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# **A Study on Musical Events with Special Reference to the Concerts of BTS**

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## **ABSTRACT**

This research paper provides an analysis and evolution of the current and prospective profitability performance of the event industry. I look into one of the world-famous Korean pop band 'BTS' concerts organized by themselves. I get an insight into how the group organized their live concert which is held at such a big level. The report also contains how BTS tackled the covid pandemic by organizing live concerts. The method of data was done by using other research papers. I analyze data with the help of different percentage methods. I also looked a little upon how BTS does its marketing for their concert.

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## **1.Introduction**

A concert is a live music performance in front of an audience. The performance may be by a single musician, sometimes then called a recital, or by a musical ensemble, such as an orchestra, choir, or band. Concerts often require live event support with professional audio equipment. For large concerts or concerts tours, the challenging logistics of arranging the musicians, venue, equipment, and audience (ticket sales) are handled by professional tour promoters.

There are a wide variety of concerts venues that can range in size, location, and the type of music that is hosted at the particular venue. A concert hall, an amphitheater, sports stadiums, and online sites are the venues for concerts.

The first concerts didn't officially appear until the late 17th century. Officially, though, the first public concerts that require an admission were created by the English violinist, John Banister. After World War 2, these events changed into the modern concerts that take place today.

There are 3 types of concerts: (1) Recital: is a concert by a soloist or small group which follows a program. (2) Theatrical: some performers or groups put on a very elaborate and expensive show. (3) Classical: it embodies 2 different styles of classical music; Orchestral and Choral.

There are 3 types of concerts formats: (1) Festivals: concerts involving a greater number of artists, especially those that last for multiple days. (2) Tour: is a series of concerts by an artist or group of artists in different cities, countries, or locations. (3) Residency: is a series of live music concerts similar to a concert tour, but only performed at one location.

While admission to some concerts is free, it is common practice to charge money for concerts by selling tickets. Revenue from ticket sales typically goes to the performing artists, producers, venue, organizers, and brokers. In the case of benefit concerts, a portion of profits is often given to a charitable organization.

BTS is a 7 members South Korean boy band that began formation in 2010 and debuted in 2013 under Big Hit Entertainment (currently known as Hybe Entertainment). The boy band is composed of Jin, Suga, J-hope, RM, Jimin, V, and Jungkook- co-writes and co-produces many of their songs. Their lyrics, often focused on personal and social commentary, touch on the themes of mental health, troubles of school-age youth, coming-of-age, loss, the journey towards loving oneself, and individualism.

Since their debut till now, BTS has performed in 9 concert tours, 6 fan meeting tours, 4 joint tours, 8 showcases, and 11 concerts.

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## **2.Literature Review**

**Cristina Freitas De Jesus (2021):** conducted a study on “‘Bang Bang Con: the live’ - a case study on live performance and marketing strategies with the Korean pop group ‘BTS’ during the pandemic scenario in 2020”. The researcher found out that the description of the event as a project, informing how many people have attended the event, and what were the marketing strategies that made it possible to become the highest audience to a paid live streaming concert.

**Alicja Sulkowska (2021):** conducted a study on “BTS ‘Speak Yourself’ world tour as an intermedial spectacle of attachment”. The researcher examined the creative and economic outcomes of such communicative interdependence crystallized during the live show. The main difference between a concert and a show is especially visible in the case of the BTS’ Speak Yourself Tour.

**Najwa Alghamdi, Nourah Alageeli, Doaa Abu Sharkh, Maram Alqahtani & Muna Al-Razgan (2020):** conducted a study on “a concert by a k-pop south Korean boy band, the BTS in Riyadh”. The researcher found out that the BTS concert was a pre-Riyadh season event. The event can help to understand the Saudi population’s engagement in similar events.

**Hong Hyun-Ju & Kim Seung-In (2021):** conducted a study on “a study on the user experience of online concert-focusing on the case of Kpop online concert”. The researcher found out that participants’ propensity, concert composition, platform-supported technology, and quality factors affect user experience satisfaction.

**Susan Hobson Kenny (2013):** conducted a study on “family music concerts: bringing families, music students, and music together”. The researcher found out that the family concerts require a minimum of extra work for conductors and are becoming a curriculum component for university music education students.

**Anna Yu (2020):** conducted a study on the “possibility of alternative format as a contactless concert of BTS ‘Bang Bang Con The Live’”. The researcher got the result of satisfaction as an alternative concert format in case of emergency was well-reflected. However, it was analyzed that the sympathy with the fans and the reflection of realism were very insufficient.

**Minjeong Ham and Sang Woo Lee (2020):** conducted a study on “factors affecting the popularity of video content on live streaming services: focusing on V live, the South Korean live streaming service”. The researchers found out that the BTS concert held in London Wembley stadium was live-streamed on V live, and more than 140,000 viewers watched it around the globe.

**Fabian Holt (2010):** conducted a study on “the economy of live music in the digital age”. The researcher found out that the perception of concerts as live music is central, so this is explored conceptually and historically before outlining the main elements of the new economy.

**Nicole Ferdinand (2008):** conducted a study on “the benefits of using students volunteers for small businesses in the event industry: the use of student volunteers at concert live”. The researcher found out that volunteers are widely acknowledged as essential for the planning and management of events. They provide much-needed labor and expertise that many event organizations would otherwise be unable to afford.

**Yonhap (2019):** conducted a study on “BTS’ latest three concerts in Seoul had the economic effect of 1 trillion won”. The researcher found out that the K-pop band BTS created an economic effect worth 1 trillion won (around 65 crores) with its latest 3 concerts in Seoul.

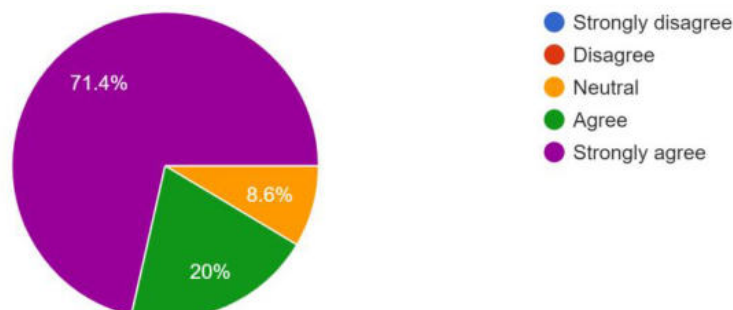
### 3. Research Methodology

The sample size for the research paper “A Study on Musical Events With Special Reference To The Concerts of BTS” is only limited to 35 respondents. The sample unit for the research paper is the fans of BTS, known as ARMY. The research is based mainly on secondary data. Secondary data are the data that are already collected by another researcher. All the secondary data are collected from other researchers’ research papers. The data collection method for this research paper is questionnaire and old research papers. Responders population are the fans of BTS known as ARMY. This research is based on analytical nature and covers a period of years from 2018 to 2021.

### 4. Data Analysis and Interpretation

In your opinion, was BTS' first online concert "Bang Bang Con" was a great success?

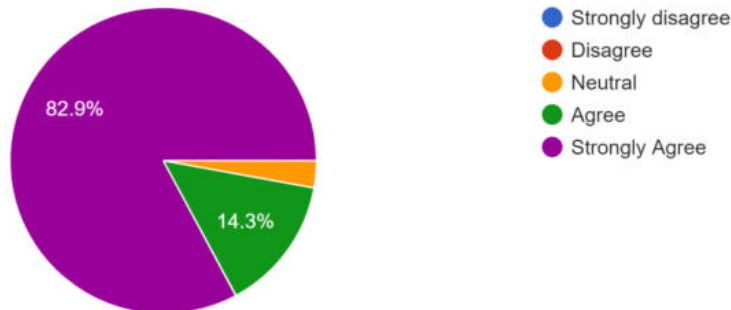
35 responses



From this question, I can understand that even though “Bang Bang Con” was the first online concert organized by BTS to meet with their ARMY fans, in covid pandemic; still 71.4% of respondents strongly agree that it was a great success. While 20% agree with the question, and 8.6% are neutral.

Was BTS' "Speak Yourself World Tour" was a description of connection between BTS and their fans' "ARMY"?

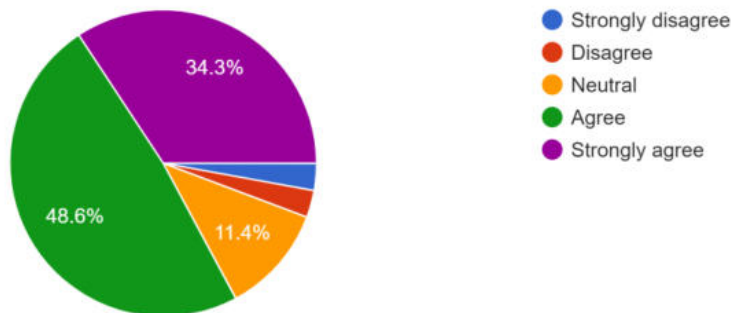
35 responses



Here I can understand that 82.9% of respondents strongly agree that BTS' Speak Yourself World Tour, was a great description of the connection between BTS and their fans' ARMY. While only 14.3% agreed with the question. On the other hand, 2.8% are neutral with the questions.

Was BTS' concert in Riyadh would be consider as game changer for Riyadh's future tourism and events?

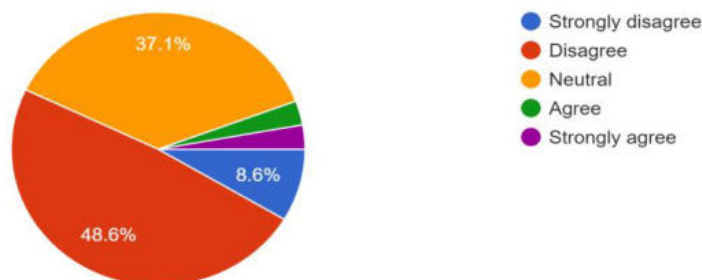
35 responses



From the 3rd question, I can understand that 48.6% of the respondents agreed that because of BTS' concert in Riyadh, it can be considered a game-changer for Riyadh's future tourism and events. While 34.3% of the respondents strongly agree with the question. And only 11.4% of people are neutral.

Do an online concert gives the same satisfaction from the offline concert?

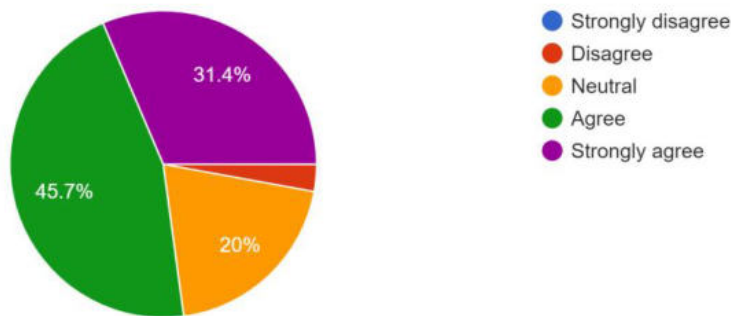
35 responses



48.6% of respondents gave the answer that online concerts do not give the same satisfaction as to how offline concerts give. While 37.1% of respondents are neutral. And 8.6% of respondents strongly disagree.

### Do a concert brings family, friends, etc., more closer?

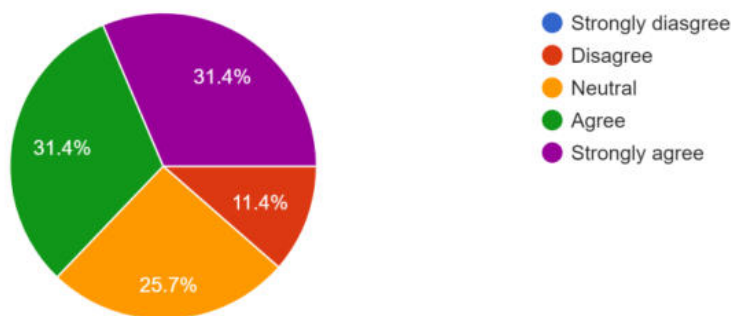
35 responses



From the above, I understand that a total of 45.7% of respondents agreed that concerts bring family, friends, etc., more closely, as people attend concerts with their loved beings. And 31.4% of respondents strongly agree with the question. But 20% of respondents are neutral with the question.

### Did "Bang Bang Con" of BTS was able to hit the same benchmark which their offline concerts had already set?

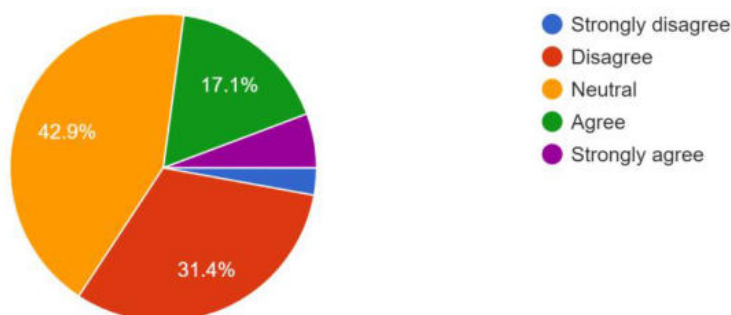
35 responses



From the above question, I can conclude that 31.4% of the respondents strongly agree that "Bang Bang Con" of BTS was able to hit the same benchmark that their offline concerts had already set. Also, 31.4% of respondents agree with the question. While 25.7% of the respondents are neutral, only 11.4% of respondents disagree with the question.

### Is live streaming services giving the same satisfaction level of the offline concerts?

35 responses

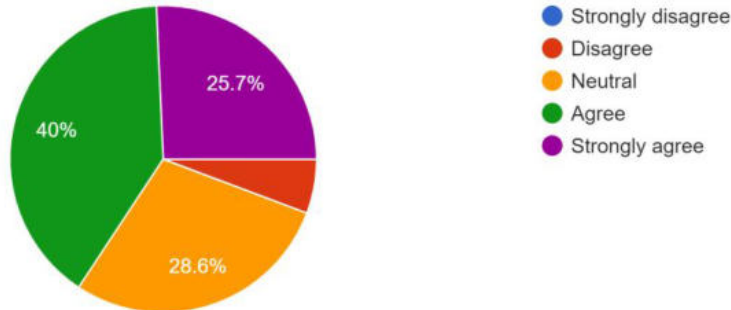


From the 7th question I can understand that even though in current live we have many live streaming online platforms like Youtube, Disney Hotstar, Netflix, etc., or as per my report, BTS have their own live streaming platform known as Vlive, but still, 42.9% of the respondents gave neutral as their

answer when I asked if the live streaming services gives the same satisfaction level of their offline concert, while 31.4% of the respondents disagree with the question, and only 17.1% of the respondents agrees with the question.

**Do live concerts help the world's economy?**

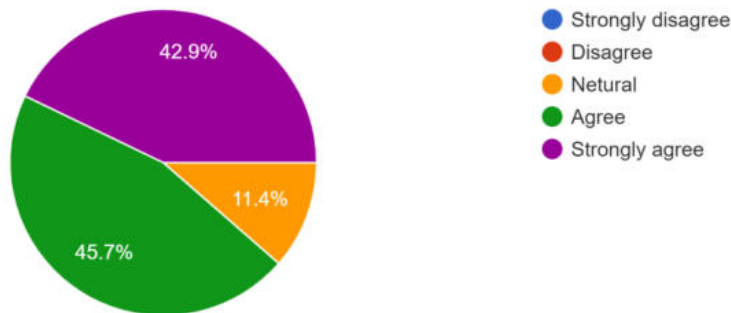
35 responses



As per question 8, I can understand that 40% of the respondents are agreed that live concerts help the world's economy. While 28.6% of the respondents are neutral and only 25.7% of the respondents are strongly agreed with the statement.

**If students become the volunteers in the live concert, will it be benefit for the event organizers and also for the students?**

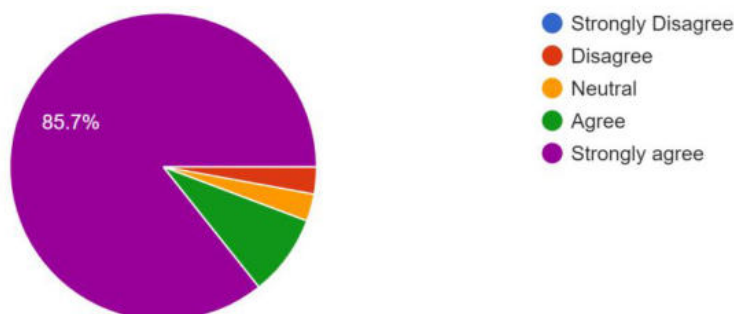
35 responses



From the above, I can conclude that 45.7% of the respondents are agreed that if students become volunteers in the live concert, it will be beneficial for the event organizers to divide the work, and also for the students who are going to get experience in the event management. On the other hand, 42.9% of the participants strongly agree with the question and only 11.4% of the participants are neutral.

**Do you agree that BTS' concert impact the South Korea's economy in the profit way?**

35 responses



From the last question, it's very easy to conclude that majority of the participants that is 85.7% of the participants are strongly agree that the BTS concert made a huge impact on South Korea's economy in a profitable way.

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#### 4. Summary and Conclusions

The result of the above study shows that BTS organized offline concerts or online concerts because of the pandemic, which always lead to huge success. Because of this, the live concert industry is growing day by day with the help of new opportunities in national as well as global level environment by fighting the threat. Due to the digital age and increasing innovation, the live concert industry is able to tap into the market that they were not able to do in the past.

The impact of the Covid-19 pandemic has affected the live concerts in the very worst way. Nearly all the artists around the world have to cancel their world tour or concerts which were planned. Even BTS was not different from others. They have to cancel their much-awaited world tour "Map of The Soul: On:E". But due to the covid-19 pandemic, BTS got the chance to organize an online concert, and still, they were able to sell out the online concert for all the online concerts they have organized.

In conclusion, I can understand that even though "Bang Bang Con" was the first official online concert organized by BTS, because of the pandemic, it was still the most successful online concert recorded.

Also as per BTS fan ARMY, I can understand that the connection which is so strong between BTS and their fans ARMY, BTS' last concert "Love Myself Speak Yourself World Tour" made those connections more strong.

But as we all know that people only love online exams, but they don't like an online concert, so even though BTS' first online concert "Bang Bang Con" was a huge success, but still it didn't give the same satisfaction which Army gets from the offline concert.

Also in the end, I can understand that the live concert industry is having a very big impact on World's economy. And that's the reason behind the BTS concert having a huge impact on South Korea's economy on the profit side.

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