THESIS

AN ANALYSIS OF THE CHAT EVIDENCE OF KPOP IDOLS IN THE BURNING SUN CASE.

Submitted in Partial Fulfillment of the Requirements for the Master Degree of Humanities

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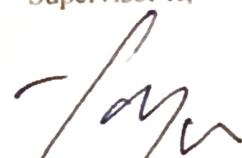
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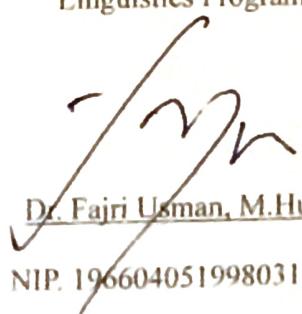
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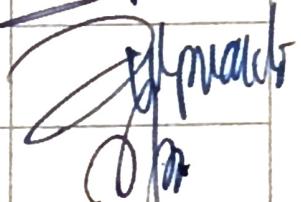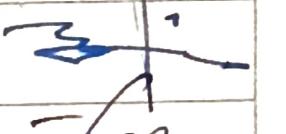
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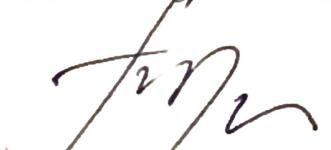
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AN ANALYSIS OF CHAT EVIDENCE OF K-POP IDOLS IN BURNING SUN CASE

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Abstract

The Burning Sun case, a highly publicized scandal in South Korea, brought to light significant issues within the country's entertainment industry, including prostitution, drug usage, gambling, and illegal content distribution. This research focuses on a textual analysis of chat evidence involving K-pop idols linked to the case. The study aims to uncover the extent of illegal activities and the role of communication in facilitating these acts. Through qualitative content analysis, the research examines the discourse within the chats to identify patterns, themes, and the nature of the conversations that contributed to the illegal activities. The methodology involves selecting a sample of chat transcripts subjected to a thorough analysis using both manual coding and software-assisted methods. This approach allowed for identifying key phrases, the structure of communication, and the relationship dynamics among the involved parties. The results reveal a systematic use of coded language and implicit communication to conduct illegal activities while evading detection. The analysis also shows the complicity and active involvement of several high-profile individuals in perpetuating these crimes. The findings underscore the need for stricter regulations and monitoring within the entertainment industry to prevent such abuses of power. In conclusion, this study not only sheds light on the criminal activities associated with the Burning Sun case but also provides insights into the communication strategies employed by those involved. The implications of this research are significant for law enforcement, policymakers, and the entertainment industry, highlighting the urgent need for reforms.

Keywords: Burning Sun, Chat Evidence, Critical Discourse Analysis, Norman Fairclough

ANALISIS BUKTI *CHAT* IDOLA *K-POP* PADA KASUS *BURNING SUN*

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Abstrak

Kasus Burning Sun, sebuah skandal yang sangat dipublikasikan di Korea Selatan, mengungkap berbagai permasalahan serius dalam industri hiburan di negara tersebut, termasuk prostitusi, penggunaan narkoba, perjudian, dan distribusi konten ilegal. Penelitian ini berfokus pada analisis teks dari bukti percakapan yang melibatkan idola K-pop yang terkait dengan kasus ini. Studi ini bertujuan untuk mengungkap sejauh mana kegiatan ilegal tersebut berlangsung dan peran komunikasi dalam memfasilitasi tindakan-tindakan tersebut. Melalui analisis konten kualitatif, penelitian ini meneliti wacana dalam percakapan untuk mengidentifikasi pola, tema, dan sifat dari percakapan yang berkontribusi terhadap kegiatan ilegal tersebut. Metodologi yang digunakan melibatkan pemilihan sampel transkrip percakapan, yang kemudian dianalisis secara mendalam menggunakan pengkodean manual dan metode yang dibantu oleh perangkat lunak. Pendekatan ini memungkinkan identifikasi frasa kunci, struktur komunikasi, dan dinamika hubungan di antara para pihak yang terlibat. Hasil penelitian mengungkapkan penggunaan bahasa berkode secara sistematis dan komunikasi implisit untuk melakukan kegiatan ilegal sambil menghindari deteksi. Analisis juga menunjukkan keterlibatan aktif beberapa individu terkenal dalam mendukung kejahatan-kejahatan ini. Temuan ini menegaskan perlunya regulasi yang lebih ketat dan pemantauan yang lebih efektif dalam industri hiburan untuk mencegah penyalahgunaan kekuasaan semacam itu. Kesimpulannya, penelitian ini tidak hanya mengungkap kegiatan kriminal yang terkait dengan kasus Burning Sun, tetapi juga memberikan wawasan tentang strategi komunikasi yang digunakan oleh para pelaku. Implikasi dari penelitian ini sangat penting bagi penegakan hukum, pembuat kebijakan, dan industri hiburan, menyoroti kebutuhan mendesak akan reformasi.

Kata Kunci : Bukti Chat, *Burning Sun,* Analisis Wacana Kritis, Norman Fairclough