

Netnography Study of Mental Health Disorder Discussion in the K-Pop Music Video among YouTube Users

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Abstract

Mental health is one of important aspect in realizing overall health. Few people with mental health disorders are treated due to a lack of education about mental health in society. Education about mental health needs to be done to be able to change the bad stigma against people with mental health disorders. Mental health education can be done by with any media, one of which is with music and music videos. Many musicians, like Korean musicians, bring up the topic of mental health in their songs. The researcher wanted to examine how messages related to mental health conveyed by Youtube users in the comment section on Lee Hi's music video entitled HOLO and Sunmi's titled Borderline. This study aims to look at and map mental health issues from the two music videos. This research uses a type of descriptive qualitative research and netnography research method, using observation and documentation. The results of this study indicate that there are several types of mental health issues written by Youtube users in the two music video comment sections.

Keywords: *K-Pop, mental health, netnography, music video.*

INTRODUCTION

Mental health is an important aspect in realizing overall health. One of the basic components in the definition of someone who can be said to be healthy according to the World Health Organization (WHO) is mental health. WHO states that being healthy is physically healthy, mentally healthy and socially healthy and has no disease or weakness (WHO, 2020). Law Number 18 of 2014 concerning Mental Health also explains that mental health or mental health is a condition in which an individual can develop physically, mentally, spiritually and socially so that the individual is aware of

his own abilities, can cope with pressure, can work productively, and able to contribute to the community.

Daradjat also provides a definition of mental health, namely a condition in which an individual avoids symptoms of mental health disorders and symptoms of mental illness. Which means someone who has a healthy mentality is someone who in his heart or spiritually feels safe, calm and serene. The Ministry of Health in Basic Health Research (Riskesdas) in 2018 stated that more than 19 million people aged over 15 years had mental emotional disorders, and more than 12 million residents aged over 15 years experienced depression. The prevalence rate of people with mental disorders in Indonesia from data for 2021 shows 1 in 5 of the population, which means that 20% of the population has the potential for mental health problems (Kementrian Kesehatan, 2021).

Only a few sufferers of mental health disorders are handled properly, this shows that the community still has low awareness regarding mental health (Putri et al., 2021). This is one of the obstacles in this mental health problem. Stigma and discrimination from society that are accepted by people with mental health disorders are also involved in it. Even so, more and more other people are also aware that mental health is important and the level of awareness about mental health is also starting to increase (Putri et al., 2021).

Therefore it is necessary to hold education about mental health which aims to change the stigma and reduce discrimination received by people with mental health disorders. Of course, with education about mental health there are benefits to be had, namely making someone who is aware of mental health tend to have life skills that can be used in dealing with a difficult situation, these abilities include high coping skills and help seeking behavior (Putri, 2021). Of course, there is another goal of education about mental health, namely to increase the level of public awareness about mental health.

There are many media that can be used in providing education related to awareness about mental health. One of the media that can be used to address problems regarding mental health is music, because music can give listeners mental strength (Andaryani, 2019). Music is an art or science of arranging tones or sounds into combinations, sequences, and temporal relationships in order to produce sound compositions that have unity and continuity (KBBI, 2022). Music is a type of art that can describe human thoughts and feelings through the beauty of sound using certain concepts and techniques (Achmad et al., 2020; Achmad & Setiyani, 2015). For humans themselves, various benefits can be obtained through music, one of which is in the field of health and music can release good mental strength for listeners.

One genre of music that also carries the theme of mental health is K-Pop. Korean Pop or what is commonly referred to as K-Pop is a genre originating from the Land of Ginseng or South Korea (Khealsea et al., 2021). K-Pop is a combination of electronic music, electric-pop, hip-hop, R&B, and dance (Kim & Vasileva, 2017). K-Pop is a genre that has musical influences from Japanese music or J-Pop and has been around since the 1960s (Yenti et al., 2022).

In music with the K-Pop genre, there have been many song releases that have the theme of mental health. The songs contain stories and thoughts about the struggle to overcome mental health disorders such as depression, social anxiety and panic disorder. One of the K-Pop songs that carries the theme of mental health is a song belonging to a female solo singer named Lee Hi who performed a song with the title "HOLO" and another female solo singer namely Sunmi who performed a song with the title "Borderline".

Lee Hi performed a song with the theme of mental health entitled HOLO. The title of this song is taken from the Korean word which means self. True to the meaning of the title, the song HOLO is about how being alone can overwhelm a person and often feels suffocating. Through this song, Lee Hi wants to explain that the loneliness and distress experienced will definitely stop (Ventinilla, 2020).

Apart from Lee Hi with the song HOLO, another female soloist, Sunmi, also performed a song with the title Borderline. Sunmi wrote the lyrics of the Borderline song herself. The song Borderline was written by Sunmi based on her diagnosis, namely Borderline Personality Disorder (BDP), which she had eight years ago. Through the song Borderline, Sunmi shared her experience with her illness (Hong, 2020).

A music video is a short video or film that accompanies a piece of music, generally a song (Octaningtyas, 2017). Music videos are visual pieces which are then assembled with or without the use of certain effects and then adjusted to the beat found in the rhythm, lyrics, tone and instrument of the song as well as the appearance of the musicians who are performing the song (Wahyuningtyas et al., 2021). Music video is a combination of music and visuals which was originally used as a medium for musicians to promote. The visual appearance in music videos generally has a storyline like a film that can make it easy for the audience to feel and understand the meaning of the song being displayed (Nandaryani, 2019). Music videos are also a way to broaden the experience of music for the audience to see the visualization of the music (Pramiswara, 2021).

One of the social media that is often used to upload music videos is Youtube (Murniaseh et al., 2021; Rysan et al., 2021). Youtube is a video-based social media and is often accessed using mobile phones or other devices. Youtube social media is one of the media that is used as a forum for uploading a product that has audio-visual properties such as short videos, documentary videos, video tutorials, and music videos (Pramiswara, 2021). The target Youtube social media users are users who need audio and visual information, besides that visitors or users of this social media can upload videos to Youtube and then share them around the world.

Youtube users are allowed to upload and share video clips using various topics and then combine them with a variety of additional features that allow users to interact with other users and content. Youtube as social media has a flexible nature, this is because Youtube users can use or watch anywhere, anytime, by anyone and through any device (Achmad et al., 2021). On Youtube there is one of the most important features, namely the comments column, because many Youtube users use the comments column

as a means of communicating on Youtube (Schultes et al., 2013). The Youtube site provides several options such as sharing, rating, and commenting on a video. One of the facilities provided to users, namely providing comments is a form of media to communicate with other users that are related or not related to video content (Madden et al., 2013).

In this study, researchers wanted to look at the messages conveyed by Youtube users in the comments column of each of Lee Hi's music videos with the title HOLO and Sunmi with the title Borderline regarding mental health. In carrying out this analysis, researchers will use netnographic methods and online observations that focus on the music videos of Lee Hi – HOLO and Sunmi – Borderline.

RESEARCH METHOD

In this study using a type of descriptive qualitative research with netnographic research methods. Qualitative research interprets how subjects derive meaning from their surroundings, and how these meanings can influence their behavior (Achmad, Alamiyah, et al., 2022; Achmad, Satvikadewi, et al., 2022). The research was conducted in a setting that has naturalistic characteristics and is not the result of treatment or manipulation of the variables involved. Data analysis carried out in qualitative research must be carried out carefully so that the data that has been collected can be accurately and well coordinated and become a proper research (Fadli, 2021). The netnographic method is a form of ethnography adapted to the social world mediated by computer devices (Kozinets, 2010). Furthermore, netnography has a definition, namely a qualitative method that adapts ethnographic techniques to study cultures and communities that exist in computer mediated communication or Computer Mediated Communication (CMC) (Kozinets, 2020; Qumairoh et al., 2022).

In the netnographic method the research focuses on research on social media or it can be said that netnography is a research technique in the field of social media (Kozinets, 2015). This netographic method is used to be able to understand the types of social relations in social networks such as social media. To be able to conduct netnographic research, one of the conditions is to be familiar with CMC and to be a community member on the social media that is researched (Yenny & Astuti, 2019). The netnographic method is a research that is in a qualitative scope so that data collection is used by observing, interviewing and documenting. This method also provides guidance for using participant-observation procedures in online communities and cultures that exist through computer mediated communication

Data collection techniques in this study used online observation techniques and documentation. In general, observation techniques are used to help describe and explain phenomena in qualitative research (Andayani & Achmad, 2020). Online observation is described as a data collection technique by making indirect observations (using mediators) through digital media intermediaries and internet networks (Rochmana et al., 2022). Meanwhile, the documentation method is used to assist researchers in analyzing research problems through researched data. The data used in this study is in the form of

information obtained from the comments column for uploading music videos on Youtube with the titles LEE HI – HOLO Official Music video (ENG) and 선미 (SUNMI) – BORDERLINE Special Video. Researchers conducted online observations and processed data from the results of the documentation in the comments column for the two music videos.

RESULTS AND DISCUSSION

The research was conducted by observing two music videos belonging to Le Hi entitled HOLO and Sunmi entitled Borderline to be able to identify and map the types of comments from Youtube users. Based on the observations made on the music videos of Lee Hi - HOLO and Sunmi - Borderline, several types of comments were found related to issues regarding mental health. The research findings are described as follows:

Experience Regarding Mental Health

From the observations made by researchers, it was found that many comments were left by users regarding their experiences with mental health. The types of mental health that are described also have different types. As shared by accounts with usernames lucyMVue, nothernllights, and epicclub3868, ngocvananhvu4818, persapphone, and moonsystem9222. In the comments the account with the name lucyMVue wrote (Figure 1),

“For years I was depressed. For years I was planning how I was going to die. Because for years I thought I would do nothing in life. I would be nothing in life. I listened to their voices so much. My own voice started sounding just like them.”

The account with the user name lucyMVue explained that for several years he had been depressed which made him think about ending his life. During these years he felt that he would become nothing and he began to feel that his own voice was the voice of those who judged him. Depression is an emotional condition that is often characterized by extreme sadness, feelings of worthlessness and guilt. Depression is a mood disorder or emotional condition that is prolonged and colors the entire mental process of a person. Depression and stress that is allowed to drag on can cause a burden on the mind and can interfere with the immune system.

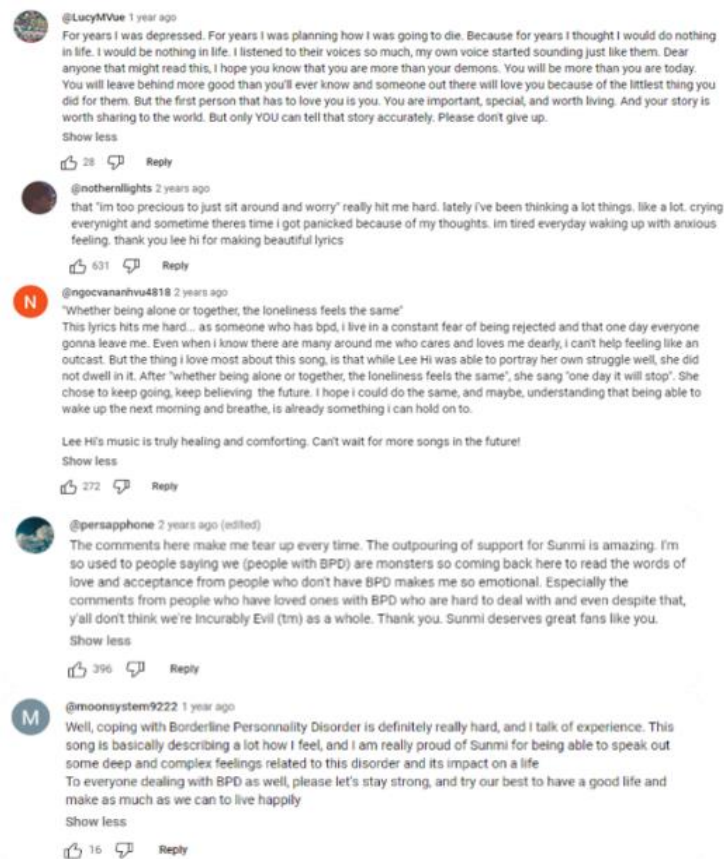


Figure 1. Youtube user comments about experience with mental health

Other experiences regarding mental health shared by users in the comments column are anxiety disorders and panic attacks. As the account with the username nothernlights put it, "*Lately, I've been thinking a lot things. Like a lot. Crying everynight and sometimes theres time I got panicked because of my thoughts. Im tires everyday waking up with anxious feeling.*"

In his comments, the nothernlights account said that he had a lot of thoughts that always made him cry and sometimes made him panic about these thoughts. Those thoughts left him exhausted with a feeling of anxiety when he woke up afterwards. Apart from the nothernlights account, the account with the username epicclub3868 also shared his experiences related to anxiety, "*I have anxiety to the point that I have panic attacks at times and with everyone being in mandatory lockdown and such.*" In the comments, it was explained that the user has an anxiety disorder where he feels a panic attack or panic attack when everyone is required to be in a state of lockdown when the pandemic occurs.

Everyone must have experienced anxiety, this is a natural thing because it is part of human emotion. However, anxiety will become dangerous if it goes beyond reasonable limits and is not properly controlled. Anxiety disorder is a psychological disorder that has a relationship with mental disorders that make sufferers experience

persistent feelings of anxiety and are accompanied by certain signs and symptoms (Eridani et al., 2018). Continuously increasing anxiety can lead to panic attacks. Panic attacks are a state of anxiety that occurs quickly and can last around 15 to 30 minutes (Sari et al., 2021).

The most visible experience regarding mental health from the two music video comment columns is the type of Borderline Personality Disorder (BPD). This is related to Sunmi's music video entitled *Borderline* which is related to this type of mental health disorder. As written by the account with the username Persapphone. *"I'm so used to people saying we (people with BPD) are monsters so coming back here to read the words of love and acceptance from people who don't have BPD makes me so emotional."*

In a comment belonging to another user with the account name ngocvananhvu4818, he wrote *"...as someone who has bpd, I live in a constant fear of being rejected and that one day everyone will leave me..."*, Borderline Personality Disorder or borderline personality disorder can also be called a borderline type of emotionally unstable personality disorder. BPD refers to a psychiatric syndrome characterized by emotional dysregulation, risk-taking behavior, impulsivity, feelings of emptiness, irritability, self-harm and fear of being abandoned, and unstable interpersonal relationships. The presence of BPD-type disorders makes treatment of affective and post-traumatic stress disorder more difficult and worsens the prognosis. There is a high prevalence of this type of BPD, of the general population there is as much as 2%. However, due to this high prevalence, there are still many patients who are still not treated by receiving treatment due to a lack of detection or low knowledge of the disease which ultimately reduces the demand for treatment (Raharja & Jusup, 2021).

Perceptions Regarding Songs and Music Videos

Apart from commenting on experiences about mental health, other Youtube users left comments about their perceptions of the songs and music videos they listened to. Of course, users will have their own meanings and perceptions related to what they see and hear. In the comments column for Lee Hi's music video with the title *HOLO*, there are several comments about their meaning for the music video. As written by accounts with the usernames loonasmanager6410 and lalalaa98 (Figure 2).

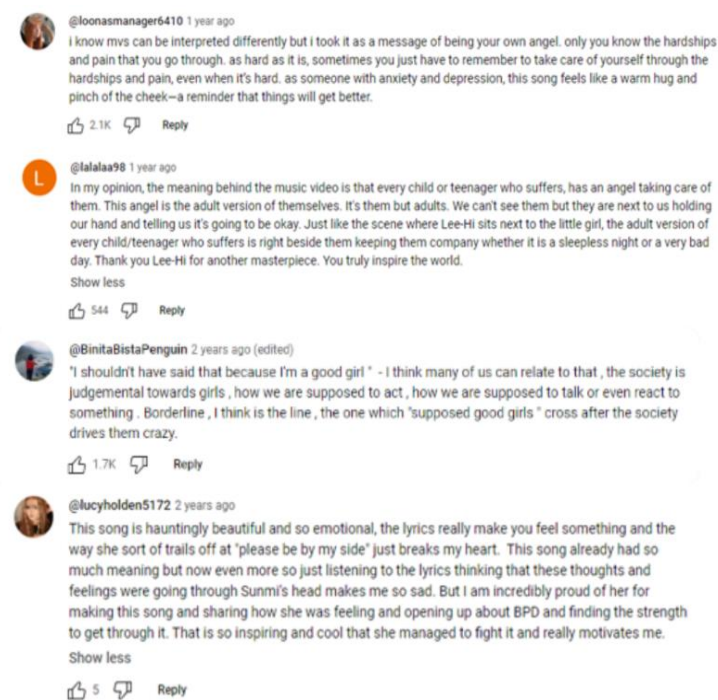


Figure 2. Youtube user comments about perceptions of songs and music videos

The loonasmanager6410 account wrote in the comments column regarding his perception as follows, “...*I know mv's can be interpreted differently but I took it as a message of being your own angle. Only you know the hardships and pain you go through...*” In the comments, it is stated that users interpret the message in the music video as if we are angels in ourselves and only we know the difficulties and pain we are going through.

Slightly different from the meaning carried out by the lalalaa98 account. The account says “...*The meaning behind the music video is that every child or teenager who suffers, has an angel taking care of them. The angel is the adult version of himself.*” He explained that the meaning of the music video is that those who become angels are the adult versions of each child or teenager who is in distress.

Then in the comment column for Sunmi's music video with the title *Borderline* there are also comments regarding the meaning of the music video. There are several accounts that write this type of comment, such as an account with the username BinitaBistaPenguin. The BinitaBistaPenguin account wrote, “*I shouldn't have said that because I'm a good girl. I think many of us can relate to that, the society is judgemental towards girls, how we are supposed to act, how we are supposed to talk even react to something.*”

According to him, the song describes how society still judges a woman. Society still judges how a woman should act, speak and even give a certain response to something. Another thing that was written by an account with the user name lucyholden5172 who wrote,

“This song hauntingly beautiful and so emotional, the lyrics really make you feel something and the way she sort of trails off at ‘please be by my side’ just breaks my heart. This song already had so much meaning but now even more...”

The lucyholden5172 account says that the song is very beautiful and emotional, the lyrics of the song can make listeners feel something and of course this song has a lot of meaning. Perception is the process of understanding or giving meaning to an information on a stimulus. The term perception is usually used to describe how experience relates to an object or an event that is experienced. Human or social perception is the process of capturing the meaning of events and social objects that are experienced around our environment. Everyone has different perceptions between individuals of their social environment (Sumanto, 2014).

It's the same with YouTube users who have their own perceptions related to the meaning in each of these music videos. There will be those who have the same perception of the meaning of the music video, but don't deny that there will be those who have different perceptions and this is not entirely wrong.

Songs and Music Videos are Relaxing

In the comments column there are also users who feel that the songs and music videos displayed have calming properties (Figure 3). One account that discusses this topic is jakes8315. In the comments column, he wrote the comment *"I feel like this song is to comfort those people who are stuck being alone especially during this pandemic where they are quarantined in places away from their loved ones."* An account with the user name jakes8315 writes that this song was created to comfort people who are trapped alone during a pandemic where they are quarantined in a place far from their loved ones.

Another user account that writes comments about the calming feeling of the music video is an account with the username snehajoseph7249. In his comments he wrote, *"I don't know if Lee hi ever saw this but this song has been an acc life saver level of comfort to me. I sincerely get so much consoling from this."* He revealed that the song in the music video is a song that is a life-saver in his comfort and he gets a lot of comfort from this song.

Another account that wrote comments about feeling calm is an account with the username DoraiiDoodles. The account wrote *"I think comforting people is one of the most difficult things to do, but this song really made me feel understood and comforted..."*. This account reveals that calming someone down is one of the hardest things to do, but he feels that the HOLO song can make him understand and agree and feel calm.



Figure 3. Youtube user comments about soothing songs and music videos

Music has one function related to mental health. Music has a function that is used to modify negative cognition, assist in creative thinking, and spark thoughts about life's problems. People with a relatively young age take advantage of this function of music to be able to achieve certain emotional states by exploring the elements in music such as the lyrics. Music is also used to intensify emotions, where music is used to trigger negative situations, feelings or emotions in an effort to experience them, immerse them and overcome them in a non-destructive way (Mikael et al., 2022). By immersing yourself in negative emotions through music, you can fully amplify negative emotions before you can prepare yourself to move on. There is therapy in the treatment of mental disorders that uses music as a medium.

Mental Health Education from Music Videos

Education about mental health can be done with various media, one of which is through music videos. Some users also feel that by watching one of these music videos they also get education, especially education about mental health (Figure 4). As written in the comments column by an account with the user name *gio_ux_872*, "*This song makes me feel in a particular way I feel protected but at the same time this song educates you on bpd and I think it's amazing.*" He wrote that this song in some ways made him feel protected but at the same time the song also taught about BPD or Borderline Personality Disorder.

Another account that also feels that the songs in the music video provide education about mental health is *hushhush85*. In the comments column, the *hushhush85* account wrote "*This song is one of the most importantly songs in k-pop. Talking/learning about mental health vulnerability, having the right people around, being able to listen to your body and not being objectivying.*"

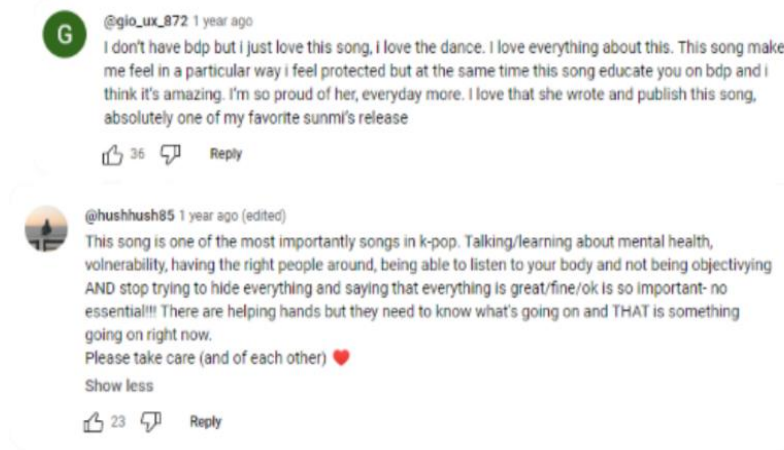


Figure 4. Youtube user comments about education mental health from music videos

The account feels that the song is one of the most important songs in k-pop. That's because this song is about learning the vulnerabilities of mental health, having the right people around, being able to listen to what our own bodies need and not being objective. Education about mental health in music videos can indirectly help in spreading mental health education to the public. Education about mental health is important to do, especially to the wider community. This is important because education about mental health can reduce the bad stigma that has been received by people with mental health disorders. In addition, education related to mental health to the public enables better handling and treatment of people with mental health disorders.

Feeling Associated with Songs and Music Videos

Some YouTube users who saw the music video also felt that they had the same connection or experience with the meaning and message of the song and music video (Figure 5). An account with the user name fitriaanggun7647 wrote in its comments “*But after listening to this song, I realized that I should stop comparing myself with others. I'm precious, I should love myself more, and it's okay to be alone.*” He wrote that through this song he realized that he shouldn't compare himself to others and started to love himself more.

Another account that commented similarly to the username socreate6082 said, “*When I saw the underwater scene, I was crying. Because it feels related to my depression, since I have always drowned in my thoughts for years and now. And maybe one day it will stop like the song said.*” The account feels that one of the scenes from the HOLO music video is related to the depression he is experiencing and he also hopes that one day these bad things will stop.

As is the case with the account username analit4373 which tells “*This song has a really beautiful message. As a person I truly understand people who commit suicide, they just want to stop this pain. I want to stop this pain too but in a different way.*” Analyt4373's account writes that the message in this song is very good, he understands how people who try to end their lives because they feel that this can stop the pain they

have. This sense of connection can occur according to the experience of the user. Comments written in this type still have messages that contain mental health issues. The link shown in the comments column can be directed at the music video or at the song itself. Users write comments that they feel are similar and have something to do with what they experience or feel.

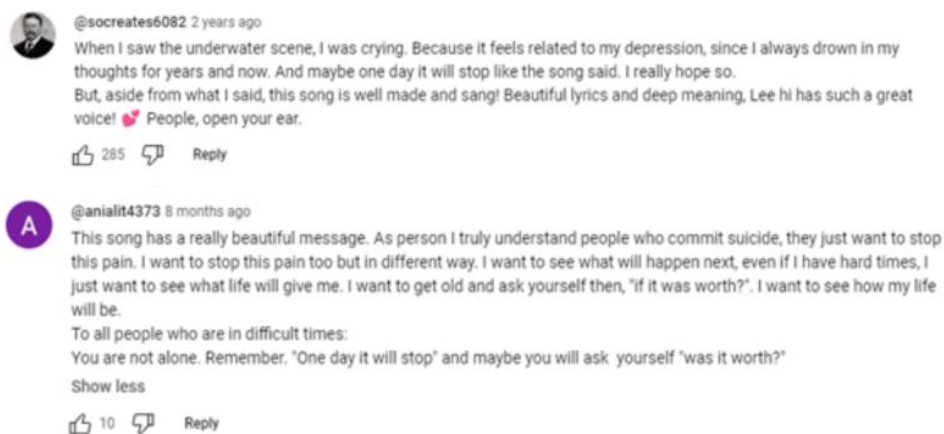


Figure 5. Youtube user comments about association with music videos

CONCLUSION

Mental health is one of the important factors that needs to be maintained within oneself, because mental health is a balance in carrying out life. Issues regarding mental health have actually been widely discussed by the wider community. Discussion about mental health can not only be done in person, but also through media intermediaries such as YouTube.

YouTube users wrote comments related to mental health issues in the comments column on Lee Hi's music video entitled HOLO and Sunmi entitled Borderline. Five types of comments were found related to mental health issues in this study, namely, experiences regarding mental health, perceptions about songs and music videos, association with music videos, feeling songs and music videos relaxing, and getting mental health education from music videos. In addition to these findings, you can also see the experiences of other Youtube users related to mental health. In this case, a music video and songs that are performed can be a bridge between singers and listeners. Youtube users who feel they have something in common with singers or the meaning of songs and music videos can have negative or positive effects. Positive effects can be in the form of avoiding and finding solutions to the problems at hand.

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