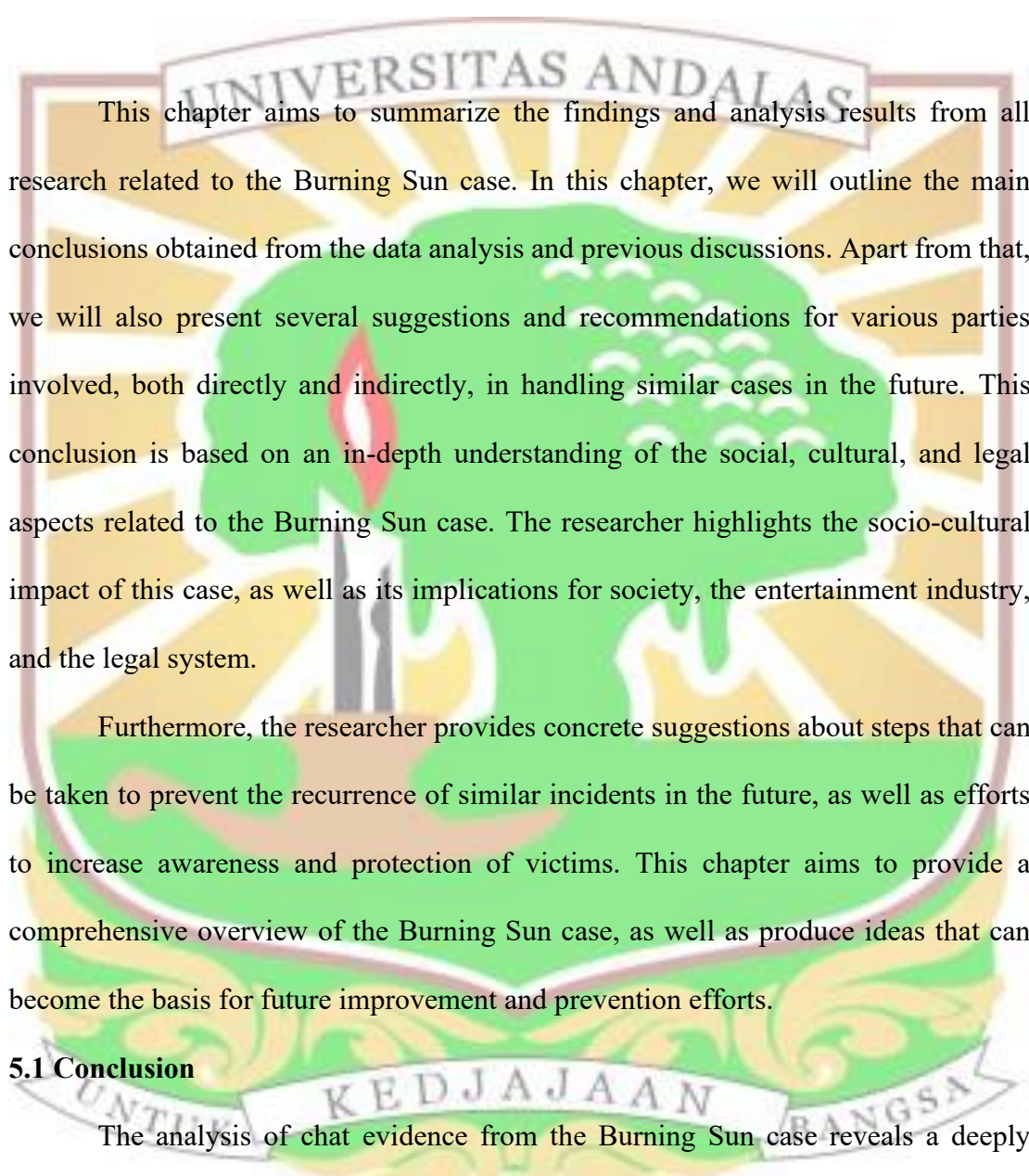# CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter aims to summarize the findings and analysis results from all research related to the Burning Sun case. In this chapter, we will outline the main conclusions obtained from the data analysis and previous discussions. Apart from that, we will also present several suggestions and recommendations for various parties involved, both directly and indirectly, in handling similar cases in the future. This conclusion is based on an in-depth understanding of the social, cultural, and legal aspects related to the Burning Sun case. The researcher highlights the socio-cultural impact of this case, as well as its implications for society, the entertainment industry, and the legal system.

Furthermore, the researcher provides concrete suggestions about steps that can be taken to prevent the recurrence of similar incidents in the future, as well as efforts to increase awareness and protection of victims. This chapter aims to provide a comprehensive overview of the Burning Sun case, as well as produce ideas that can become the basis for future improvement and prevention efforts.

5.1 Conclusion

The analysis of chat evidence from the Burning Sun case reveals a deeply embedded culture of illegal and immoral activities among the individuals involved. Several key conclusions can be drawn from the findings:

a. Organized Criminal Activity

The chats exhibit a high level of organization and coordination among group members, particularly in planning and executing illegal activities such as prostitution, drug usage, and the distribution of pornographic content. The use of complex and compound sentences, directives, and imperatives highlights meticulous planning and clear hierarchical structures within the group. This level of organization points to the systematic nature of these criminal activities, where each member has a specific role and responsibility, ensuring the smooth execution of their plans.

b. Authority and Hierarchy

Seungri's commanding role and the compliance of other group members indicate a well-established hierarchy. His directives are followed without question, reflecting the power dynamics and respect for his authority within the group. This hierarchical structure is further emphasized by the use of honorifics and respectful language, showcasing the influence and control he holds over the others. The conversations reveal an environment where questioning authority is discouraged, thereby perpetuating a culture of impunity and reinforcing the status quo.

c. Syntactic Features Reflecting Dynamics

The syntactic analysis of the conversations reveals the dynamics, planning, and execution of actions. Imperative sentences indicate commands and directives, while interrogative sentences reflect logistical planning and the gathering of necessary information. The mix of simple and complex sentences provides a balance between

clear, concise instructions and detailed, comprehensive plans. This linguistic pattern underscores the calculated nature of their operations, where clarity and precision are paramount to avoid detection and ensure successful outcomes.

d.   Cultural and Social Norms

The chats reveal the internalization of social norms and cultural preferences, such as the emphasis on fair-skinned women being preferred by Southeast Asian men. These preferences shape the decision-making process and the selection of women, reflecting a commercial and strategic approach to their illegal activities. This aspect highlights how deeply ingrained cultural biases and stereotypes are exploited for personal gain, perpetuating harmful social norms and contributing to the objectification and commodification of women.

e.   Impact on Victims and Society

The illegal activities discussed in the chats, such as violence, sexual harassment, and the distribution of illegal videos, have significant negative impacts on victims and society. The hierarchical and organized nature of these activities highlights the systemic issues within the nightclub environment and the broader entertainment industry. Victims are often left with little recourse for justice, exacerbating their trauma and perpetuating a cycle of exploitation and abuse.

The normalization of these activities within the Burning Sun chats contributes to a culture where criminal behavior is trivialized and ethical standards are eroded. This normalization extends beyond the immediate group, influencing public perception and

potentially encouraging similar behavior in other sectors of society. The repeated references to illegal activities without any apparent fear of legal repercussions suggest a deeply rooted belief in their impunity, further undermining trust in the legal system and societal norms.

f. Suggestion

Based on the findings of this research, several suggestions can be put forward:

a.   Expand the Scope of Data Collection

Future researchers should consider expanding the scope of their data collection to include a broader range of digital communication platforms. While this study focused primarily on chat evidence from KakaoTalk, incorporating data from other social media and messaging platforms such as Twitter, Instagram, and WhatsApp could provide a more comprehensive understanding of the extent and nature of criminal activities. Additionally, interviews with key informants and stakeholders could offer valuable insights that are not captured through chat evidence alone.

b.   Utilize Mixed Methods Approaches

Combining quantitative and qualitative research methods can enhance the depth and breadth of the analysis. For example, quantitative content analysis could be used to identify patterns and frequencies of specific linguistic features or themes in the chat evidence, while qualitative approaches such as thematic analysis or narrative analysis could provide a deeper understanding of the context and implications of these patterns. Mixed methods approaches can also help triangulate findings and strengthen the validity of the conclusions drawn.

c.   Incorporate Longitudinal Analysis

Conducting a longitudinal analysis can help track changes and developments in the discourse over time. By examining chat evidence from different periods, researchers can identify trends, shifts in language use, and evolving strategies employed by the individuals involved in criminal activities. Longitudinal analysis can also reveal the impact of external events, such as media coverage or legal actions, on the discourse and behavior of the participants.

d.   Examine the Role of Gender and Power Dynamics

Future research should delve deeper into the role of gender and power dynamics within the chat evidence. Analyzing how gendered language and power hierarchies influence the interactions and decisions made by the group members can provide valuable insights into the underlying social structures that facilitate criminal activities. This analysis can also highlight how gendered norms and stereotypes are reinforced or challenged within the discourse.

e.   Explore the Impact of Media Coverage

Investigating the relationship between the chat evidence and media coverage of the Burning Sun scandal can shed light on how media representations influence public perception and policy responses. Researchers could analyze media reports, public reactions on social media, and official statements to understand how the discourse in the chats intersects with broader societal narratives. This approach can also reveal the role of the media in shaping the outcomes of high-profile criminal cases.

f.	Investigate Legal and Ethical Implications

Future research should consider the legal and ethical implications of using chat evidence in criminal investigations and court proceedings. Examining the legal frameworks governing digital evidence, privacy rights, and the admissibility of chat evidence in court can provide valuable insights for policymakers and legal practitioners. Additionally, exploring the ethical considerations of analyzing private communications, especially those involving sensitive and potentially incriminating content, is crucial for maintaining the integrity and credibility of the research.

g.	Analyze the Broader Socio-Cultural Context

Understanding the broader socio-cultural context in which the chat evidence is situated can provide a more nuanced interpretation of the findings. Researchers should consider the historical, cultural, and socio-economic factors that influence the behavior and attitudes of the individuals involved in the Burning Sun scandal. This analysis can reveal how societal norms, cultural values, and economic pressures contribute to the normalization and perpetuation of criminal activities.

h.	Enhance Methodological Rigor

Ensuring methodological rigor is essential for producing reliable and valid research findings. Future researchers should clearly define their research questions, develop robust data collection and analysis procedures, and provide transparent documentation of their methods and findings. Peer review and replication studies can also help validate the results and contribute to the accumulation of knowledge in this field.

i.   Engage with Multidisciplinary Perspectives

Engaging with multidisciplinary perspectives can enrich the analysis and interpretation of the chat evidence. Collaborating with experts from fields such as linguistics, criminology, sociology, psychology, and media studies can provide diverse insights and enhance the comprehensiveness of the research. Multidisciplinary approaches can also facilitate the development of innovative methodologies and theoretical frameworks.

j.   Contribute to Policy and Practice

Finally, future research should aim to contribute to policy and practice by providing actionable recommendations for addressing the issues uncovered in the analysis. Researchers can collaborate with policymakers, law enforcement agencies, and advocacy groups to translate their findings into concrete measures for preventing and combating criminal activities. By bridging the gap between research and practice, scholars can play a vital role in fostering positive social change and promoting justice.

By following these suggestions, future researchers can build on the findings of this study and advance the understanding of the complex dynamics and implications of chat evidence in high-profile criminal cases. This research can contribute to the development of more effective strategies for addressing organized crime, supporting victims, and fostering ethical standards in the entertainment industry and beyond.