

CHAPTER IV

CONCLUSION AND SUGGESTION

In this final chapter, I present my conclusions after conducting this research. These conclusions include the main points of this research. I also provide some suggestions for readers who want to research similar topics.

4.1 Conclusion

This study examines the use of emojis in usernames as social identity markers among BTS fans called ARMY on the platform X. Based on the results of the analysis, 168 usernames that use emojis and are ARMY were found. Most emojis are used as decorative only and are not used to show identity, while only 16 emojis are used as BTS identity markers.

This study found that the 16 emojis found and used by ARMY in the username are not just decoration, but have their function and meaning. these emojis have their own identity, some emojis are used as markers of BTS identity, namely the crown emoji  which means BTS king of K-pop. There are emojis that are used as markers of ARMY's identity as BTS fans, such as Emojis such as purple heart emoji  and military helmet emoji  . Furthermore, there are emojis used as identity markers for each K-pop idol such as rabbit emoji  as a Jungkook BTS identity marker, the chick emoji  as a Jimin BTS identity marker, the squirrel emoji  as a J-Hope BTS identity marker, the

koala emoji 🐨 as a RM BTS identity marker, the cat emoji 🐱 as a Suga BTS identity marker, the bear emoji 🐻 as a V BTS identity marker, the hamster emoji 🐹 as a JIN BTS identity marker. Then there are emojis used as identity markers for BTS songs, such as the cherry blossom emoji 🌸 as the identity marker for the *Spring Day* song, the crescent moon emoji 🌙 as the identity marker for the *Moon* song, the yellow heart emoji 🧡 as the identity marker for the *Butter* song, the fire emoji 🔥 as the identity marker for the *Fire* song, the sparkles emoji ✨ as the identity marker for the *Epiphany* song, the dancing man emoji 💃 as the identity marker for BTS who has energetic dancing such as in the songs *Dynamite* and *Permission to Dance*.

The ARMY uses these emojis consistently in their usernames to represent certain identities and show support for BTS. These emojis become markers that are only understood within the ARMY community and have meanings that are formed through social processes, interactions, and culture within the fandom. This research shows that emojis function as complex identity markers. Emojis are able to combine emotional expressions, identity markers, cultural symbols, and affiliation strategies in the digital communication space. Through the use of emojis in usernames, fans not only express who they are, but also show who they feel attached to, what they support, what they idolize, and how they want to be seen by other online communities on social media.

Thus, it can be concluded that emojis in social media usernames are an effective form of visual communication and have meaning in shaping and representing social identity in the digital era. The appearance of this emoji is partly conveyed by idols directly

and partly associated with fans. In fandom communities like ARMY, emojis are not just a complement, but an important part of the community language, expressions, and are used as a marker of social identity within the community.

4.2 Suggestion

After conducting the study, I would like to give readers and future researchers some suggestions. For future research, it is recommended to expand the scope of data, both in terms of time, number of posts, and types of social media, so that the results are more diverse and comprehensive. The author suggests using a more systematic data collection method to minimize errors and obtain a more accurate amount of data. Then, future researchers can examine other verbal and non-verbal interactions, such as the content of comments, threads, and the use of emojis in tweets, to understand more about the function of emojis in building identity and social relations in digital communication. Furthermore, similar research can also be applied to other fandoms or different online communities to find out whether the use of emojis as a marker of social identity is universal or only specific to certain communities. For digital communication practitioners, especially in the field of marketing, emojis can be used as a marketing tool that can increase branding in online communities.