This language style is often used to communicate informal messages or express gratitude to fans for their support.

Nonetheless, based on the interviews that has been conducted by the researcher, it can be inferred that individuals who purchase BTS merchandise are typically ardent fans who express moral support for the group. This conclusion is relevant to Digital marketing strategy number 5, which emphasizes the importance of engagement with customers.

Furthermore, these fans are not necessarily limited to purchasing merchandise exclusively from official stores, such as Weverse. In fact, they may also purchase from unofficial retailers like Cokodive, among others, and seek out discounts or promotions to obtain items at a lower cost. This tendency may be because official stores do not typically offer products at a lower price point, as evidenced by the pricing on the social media pages for Weverse and Cokodive.

### Suggestion

After conducting the study, the researchers present several recommendations for future researchers, readers, English department students, and others who may come across this study. The focus of this research is on the language style utilized in BTS' digital marketing strategies.

For the readers, it is hoped that they become more aware of the significance of language style and improve their understanding of it. Moreover, since this research also delves into digital marketing strategies, it is expected to contribute to enhancing the readers' expertise in this area.

For students in the English department, it is hoped that reading this study will increase their understanding of the different language styles, particularly those based on Joos' theory. Consequently, this may improve their

comprehension and proficiency in this field.

For future researchers who are interested in this topic, it is hoped that they will build on this research and conduct more comprehensive and reliable studies. Additionally, it is recommended that they explore other aspects related to language style, such as sentence structure, sentence context, and the function of language style

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