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CREATING INSPIRATION FOR THE WILL TO LIVE: MOTIVATIONAL AND LINGUISTIC STRATEGIES OF THE BTS BAND

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ABSTRACT

Korean singer bands in the recent era are influential, specifically within the new generation, this also including the boy band called "BTS". Therefore, the objectives of this study are to investigate how the band, BTS, accomplishes motivational and linguistic strategies in inspiring their fans to stay alive happily. This study conducted a qualitative technique investigating the songs of the BTS band, including interviews and quotes spoken through the BTS band's livestreaming between 2017 to 2023. The duration was when the BTS band performed an important role as global artists representatives. The data used in the study included 23 songs, eight interviews, and 20 quotes from live streaming. The research showed that the BTS band's motivational strategies in their songs can be categorized into seven approaches. The most common strategies found are encouragement in fighting against problems, and providing life scenarios as examples. Furthermore, consolation and boosting self-confidence are also key strategies that the BTS band employs. Additionally, the band also frequently uses linguistic figures such as similes and metaphors, which are important to enhance the depth and resonance of their messages for the listeners' understanding. In the interview, the BTS band utilized 6 strategies. The most common strategy used was to let go of fear and hopelessness using positive words. Self-confidence was a strategy that was frequently used in the speeches via Live Streaming. It focuses on building confidence and self-esteem. In conclusion, BTS not only creates music for entertainment but also plays an important role in inspiring listeners, especially their fan club called "ARMY" who connect emotions and feelings through communication, both through music and interviews. This research shows the power of music and communication to promote hope and encouragement in listeners' everyday lives.

KEYWORDS: The BTS Band, Creating Inspiration, Linguistic Strategies, Comfort (Consolation), Music Therapy.

1. INTRODUCTION

Currently society experiences psychological and emotional struggles due to diverse aspects such as work pressure, education, and expectations in life. The inability to feel valuable or useful may result in a sense of depression and suicide. These are noteworthy issues that affect the international community (World Health Organization [WHO], 2020). Such problems make many young people seek inspiration to make them feel valuable and have something to look forward to living (Cohen, 2018). Popular stars, particularly the music industry players, have become great inspiration to a large number of people. This is because they can share their life experiences and thoughts in their songs and other works (North & Hargreaves, 2021). The South Korean musical organization known as the band BTS has become famous worldwide as not just a source of music to entertain people, but also by exploiting their melodies as an instrument to spread their hardships to the emotional troubles that average citizens experience. They also promote the idea of loving oneself and self-worth, which has become the central message that the band transfers to their fans all over the world. BTS Phenomenon and Its Impact on Fans: not only an artist, but a famous artist all over the world, BTS is a valuable motivator to fans, particularly to young people and teenagers. The concept of sharing life experiences through BTS songs, surmounting all the difficulties that the singers in the music group also struggle with, has served as a way of distributing inspiration (Kim, 2019). The music of the band does not only have a good meaning, but it can also relate to the lives of their fans. It produced a student-teacher relationship that in psychology research field is referred to as "Parasocial Relationships" when this is present. This is to say that there are one-sided interactions in which fans have a sense of proximity with the artist, yet they have never met personally (Giles, 2002). Music and songs can also be used to empower people and make them feel confident (North and Hargreaves, 2021). Artists such as BTS have demonstrated that they can deliver the message of perseverance, intestinal fortitude, and combating the challenges of life. This gives the listeners the feeling that regardless of the challenges they may be experiencing, they can overcome it. In addition, artists' quotes and interviews can help build confidence and encourage fans who may be facing similar challenges in their lives.

In the music industry and its positive impact on the mind, past research has found that music has an impact on the listener's mental state and mood, most especially music with positive and inspiring content can help listeners feel hopeful, empowered, and better able to cope with stress (Bradt & Dileo, 2010). BTS, which focuses on communicating messages related to self-improvement and self-love, is a clear example of using music as a tool to create positive relationships with listeners. Creating music that reflects the struggles of life and overcoming hardships has made many fans feel that they are not alone in their challenges. This research, therefore, aims to further explore the strategies BTS uses to communicate inspirational messages to their listeners, focusing on content analysis of the artists' songs, interviews, and live streaming quotes to understand how these contents positively impact fans and encourages them to feel confident and motivated to continue living. This study is significant in many dimensions, such as understanding the influence of music on the minds and emotions of fans, exploring the use of artists with music and communication to promote the well-being of their audience. Therefore, this study will provide insight into the understanding of the mechanisms of inspiration through the songs of artists. In addition, the results of this study can be applied to create music or other media that inspire and energize listeners in their daily lives.

2. LITERATURE AND THEORETICAL

1) Narrative transportation and the persuasive force of storytelling

Contemporary reviews define narrative transportation as a cognitive-affective state in which audience attention becomes deeply absorbed in a story's events and characters, thereby increasing receptivity to the attitudes and values embedded in the narrative. Recent syntheses in *Advances in Experimental Social Psychology* consolidate two decades of theory and evidence showing that transportation functions as a central mechanism of persuasion across media contexts—including popular music that embeds autobiographical accounts of struggle, resilience, and self-acceptance (Green & Appel, 2024). Complementing this perspective, mechanism-focused work identifies processing fluency as a mediator of narrative influence: when stories are easier to process, recipients are more likely to agree with, retain, and act upon the narrative's implied positions (Bullock et al., 2021).

2) *Self-Determination Theory (SDT) and motivation in music contexts*

Within the SDT framework, satisfaction of the basic psychological needs for autonomy, competence, and relatedness is consistently linked to higher-quality, more enduring motivation. In music education settings, recent empirical research shows that autonomy-supportive instructional climates are associated with more self-determined forms of motivation and with higher-quality practice behaviors among university music students. These findings align with SDT's core postulate that feeling able to choose, to be effective, and to belong sustains persistence in demanding, skill-based activities such as music practice (Bonneville-Roussy & Evans, 2024).

3) *Hope Theory (goals-pathways-agency) and cultural considerations*

Positive psychology defines hope as a cognitive-motivational variable that is a goal setting, pathways thinking (thinking of many ways goals can be achieved) and agency (the perceived ability to take the ways to goals). Modern theoretical revisionists advance the thesis of culturalizing hope, questioning the way in which social cultural conditions influence the relevance and functioning of objectives, ways, and agency. This prism is analytically helpful to explain such encouragement messages in popular music (e.g., keep fighting, finding another way, do not give up) which might lead to the development of hope differently in different cultural communities (Bernardo, 2024).

4) *Music and well-being: Evidence from clinical syntheses*

Systematic reviews and meta-analyses have shown that music-based interventions, which include both receptive (listening) and active (music-making) music genres, are correlated with statistically and clinically significant increase of health-related quality of life (HRQOL), both post-intervention and accompanied by standard care (McCrary et al., 2022). Recent meta-analytic data support this finding in the case of condition-specific populations in that anxiety and depression are cut among breast cancer patients undergoing music therapy, depending on numerous randomized controlled studies. Combined, these results make music a powerful tool of psychosocial application in mental health and daily operations (Xu et al., 2024).

5) *Parasocial interaction/relationship (PSI/PSR) in artist-fan communities*

Recent scoping reviews of a study on PSI/PSR research (2016-2020) indicate that perceived proximity

to the media figure is a strong explanatory factor of emotional involvement, media engagement, and long-lasting viewer actions in the modern media setting (Schramm et al., 2024). Positive relationships between online fandom and idol-nurturing reality shows, real-world participation data, significant between online paradigm, and celebrity worship and dedication to the show have been established through large-scale structural modeling in East Asian idol ecologies, highlighting socio-psychological processes of promoting parasocial relationships that are long-lasting in contemporary fandoms (Gong & Huang, 2022).

6) *Linguistic strategies in pop lyrics: Simplicity, repetition, and a "conversational" register*

On the macro level, large corpora of lyric computational analyses show that over the decades, there is a tendency toward more lexical and structural simplicity and increased repetition in English-language pop, a tendency that has likely enabled the speedy provision of emotions and memorability (Parada-Cabaleiro et al., 2024). Pop lyrics tend to be in a register-analytic style, written in a catchy, conversational way which makes use of the rhetorical means of expression - especially metaphor and simile - in order to squeeze a lot of complexes thought into a small space, and enhance the effectiveness of the message. These linguistic decisions are synergistic against narrative transportation and make such accessibility more accessible without losing the symbolic richness (Werner, 2021).

Research Objectives

1. To study the strategies that inspired people to want to continue living in the BTS band.
2. To study the strategies from linguistics that make people want to continue living in the BTS band.
3. To improve the role of music in making people want to continue living in the BTS band.

Scope of the Research

The key analysis of this study covers motivational strategies and linguistic strategies invented by the BTS band through their songs, interviews, and quotes from live streaming that were released between 2017 and 2023, during the period when the BTS band performed their role as a world-class recognized artist. Therefore, this research scope is divided into the following four sections:

1. The analysis of BTS's songs, interviews, and live streaming quotes. The researchers investigate the inspirational strategies that make BTS's fans and listeners want to continue living their lives, same

with the linguistic strategies that improve these inspirations. In addition, this section is divided into three main parts as which are: 1) 23 songs that are popular and widely disseminated among their fans. 2) Eight interviews that the BTS band provides with media or on special occasions. 3) 20 sentences/quotes used during the live streaming, which the artists talked about, such as self-confidence, self-love, and sending encouragement to their fans.

2. The researchers choose the period between 2017 and 2023 for this study because this period was the time that BTS achieved the highest popularity and success internationally in terms of music sales, awards, and influence on their fans called ARMY globally, also this was the period when BTS continuously promoted their music and communicated with their fans through various platforms, especially live streaming, allowing this study to be comprehensive and up-to-date.
3. The sample group used in this study includes information from a total of 23 songs, which were selected from well-respected sources in the fandom industry, such as lyrics translation websites and major music publishing platforms, to study strategies for inspiring song content. Eight interviews that have been widely published and talked about in public media and in fan groups. These interviews were specifically selected from well-known and recognized sources, and 20 quotes from live streaming that were selected from the BTS's broadcasts on platforms, such as YouTube, V Live, and other platforms. These quotes were selected from words that focused on encouraging and inspiring their fans.
4. The analysis of this study concentrated on motivational strategies and linguistic strategies to inspire people to stay alive. Content analysis and descriptive analysis were conducted. In addition, the researchers examine and interpret motivational strategies embedded in various contents, including songs, interviews, and BTS's speech.

3. CONCEPTUAL FRAMEWORK OF THE RESEARCH

The conceptual framework of this research focuses on two key aspects, including inspirational strategies found in songs, interviews, and live streaming, with the content of the BTS band classified into seven important aspects as follows (Methaprachak Termkitkhachornsook, 2019): encouragement in facing important challenges to

confront life's obstacles; providing a comforting feeling and support during times when the audience feels distressed or depressed; self-belief, which refers to addressing the significance of loving, respecting, and believing in oneself; understanding the ways to overcome fears and despair and their feelings of hopelessness; positive communication that instills hope and the brighter side of life; sharing life stories of the artists or other individuals to guide listeners with their life direction; and discussing opportunities and changes that the audience might encounter in the future to prepare themselves to confront them. Additionally, the linguistic strategies used by the BTS band to inspire their fans are diverse, employing imaginative and creative methods to communicate meaning through imagery and comparisons that create a deep feeling for their audience. Sujarit Phianchob (Khwanchai Boonkoom, 2016) stated that important linguistic strategies include implied comparisons to help listeners understand deeper meanings; comparing two things to explain feelings or ideas; representing a close relation when performing; providing human qualities to joyless objects or abstract concepts; using overstated linguistic techniques to raise strong emotions; providing brief, concise, and direct explanations or answers; utilizing statements or phrases that are self-contradictory; statements or principles accepted as true without needing proof; speaking in a more specific or closer context than their original meaning; and asking questions to incite thought and encourage deeper understanding.

Therefore, the conceptual framework is a key tool to study the motivational and linguistic strategies of the BTS band to inspire their audience to continue living. The concept is presented in Figure 1.

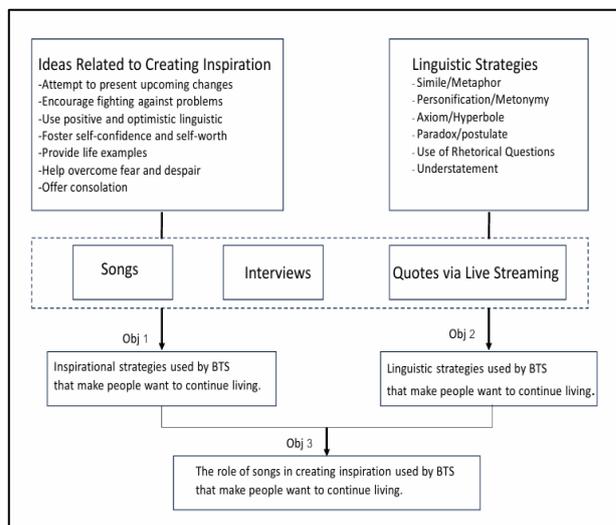


Figure 1: Conceptual Framework.

4. RESEARCH METHODS

This research is qualitative research that aims to study the motivational strategies and linguistic strategies that BTS uses to inspire fans and listeners to continue living. This study will use Descriptive Content Analysis to understand the methods and linguistic that artists use to communicate, including the impact that it has on the listener. The data used for the study covers songs, interviews, and quotes from Live Streaming between 2017 and 2023. The research steps for each section are described in detail as follows.

Population and Samples

A purposive sampling was conducted in this study as follows: a total of 23 popular songs that are recognized for their inspirational content were selected from official music distribution platforms, such as YouTube, Spotify, Apple Music, and websites that provide song translations; eight well-known interviews that have been published in mainstream media, including TV shows, magazine articles, and various online platforms, were selected based on content that focuses on inspiration, discussions about facing life problems, or encouraging fans; and a total of 20 quotes were chosen from BTS's Live Streaming broadcasts on platforms such as YouTube, V Live, and Weverse, with these quotes emphasizing self-confidence and inspiration.

Data Collection and Research Tools

In the study, the content analysis approach was performed through the selection of the data presented by songs, interviews, and quotes of live streaming with inspirational connotation using the following tools:

- 1) The information of songs was obtained through on-line materials, including the webpage Spirit and Song as well as YouTube or Spotify and websites on song interpretation. The songs that were chosen are inspiring and motivating to listeners. The lyrics in this song have been discussed to reveal inspiration in different aspects, which includes resolving problems, self-confidence, and comfort.
- 2) The researcher gathered the information through the interview with the members of the BTS band that had been published through the media of the internet. The interviews describing the aspect of inspiration, creative communication, and encouragement will be chosen. This will be analyzed in terms of the use of linguistics, comparisons and creative communication.
- 3) The names of the words that were used during

live streaming were gathered on the platforms, e.g. V Live and WeVerse. The researcher picks up the encouraging, self-confidence building sentencing, and soothing sentences and evaluates the meaning and impact of these sentences to the audience.

Table 1: Data collection on motivational strategies tools.

Content	Motivational Strategies						
	1. Attempt to present upcoming changes	2. Encourage fighting against problems	3. Use positive and optimistic linguistic	4. Foster self-confidence and self-worth	5. Provide life examples	6 Help overcome fear and despair	7. Quotes via Live Streaming
Songs							
Interviews							
Quotes via Live Streaming							

Table 2: Data collection on linguistic strategies for inspiration tools.

Content	Linguistic Strategies for Inspiration									
	1. Simile	2. Metaphor	3. Personification	4. Metonymy	5. Synecdoche	6. Hyperbole	7. Paradox	8. Axiom	9. Understatement	10. Rhetorical questions usage
Songs										
Interviews										
Quotes via Live Streaming										

Data Analysis

The researchers used content analysis and descriptive analysis as follows: content analysis seeks to uncover the meanings and motivational strategies hidden in the content of songs, interviews, and live streaming quotes by classifying the strategies into categories such as motivating struggles, self-

confidence, and the use of motivational language; descriptive analysis focuses on analyzing the linguistic strategies that the BTS band uses to communicate with their fans, specifically examining the content that inspires the audience.

Data Credibility Checking

The researchers used data triangulation from multiple sources to ensure that the analyzed data is accurate and complete. The operation of data was from popular songs, interviews, and live streaming from reliable sources, which makes the analysis more complete. This method is to obtain data that can demonstrate motivational and linguistic strategies used that positively influence the thoughts and emotions of BTS's fans and the audience.

5. RESULTS

The results of this study are divided into three important parts as follows:

1. Analysis results from songs

1.1) Inspirational strategies in songs: The analysis found that the inspirational strategies found in BTS' songs are as follows: The inspirational strategy by encouraging people to fight against problems and the inspirational strategy by giving examples in life are most found in 13 BTS songs, such as "Magic Shop", "Life Goes On", and "Never Mind". The themes of these songs are about how to confront the challenges and problems in life, and the artists demonstrate that battles against the issues are needed to provide self-growth and development. These songs stress empowering the listeners not to give up on their struggles and to fight hard. The 12 songs preceded only by an inspirational strategy through providing comfort include such tracks as Love Myself, So Far Away, and You Never Walk Alone. These songs emphasize the need to offer hope and love to the audience, particularly in difficult situations. The messages of these songs make the audience feel that they are not isolated, even when they are struggling with difficult issues. Songs like You Never Walk Alone have shown emotional support and encouragement that the listeners will survive through the hard times. The motivation techniques of inculcating self-confidence and self-worth, the motivation techniques of being free of fear and despair, can be traced in ten songs, including "Wings" and "So What," and "Love Maze," among others. These songs are aimed at making a listener realize their worth and accept themselves. The self-congratulation message is at the core of BTS music, and it teaches listeners to believe that they have faith in their own choices and that they

can make everything they decide to happen. For example, in the song "Love Myself", BTS attempts to convey a message of self-worth and accepting that everyone is unique in their own way. The motivational tactic of using positive, optimistic words is found in nine songs such as "Wings", "Everythingoes", and "Fire". These lyrics demonstrate the importance of having a positive attitude in life. Songs like "Wings" and "Everythingoes" convey the belief that despite many obstacles or sufferings, eventually this will pass and the listener will be able to move forward. The motivational tactic of trying to present the changes that will come is found in four songs such as "Wings", "D-Day", and "So What". These songs refer to future changes, pointing out that change is a part of growing up, and emphasizing dealing with change with courage and determination.

1.2) Linguistic strategies to inspire in songs: The linguistic strategies to inspire people to want to live in BTS' songs are as follows: The linguistic strategy to inspire is metaphor. It is the most common strategy found in BTS' songs, found in 19 songs such as "Love Myself", "So Far Away", and "Paradise". The use of metaphor contributes to the richness of the lyrics whereby people can view the meaning in a figurative manner. This can be illustrated through the song Love Myself where the term Magic Shop is a metaphor to explain a place where the listeners can get comfort and get rid of fear. The second strategy used most often in songs to inspire is the strategy of simile, which occurs in 16 songs including Magic Shop, Lost and life Goes on. The comparison of things is carried out through similes in order to relate things that are related emotionally so that the listeners can readily comprehend the complicated notions in the song. In the song Magic Shop, an example, the feelings of the artist are likened to opening the door to a hypothetical world. The third most frequent linguistics strategy of inspiration in songs is metonymy, which is present in 4 songs, which are Young Forever, Wings, 2! 3! Metonymy assists in the categorization of the lyrics and relating the meaning in an abstract manner. Personification is the fourth type of linguistic strategy as it works out in inspirational songs; it is a strategy that is present in three songs including: life goes on, the beautiful moment in life. One of the strategies that are used to make the lyrics more natural, as well as establishing a linkage between the abstract concepts and the listener, is personification. The fifth most frequent way of using language as an instrument of inspiration in songs is hyperbole which the three songs use, e.g., Love Myself, Snooze. It is a strategy which is applied to highlight deep emotions and feelings with exaggeration, which makes the listener

feel lyrics. The least common linguistic strategies for inspiration in songs are axioms and deductions, found in one song each, divided into axioms (Wings) and deductions (2! 3!).

2. Analysis of interview results

The analysis of 8 interviews of BTS that were published in the media found that they used motivational strategies and motivational linguistic strategies found in the interviews as follows:

2.1) Motivational strategies in interviews: The motivational strategy by letting go of fear and hopelessness was the most common in 6 interviews. Artists often talk about their experiences of facing challenges, fears, and hopelessness in life and explain how they overcame them, emphasizing the importance of self-confidence and having hope. The second most common motivational strategy in interviews was using positive and optimistic words, using life examples, and building self-confidence and self-worth, which were found in 3 interviews. In BTS interviews, they used words that boosted their confidence and positive thinking in their fans, such as talking about how all problems can be solved if we believe in ourselves and never give up. The third most common motivational strategy in interviews was the strategy of inspiring people to fight through problems, which was found in 2 interviews. The least common motivational strategy in interviews was the strategy of comforting people, which was found in 1 interview.

2.2) Linguistic strategies for inspiration in interviews: The linguistic strategies for inspiration to want to continue living in the interviews of the BTS band found the following linguistic strategies: Linguistic strategies for inspiration in interviews found the most metaphors, found in 7 interviews. The second most common linguistic strategy for inspiration in interviews was personification, found in 3 interviews. The third most common linguistic strategy for inspiration in interviews was a simile, found in 2 interviews. The least common linguistic strategy for inspiration in interviews was metonymy, found in 1 interview.

3. Analysis of the results of the sentences spoken through Live Streaming

The analysis of 20 sentences mentioned during Live Streaming found the following:

3.1) Inspirational strategies from sentences spoken through Live Streaming: The inspirational strategy used was to create confidence and self-esteem the most, found in 12 sentences, such as the phrase “Love yourself and never give up” that BTS used to emphasize to fans to believe in themselves

and their abilities. The inspirational strategy found in sentences spoken through Live Streaming was second was comforting, found in 5 sentences, such as the phrase “You are not alone in this problem”, which artists used to encourage and comfort fans who may be facing emotional problems. The third most common motivational strategy in live streaming speech was motivation by encouraging people to fight and motivation by escaping fear and hopelessness, with 4 sentences each. The fourth most common motivational strategy in live streaming speech was motivation by using positive, optimistic words, with 3 sentences. The least common motivational strategy in live streaming speech was motivation by trying to present the changes that would happen, and motivation by using examples in life, with 2 sentences each.

3.2). Linguistic strategies for creating inspiration from sentences via Live Streaming: The most common linguistic strategy for creating inspiration in sentences via Live Streaming was metaphor, found in 12 sentences. The second most common linguistic strategy for creating inspiration in sentences via Live Streaming was hyperbole, found in 5 sentences. The third most common linguistic strategy for creating inspiration in sentences via Live Streaming was metonymy, found in 3 sentences. The fourth most common linguistic strategy for creating inspiration in sentences via Live Streaming was antithesis, found in 2 sentences. The least common linguistic strategy for creating inspiration in sentences via Live Streaming was simile and personification, found in 1 sentence each.

Table 3: Summary table of inspiration strategies that make people want to continue living.

Content	Motivational Strategies						
	1. Attempt to present upcoming changes	2. Encourage fighting against problems	3. Use positive and optimistic linguistic	4. Foster self-confidence and self-worth	5. Provide life examples	6. Help overcome fear and despair	7. Consolation
Songs	4	13	9	10	13	10	12
Interviews	-	2	3	3	3	6	1
Quotes via Live Streaming	2	4	3	12	2	4	5

Table 4: Summary table of motivational linguistic strategies that encourage one to stay alive.

Content	Motivational Linguistic Strategies									
	1.Simile	2.Metaphor	3.Personification	4.Metonymy	5. Synecdoche	6. Hyperbole	7.Paradox	8.Axiom	9.Understatement	10. rhetorical questions use
Songs	16	19	-	4	-	3	2	1	1	-
Interviews	2	7	3	1	-	-	-	-	-	-
Quotes via Live Streaming	1	12	1	3	-	5	2	-	-	-

In addition, the results of this study show that BTS uses a variety of effective motivational and linguistic strategies to communicate with their fans and listeners, focusing on strategies to build self-confidence and self-esteem, as well as strategies to escape fear and hopelessness. BTS also uses motivational linguistic strategies such as metaphors and similes to communicate more deeply and emotionally with their listeners.

6. DISCUSSION

The results of this research show the motivational strategies and linguistic strategies that BTS uses to communicate through their songs, interviews, and live streaming. The content of these communications has a positive impact on fans and listeners in many dimensions. When considering the results of the research in depth, it can be discussed in many aspects as follows:

1. Encouragement to fight problems and self-confidence: The strategies of motivating to fight problems and building self-confidence are strategies that are commonly found in BTS's songs. This is aligned to the theory of motivational psychology that underscores the aspect that the development of self-efficacy is a pertinent aspect that enables people to deal with hindrances and burdens in life (Bandura, 1997). Through the lyrics of their songs, BTS make their audience believe that they can achieve success in overcoming any issue both emotionally and in their everyday lives. These plans can be associated with the notion of empowerment, in which it is relevant to combat hardships, overcome the problems, and believe that one can achieve success provided that one is determined and does not give up (Weiss & Garbanati, 2020). In addition, the self-confidence strategies that appear in the songs are also linked to the concept of self-esteem, which is an important

factor in developing good mental health (Rosenberg, 1965). Many studies have found that listeners who are inspired by songs that emphasize self-confidence tend to have higher levels of life satisfaction and self-esteem. BTS often uses this strategy in songs such as "Love Myself", "Wings", and "So What", which helps to encourage their fans (ARMY) to realize the importance of accepting and loving themselves. The motivational strategies in BTS' songs are consistent with the social conditions and era, especially the emphasis on self-love and struggling with the difficulties of daily life, which are the challenges that people in the present era face mentally from the pressures of daily life and social problems. However, it should be noted that such motivation may have to be developed and adjusted according to the situations and challenges in the future that may change. This study demonstrates the diversity of motivational strategies BTS uses to communicate with their fans. Encouraging them to fight against problems and boosting their self-confidence are the most common strategies found in their songs and interviews, reflecting the artists' efforts to communicate positive and supportive messages to their fans in many aspects. However, it is worth noting that the use of these strategies can be overlapping in some songs, which may reduce the diversity of motivation used to reach different audiences.

2. Comfort and encouragement: It is possible to employ music and positive communication to establish a sense of comfort and alleviate emotional suffering among artists (Pennebaker and Seagal, 1999). In songs such as "You Never Walk Alone" and "Magic Shop," BTS uses content that focuses on comfort and the idea that listeners are not the only ones who struggle with the issues they face. This tactic builds emotional intimacy between the artist and the listener, which is important in establishing a good relationship with fans (Giles, 2002). The use of words focusing on comfort and encouragement by BTS is also aligned with the theory of Narrative Therapy, which aims to transform the listener's story into a positive and constructive one (White and Epston, 1990). Verbal therapy in the form of songs and musical communication may be beneficial in alleviating stress and distress levels of listeners, particularly during difficult periods like the COVID-19 pandemic, which has led to increased mental health issues. The emotional bond between BTS and their fans (ARMY) through the use of comforting and encouraging tactics in their songs and live streaming has created a phenomenon of parasocial interaction, where fans feel a sense of closeness and connection with the artists despite never having met them in real life. This phenomenon is observed to positively

provide motivation and self-confidence to fans. However, in some situations, expectations can become excessively high due to unrealistic relationships, leading to disappointment for fans who are unable to emulate the artists in reality.

3. The use of linguistic strategies that create emotional depth: The metaphors and similes are effective means of expressing complex emotions and ideas. The tools, used to establish a rich feeling dimension, are known as metaphors and they enable the listeners to develop symbolic and metaphorical meaning (Lakoff and Johnson, 1980). As an example of the creation of deep and metaphorical meaning through figures of language, one can point out that in the song *Magic Shop*, the metaphoric meaning in the form of magic shop where people can be comforted is made using a language figure. The application of this linguistic device enables the message of BTS songs not only to be entertaining, but it can also be a means of conveying mental and emotional emotion that is highly influential on the audience (Kovecses, 2010). Metaphors and similes present in the songs are able to evoke sympathy and generate a comprehension between artists and fans and this aligns with the theory of emotional communication which proposes that the linguistic can be used to communicate feelings and emotions and both can influence the attitudes and actions of listeners (Planalp, 1999). One of the tools that can be used to create depth and multiple interpretations in the listeners is the use of linguistic devices, namely metaphors and similes. It must be noted, however, that the linguistic tools employed in the songs of BTS may be complex to decode to some listeners, and therefore, viewers may not receive the message entirely, in case those listeners are not able to completely access the implications that the metaphor or similes implies. The other significant aspect is that considering that BTS is a South Korean artist and uses Korean as their primary lingua franca to convey messages through their songs, translating the meaning of the song itself to other non-Korean fans will result in losing part of the information or misunderstanding it. It is necessary to point out that the translation of the lyrics can be thorough and planned in terms of the cultural and linguistic background due to the necessity of full and effective conveyance of the meaning of the lyrics.

4. The role of artists as psychological and social leaders: With the help of their songs and positive lyrics to encourage mental transformation and overcome life issues, BTS can convey serious and uplifting messages to the numerous followers around the globe. According to past studies,

influential artists can also be very significant in altering social behavior and formulating positive attitudes among their hearers (North and Hargreaves, 2008). Moreover, BTS can also establish a parasocial interaction phenomenon, which is a relationship where the fans believe that they have a direct interaction and bond with the artist despite not being together in real life (Giles, 2002). This has been an explanation to why BTS fans are so attached to and drawn to their artists. Though their message through music and words is significant in motivating and encouraging the fans that are facing mental challenges, it has also been observed that the psychological effect on the fans can differ, based on their individual mental health and life experience. Their songs might inspire and give hope to some listeners and also require some support to other sources besides music including talking to a mental health professional or finding other sources of help.

5. The role of music as a therapeutic and inspirational tool: The BTS music positively impacts the mental health of people, specifically their stress levels and attitude (Cohen, 2018). The fact that music can be used as a motivational tool shows how powerful it can be in transforming behaviors and emotions of people. BTS has succeeded in using music as a tool for communication and healing the mind. Many fans have also reported that the band's music has assisted them during difficult moments. It must however be mentioned that application of music as a therapy tool may have its restrictions under certain conditions particularly where the problems the listeners have are complicated like depression or extreme mental conditions which need mental health professionals' intervention, rather than listening to music.

7. CONCLUSION

This study aimed to critique the inspirational and linguistic strategies used in the communicative practices that BTS employs to promote encouragement in daily living. The study also seeks to explain the purpose of music in creating inspiration. The study utilizes a qualitative design and employs descriptive content analysis. A total of 23 songs, 8 interviews, and 20 quotations (based on live-streamed communications published between 2017 and 2023) were analyzed through purposive sampling. The results of the motivational strategies show that among the categories of songs, the most frequently identified strategies stimulate persistence in the face of challenges and providing illustrative life examples, both of which were observed in 13 songs. These were followed by consolation (12 songs)

and nurturing self-confidence and self-worth (10 songs). In interviews, the most dominant approach was that of reconciling the fear and despair of the audience (6 interviews). Self-confidence and self-worth promotion was the most salient strategy used in quotes from live streaming (12 quotes). Regarding linguistic means, the findings indicate that the most commonly used tool of all communication means is metaphor, which was used in 19 songs, 7 interviews, and 12 live-stream quotes. The use of metaphorical language aims to enrich emotional appeal and allow for symbolic interpretation by the audience. Additionally, similes were commonly employed in songs (16 cases) to make analogies easier and simplify complicated ideas. Overall, the results confirm that BTS act not only as entertainers but also as psychological and social leaders who inspire their listeners, especially the ARMY fandom. Their musical works serve as a form of direct and indirect interaction, akin to music therapy, which helps develop self-esteem and self-love. A balanced application of these communicative resources can lead to the development of parasocial interactions that create deep emotional relationships between artists and viewers. The findings from this research underscore the ability of music and communication to instill hope and provide support in the lives of those around them.

8. SUGGESTIONS

1. Although this study aims to analyze and research BTS's world appeal, future research must widen the scope of the study and include other artists in

the Korean music industry (K-pop) as well as artists elsewhere to understand and compare the inspirational and linguistic techniques deployed by artists across boundaries. Such studies will assist in understanding the different inspirational tactics in use and provide a general picture of how music impacts the minds and feelings of people listening to music worldwide. A quantitative study was conducted to quantify the obvious effect. Because this study involved qualitative analysis, which is considered an analysis of the content of songs, interviews, and live streaming, further studies should employ both qualitative and quantitative research because it is important to measure the changes in the mental state and emotions of fans motivated by the artist's songs. This approach will enable the attribution of a better and more quantitative measure of the impact. Research on cultural and language situations.

2. Focused studies of a cross-cultural group of listeners would be significant because the linguistic and cultural context may influence listeners' interpretation and perception. A literal translation or a linguistic twist of the lyrics can occasionally misrepresent the message that the artists have incorporated in their lyrics.
3. Further studies should be done to examine the listeners who belong to other cultural and linguistic groups in order to compare the difference in the interpretation of the inspiration and communication of artists pertaining to the various cultural groups.

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