

ABSTRACT

The Korean-pop (K-pop) musical group, Bangtan Sonyeondan (BTS) has now become a global phenomenon. Their fan base is predominantly drawn from the youth and popularity among this audience is due to the thematic content of their music, expressed in both the lyrics of the songs and the music videos. BTS articulates a well-defined narrative of identity formation with a focus on the conflict between personal dreams and materialistic ambitions forced upon the youth by the older generations. Through a study of BTS lyrics this paper explores the complexes and global concerns faced by the youth as it struggles through the process of invigilation. The main questions this thesis addresses are: what are the global concerns of the youth, and how does BTS articulate the concerns of the global youth in their music?

Carl Jung, the Swiss psychoanalyst presented his tail if end individuationis as the map of the soul, that explores different parts of the human psychology consciousness and unconsciousness. Like young theory, the German American psychoanalyst Erik Erikson's theory of indivision argues that identity formation is the propagation of personality traits that are the basis of personal characteristics. Individuationis difference spheres: micro (identity at a personal level), meso (identity at a level of individual relationships usually with family and friends), macro (identity formed through relationship with community at large) and global (identity formed at the most expansive level). This thesis analyzes BTS narrated narrative of identity formation at all levels. The result is that BTS lyrics represents how the identity of today's youth is fractured as adult of the discord between the aspirations and dreams of different generations that have only served to become burdens. Through this detailed analysis of music this space adopts a multidisciplinary approach to the reading off non-traditional literary forms, to contribute to the understanding of the rising phenomenon of K-pop and BTS, which are only recently being addressed through academic work.

Keywords: BTS, K-pop, BTS Phenomenon, Individuation, Identity Formation, Jungian complexes, global concerns, generativity