

The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release

Mister Gidion Maru¹, Dewi Kinanti², Fivy A. Andries³, Rahel Kimbal⁴

¹Universitas Negeri Manado, Indonesia

²Universitas Negeri Manado, Indonesia

³Universitas Negeri Manado, Indonesia

⁴Universitas Negeri Manado, Indonesia

*Corresponding Author

email: mr gidionmaru@unima.ac.id

Received:
2 July 2023

Revised:
30 August 2023

Accepted:
2 September 2023

Published:
30 September 2023

Abstract

Despite the Covid-19 pandemic has been considered being over, yet it remains to leave global traces of reaction including in America. This study aims at investigating Anti-Asian Sentiments in Bangtan Sonyeondan (BTS)' Tweet and Press Release. Basing upon the curiosity of how the that particular sentiment spread in America and the reaction toward it from the perspective of the Asian. This study applies a qualitative method relying upon the data taken from an officially transcribed texts of short press the release video by Bangtan Sonyeondan (BTS)' in YouTube as display in the White House website and Bangtan Sonyeondan (BTS)' tweets posted to support Stop Asian Hate Movement. The analysis employs Huckin's Critical Discourse Analysis Theory The results show that sentiment frames emerge in the forms of the violent attacks, discrimination, and the degradation of self-esteem. The existence of such sentiments has encouraged some reactions namely the awareness of Asian identity, the awareness of the rise of hate crimes, and the awareness of supporting Stop Asian Hate movement. These findings implies that the BTS expressions can act as an instrument of advocacy, language of negotiation, and expression of ideology. Thus, this study is significant for further studies on text analysis and rhetoric expressions, and cultural studies in general.

Keywords: Anti-Asian, BTS Press Release, Critical Discourse Analysis.

INTRODUCTION

The claim of the former American President, Donald Trump, in a speech at a rally in Tulsa affirming that the Covid-19 was the virus associated as "China Virus" and "Kung-Flu" which indirectly had scapegoated Asian descent as the main cause of the spread of the virus in America (Rizki & Khairunnisa, n.d.). Getting along with the unfinished pandemic, such claims had unavoidably endorsed the rise of massive social reactions among Americans (Kumar, 2023). Some studies reported that the pandemic had shaken socio-cultural foundation of society (Braholli, 2022; Köprülü & Ak, 2022; Vandebroek et al., 2020). The social distance and economic ruins became hardly acceptable circumstances for most people (Wannaprasert & Choenkwan, 2021). Cultural institutions took new shapes reacting and adapting toward the new condition. Further, the unclear cause and solution for the spread of the virus turned society to look around and establish their own assumptions which can be threatening to their common existence and shared-values (Dolan et al., 2020). This apparently occurred to the relation of Asian and American. It was noted that from March

How to Cite (APA Style):

Maru. M. G, et all (2023). The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release. *EduLite: Journal of English Education, Literature, and Culture* 8(2), 393-405 <http://dx.doi.org/10.30659/e.8.2.393-405>

19th 2020 to December 5th 2020, Stop AAPI Hate recorded 2,808 incidents of hate crime and discriminatory acts on Asian American individuals across 47 states. 126 of these accounts involved Asian Americans over 60 years old. Stop AAPI also found that while Chinese people made up 40.7% of the recorded incidents of hate crimes, Korean, Vietnamese and Filipino individuals also made up 30.5% of the incidents. These indicates that Asian Americans regardless of their ethnicity or nationality are affected and being racially profiled and framed. The association to the prime cause and bringer of the virus contributed to the racial attitudes being shared amongst Americans (Baliat & Tan, 2021). People's burden in facing the devastating impacts of the virus spotted Asians as potential targets to blame (Rudolph, J., & Tan, 2021). As indicated by a shooting incident committed by a 22-year-old white man that killed eight people in Atlanta, including six Asian women, four of whom were Korean immigrants. The violence illustrates the increase of the hate crimes objectifying Asians (Criss et al., 2023).

That sentiment toward Asian flourished. It was within this context that "Bangtan Sonyeondan" or known as BTS, K-pop group that has a massive success in penetrating the American music market, and serves as youth ambassadors who promote messages of respect and positive (Bajenaru, 2022; Evangelista, 2020; Suryani, 2020) posted a tweet to Twitter in support of #StopAAPIHate and #StopAsianHate. In the note, they described examples of racism they faced before turning their attention outside at 30 March 2021, 9.48 a.m. Tweet. The post was retweeted 1 million times, making it the most retweeted post of 2021 (Kwan & Wong, 2022). It implies the confirmation of the status of the group as a popular cultural icon, and portrait of the ongoing phenomenon in American society. That suggests that the study on their words reacting to the Asian American experience during the Covid-19 pandemic may reveal persisting socio-cultural sentiments, and social and diplomacy negotiation through certain expressions. Some studies pointed out that speeches or rhetoric words derived from realities and focused on issues living among audience and believed by public mind. The combination of the language used and the existing phenomena adds the power to rhetoric texts (Peeples & Murphy, 2022). The choice of the language used in the chosen expressions to frame does not merely signify word function but also signals the ongoing situations experienced both the speaker and audience (Foss & Foss, 2019). Most of such propensities are practiced by political or public leaders to win public supports (Cairney & Wellstead, 2021; Zhu et al., 2019). In fact, some studies have focused on similar issue, (Melina & Irawan, 2022) in their *The Analysis of Discriminatory Discourses against African American in When They See Us Movie Series: A Critical Discourse Study* revealed how whites describe themselves positively and how whites portray blacks negatively in their discourse based on their beliefs. In close relevance highlight, (Santoso & Aji, 2021) presented *Critical Discourse Analysis on Joko Widodo's Speech Using Thomas N. Huckin's Theory*. The study dealt with the speech of Joko Widodo regarding the importance of human resources quality and the plan of the relocation of the capital city. It disclosed that the relationships between language, power, and ideology were broadly defined through CDA. The other study is carried out by (Putri & Irawan, 2022). In *The Resistance against Racism: A Critical Discourse Analysis of Anti-Asian Racism relating to Covid-19 Outbreak*, They synthesized that the utterances produced by Asian-Americans

as the victim of the racist attacks during the Covid-19 outbreak contributed to comprehend how Asians voice their ideologies in defending themselves and maintaining their existence in society through Critical Discourse Analysis. Having viewed these findings, it is obvious that the study on BTS expression in the frame of critical discourse is remarkably new and potential to result in certain theoretical breakthroughs. This defines the significance and originality of this study. It is distinct since, not yet carried out, examining the rhetoric expressions of BTS as popular culture figure does not solely portray Asian American common shared-experiences during the Covid-19 Pandemic but also reflects their own perspectives to the sentiments behind the experiences. This then highlights the objective of this study.

THEORETICAL FRAMEWORK

According to (Baker, P., & McGlashan, 2020) Critical Discourse Analysis (CDA) refers to a methodological approach that 'studies the language and other semiotic systems used' (Catalano & Waugh, 2021) to examine social problems. CDA seeks to reveal and reflect on the dominant ideology, representation, and power relations that underlie language use. The relationship between discourse and context is seen as dialectical and interdependent, in which discourse is seen as a reflection of social reality and actively and simultaneously constructs, determines, and forms the same social reality through that discourse. CDA takes a position as a tool to against the current of domination in a broad framework to fight against social injustice. Within this context, some aspects must be considered and approached deeply to have a deep and comprehensive analysis such as genre which, according to (Malmkjær, 2004), it is related to fundamentally an exercise in the categorizing of 'symbolized acts of communication' based to their form and purpose. The next part of this process is to analyse the framing of the text as a whole, Framing refers to how the contents of the speech text are presented, how the perspective (sentiment, slant) is taken by the speaker (Fairclough, N., & Wodak, 1997). Not ot forget, Sentiment deals with an idea or viewpoint of a human on reality that is caught by the sensory experience, and it can be expressed through words, and the other aspects is foregrounding or backgrounding.

The foregrounding is more prominent while backgrounding is less prominent (Hansen, 2014). The term foregrounding or backgrounding refers to emphasizing certain concepts from the text. Concept means general idea (Dooley, R. A., & Levinsohn, 2000). These imply that within this inquiry, it is crucial to interpret the foreground as the explicit general idea expressed by the speaker, while the background is the implied general idea that the speaker means. It is then followed by presupposition which is conceptualized as an inference or proposition whose truth is assumed in the expression of a phrase (Huang, 2007). That means it is more than sentences, presupposition has a close connection with speakers. The last is discursive differences. It is an attempt to transform utterances from one context to another discursive context (Huckin, 1997). It further affects the interpretation process to the point within which the result of language use can lead to inequality in social contexts. This, in brief, summarizes the theoretical standpoints to carry out a critical discourse analysis.

How to Cite (APA Style):

Maru. M. G, et all (2023). The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release. *EduLite: Journal of English Education, Literature, and Culture* 8(2), 393-405 <http://dx.doi.org/10.30659/e.8.2.393-405>

METHODS

This study constitutes a descriptive qualitative approach. The data are mainly in the forms of words and sentences, not in the form of numbers or statistic (Barczak, 2015). They are taken from official script of BTS' Press Release video on 31 March 2022 in the White House website and BTS' tweet with the hashtag #StopAsianHate #StopAAPIHate on 30 March 2021 in their official twitter account which are also, in the words, views as the object of research study. These are the primary data while the secondary data, supporting data, such as articles from CNN Online News, e-journals, and YouTube video that are related to the topic.

To gain the objective of this study, Researchers analysed the data by employing Critical Discourse Analysis method by (Huckin, 1997) by relying on framing requirements as traced in the opening, main body, closing of the text as the language expressions, and being followed by the contextual interpretation featuring the existing the Anti-Asian sentiment among American society at the moment of rhetoric delivery, and also answering whether the substance of critical discourse such ideology, power and language may be implied (Lorenzetti, 2022).

RESULTS

In this part, the forms of the Anti-Asian American sentiments are elaborated in the presentations of some acts or attitudes that mirror what sorts of perspective are their grounds. The application of Huskin's critical discourse analysis paradigm spotted following frames of phenomena;

Frames of Violence

Racial violence or prejudice is one issue that racism may lead to. Racial violence is when individuals or groups physically or verbally abused based on racial hierarchy or justification based on race (Aria Adibrata & Fikhri Khairi, 2022). The Anti-Asian sentiment in United States of America as implied in the emergence of violence attacks as identified in the following opening statements;

"We send our deepest condolences to those who have lost their loved ones. We feel grief and anger" (Line 1, BTS, Twitter, 30 March 2021)

In the above expressions, the word "feel" illustrated BTS attempts to describe their emotional attachment to the contemporary condition taking place in America. Further, the words "grief" and "anger" appears to express the negative feelings felt by BTS, as Asian icon, towards the violence suffered Asia Americans. The phrase "... who have lost their loved ones" implied to violence victimizing Asian in Atlanta, eight people were gunshot at three spas near Atlanta on March 16 included six Asian ladies., BTS addressed their attentions to the victims in their official twitter account on 30 March 2021 (Guy, 2021). Viewing the victims are mostly Asians, it indicates that the victims are targeted. The incident seems to be designed to deliver a message of violence. Assuming the Covid-19 is China rooted-virus (Han et al., 2023), American people saw that the impacts of the pandemic should not have been American turmoil .

The violence in the times of the COVID-19 pandemic broke out around the world, the rise in anti-Asian crimes and hostility towards Asian Americans and Pacific Islanders (AAPI) has occurred amid the COVID-19 pandemic (Gover et al., 2020). Over 10,000 hate incidents against AAPI members were reported to the AAPI Stop Hate advocacy organization between 19 March 2020 to 31

December 2021 (Klein et al., 2022). The recognition of the violence rise tendency can also be detected in the a press briefing at the White House on 31 March 2022 and the sentiments towards anti-Asian violence are shown in the next words;

“We were devastated by the recent surge of hate crimes, including Asian American hate crimes. ... ” (Line 3, BTS, Press Release, 31 March 2022)

These lines confirm the continuing violence occurred after the shooting incident in Atlanta, while the word "devastated" describes BTS's sentiments towards acts of violence committed by anti-Asia. The Asian Americans view themselves as the objects of the crimes based upon those sentiments. It deeply stabs their conscience as citizens. They are being targeted for a doubtful reason; assumption related to the Covid-19 pandemic. Those hate actions have had a detrimental impact on many parties as can be seen from Morning Consult statistics, 22% of mainland Chinese respondents are "not at all interested" in visiting the United States, while another 23% are "not that interested." Based on the survey respondents, 57% of poll respondents said the biggest reason they don't want to go to the US is because of violent crime (Toh & Marcus, 2022). This reality implied that the increasing violent crimes in the society has gone deeper into the sense of insecurity among people of minority (Gover et al., 2020). Albeit it does not tend to generalize the whole community perceptions, the propensity of avoiding to interact with Americans illustrates the existing and growing anxiety among Asian American in the U.S in general, and Chinese in particular.

Frames of Discrimination

One of the phenomena connected with the rise of the violence is the circumstance in which Asian Americans experience to be unfairly treated or not given the same opportunities as others in the same situation after the pandemic revealed. Racial discrimination is a pervasive occurrences in the lives of racial minorities (Sellers & Shelton, 2003). Growing up and working with an Asian background, BTS voiced and shared stories of discrimination that were experienced not only by them but also by other Asians and some ethnic minorities. This can be seen in the expressions below;

“We recall moments when we faced discrimination as Asians. We have endured expletives without reason and were mocked for the way we look. We were even asked why Asians spoke in English.” (Line 2, BTS, Twitter, 31 March 2022)

These expressions reflect on the contemporary condition beheld by Asian American. It is apparent that they are no longer viewed as the part of the community in which, so far, they have been attached with. They turn into the object of mockery for being an Asian. The use of English even adds the ingredient for unfair communication. The pandemic has altered the appropriateness of the Asian to speak I the way of the Americans. More oppressively, BTS described incidents and the sentiments of the racial discrimination took place for public figures like them which means common people or other Asian laities may face worse situation. As a public figure, BTS often speaks or becomes the talk in various public spheres. It suggests that if the prominent public figure as BTS experienced such harsh discrimination, it implies that other Asian American may deal with more difficult situation. It is portrayed by Meimei Xu, 19-year-old girl, stating growing up as an Asian American was difficult. She currently faces similar circumstance as She was in

How to Cite (APA Style):

Maru. M. G, et all (2023). The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release. *EduLite: Journal of English Education, Literature, and Culture* 8(2), 393-405 <http://dx.doi.org/10.30659/e.8.2.393-405>

elementary school, her classmates made harsh comments. They told her Chinese food was weird, and one of them even told her Chinese girls weren't attractive (Kallingal, 2021). This testimony mirrors a bigger phenomenon, not merely as a story of view of food. It discloses the ongoing insights on the Asian American especially Chinese existence. It illustrates that the emergence of the pandemic seems to regenerate the negative coexistence of the Asians and the Americans (Chang, 2021). People are drawn in both the condition worsened by the impact of the Covid-19 and the unclear solution for it. Americans move their eyes to the prime cause of the pandemic; Chinese virus, as sounded by President Trump. The virus is asserted to be Chinese product (Hom, 2022). Not to mention, the unrecovered economic situation in most of the states in America adds more burdens to people which easily drives them to seek for objects to blame. It creates complicated situations that Americans need to cope with. The presence of the Chinese and Asian in general channels their emotional expressions which grow as a collective sentiment toward the bringer of the crisis.

Further, discrimination may lead to chronic psychosocial distress, mass trauma, and intergenerational stress transmission. (Alvarez et al., 2006). BTS depicted such mental stating that they felt as being discriminated in a tweet on March 30, 2021.

"We cannot put into words the pain of becoming the subject of hatred and violence for such a reason. Our own experiences are inconsequential compared to the events that have occurred over the past few weeks. But these experiences were enough to make us feel powerless and chip away our self-esteem." (Line 4, BTS, Twitter, 30 March 2021)

The words "powerless" and "chip away our self-esteem" delineated the discrimination affects the self-esteem of Asian Americans. BTS again put themselves as the Asian representatives who also suffered from being unrecognized. Their popularity means nothing to Americans. They do not earn a place in the public. The sentiments have gone very serious in the society. The discrimination confirms the threats toward individual dignity. The feeling of being 'powerless' and having loss of the 'self-esteem' conclude compounding the damage of the discrimination to the psychological aspects (Rogers, 2021). This confirms that even BTS meets such challenging effect of the discrimination; shaking their dignity as Asian. Their popularity appears to be unmatched with the growing discriminated circumstance occurred in America due to the pandemic effect.

The reaction toward the Anti-Asian sentiment

BTS' expressions in both tweeter and press release do not solely figure out the socio-cultural sentiments toward the Asian Americans, yet they also construct the rise of some awareness among them as the reactions toward the condition at hands. This popular group seemingly inspires the recalling of some realizations of Asian Americans existence.

The awareness of Asian Identity

BTS' words in press release and tweet seem to in convey the notion of conviction of having identity despite the difficult time that they are beholding as seen in the following lines;

"What is happening right now cannot be dissociated from our identity as Asians. It required considerable time for us to discuss this carefully and we

contemplated deeply on how we should voice our message.” (Line 4, BTS, Twitter, 30 March 2021)

The quotations stated that the situations faced by the Asian American has given the path to recall their Asian identity to reclaim their dignity. With the recognized identity, they then can “voice their message’. The message is obvious that they require fair treatment. Thus BTS is actually trying to empower ideological expressions to frame the urgency of being perceived fairly by Americans. It is the way of raising awareness for people of the same race to take actions. The language conveyed in the lines of both tweeter and press release is apparently straightforward and organized to trigger and generate listeners or readers as expected. It also detected in other lines presented by BTS;

"To put a stop on this support the cause,. we'd [modality] like to take this opportunity to voice ourselves once again [solution]." (Line 3, BTS, Press Release, 31 March 2022)

Further, in terms of language used, the modality, would, is usually used when the speaker has an alternative future condition that must be supported by a particular statement or action. The actions are surely in the purpose of advocating the sense of Asian Americans in the context of American life. The phrase “...to voice ourselves once again" referred to BTS' intention to facilitate the rise of the awareness of sharing-identity among Asian in America. Their reactions toward the growing hatred and discrimination are also their declaration of the existence in America as the land of opportunity (Lasch, 2019). This sort of declaration constitutes one of the ways to call for the ideological awareness of sharing the same identity for Asian America. It can be the power to deal with the turbulent community conditions. The indictment to Asian American especially Chinese including Korean, Vietnamese, and other east Asians-rooted communities can only be anticipated by upholding the commonly-shared identity (Ahn et al., 2022) among them and employing it to stay strong amidst the persecuting sentiments. Being alone within this challenging situation can be very disadvantageous and painful, thus the recalling of the sense of being Asian will not only enforce the unity but also may relieve the pain.

The awareness to support The Stop Asian Hate movement

Since the epidemic began, four in ten of US citizens feel that it has grown more usual for the public to display racist or intolerant opinions toward Asian Americans (Tessler et al., 2020). Through their words, BTS implies a warning about the presence of the wave of discrimination and hatred suffered by the minority like Asian community. In their Tweet and Press Release, the group presented the issue which connects with the thoughts and the events that occurred in society. BTS employs their status as the popular icon to voice their stance. They realized that people usually held high expectations or standards towards public figure (Flett, G. L., Hewitt, P. L., Nepon, T., Sherry, S. B., & Smith, 2022). BTS tried to stigmatize public awareness of stopping this discriminate sentiment. By their lines, BTS' encourage public to take decisive action to resolve all these conditions as framed in the following expressions;

“But what our voice must convey is clear.”

“We stand against racial discrimination”

“We condemn violence”

“You, I and we all have the right to be respected. We will stand together.”

How to Cite (APA Style):

Maru. M. G, et all (2023). The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release. *EduLite: Journal of English Education, Literature, and Culture* 8(2), 393-405 <http://dx.doi.org/10.30659/e.8.2.393-405>

(Line 5-8, BTS, Twitter, 30 March 2021)

In this tweet, BTS tried to position themselves as public figures who have control over giving a good influence on society, and this is clearly seen in the words "but what our voice must convey is clear", and to affirm a strong resistance toward violence and discrimination is described in the words "we condemn", "we stand" and "we will stand together". The lines above marked their will and commitment to suggest people to work together against discrimination. That brings the consequences that everyone must do something or at least to involve in a certain movement. Stop Asian Hate movement can be one of the options. It is the real action that influxes the diminishing of the discrimination, violence and even hatred to Asians (Huang, 2021). Voicing the need to "stand together" signifies the call for participating in the more realistic steps, instead of solely criticizing and complaining. By advocating the mission of the movement, BTS, as a public influencer, has contributed to suggest and shape the awareness of active participation to any movements intended to stop discriminated and hatred sentiments toward Asian communities in America.

DISCUSSION

Applying the perspective of the critical discourse analysis, the results of the analysis of the expressions of BTS and Twitter Press Releases most likely reflect some synthesis which can be formulated and elaborated as follows:

Language of advocacy

By voicing the frames of the violence occurred to Asian American through the press release and twitter, it can be synthesized that BTS used media platform to express their perspectives to influence society. They make use of the spotlight toward them as the opportunity to foster their support to the abolishment of violence, hate crimes and even racial discrimination experience the Asian communities in America during the pandemic. BTS employs their expressions to endorse the social change. Language can become a tool to advocate for social change (McArthur & Muhammad, 2022). BTS in their language use provides the argument for the need to act together, and persuades to support the movement to stop Anti-Asia sentiments as traced in the followings words:

"... We believe music is always an amazing and wonderful unifier of all things."
"It's not wrong to be different. I think equality begins when we open up and embrace all of our differences."

(Line 5-6, BTS, Press Release, 31 March 2022)

It can interpreted here that BTS puts forward the lines of persuasion as evidenced by the statement of opinion such as "believe, think". There is nothing wrong with being different. While the words 'think' are considered to express that respecting the differences leads to equality. This highlights that BTS' expressions work as the language for advocating the Asian Americans in the endeavors to cope with increasing sentiments in the times of the Covid-19 pandemic.

In addition, by the Tweet and Press release, BTS also apply advocate the recall of the Asian American identity as quoted below;

"What is happening right now cannot be dissociated from our identity as Asians. ..."

(Line 4, BTS, Press Release, 31 March 2022)

In the lines above, BTS argued the right of the right to be treated humanely and the need to attach the Asian identity despite the difficult

situation. It is true that their experience is not apart from the fact of being Asian especially when China is accused as the source of the virus (Wang et al., 2021), however it does not also mean to draw them out of their root as an Asian. In other words, BTS has functioned the expressions on the Tweeter post and Press Release as the expressions of supporting the existence of Asian community in America; expressions of advocacy.

Language of negotiation

Viewing the frames in the results, it recalls the proposition argued that language has a crucial role in transferring values in social life and transforming power into right and obedience into responsibility (Gregory, M., & Carroll, 2018; Joullié et al., 2020). It indicates that expressions in language may serve as the instrument for negotiation. It has the power of offering and claiming a particular message. Take for example, the word 'can' used in the line bellow;

“We cannot put into words the pain of becoming the subject of hatred and violence for such a reason. ... (Line 3-4, BTS, Twitter, 30 March 2021)

It appears that the lines tend to emphasize the degree of certainty that, as an artist, they believed they could do something to help others and make the world a better place. They then affirm;

“What is happening right now cannot be dissociated from our identity as Asians. ...”

(Line 3-4, BTS, Twitter, 30 March 2021)

“You, I and we all have the right to be respected. We will stand together.”

(Line 8, BTS, Twitter, 30 March 2021)

By spotlighting the certainty over the identity as Asian and emphasizing the right to be respected as well as stipulating the obligation to unity, it is clear that BTS in the effort to bring Americans and global eyes to this anti-Asian sentiment. It is essential and must be a focus to discuss, and then to abolish it. The group is detecting the social mood and bring forward solutions.

In negotiating with the audience, BTS used imperative mood in their press release. The use of imperative words means the speaker is requesting goods and services through several commands; in this case, BTS is mediating the propensity among the society by providing arguments for synthesis. This is presented by the following quotations:

“... We hope today is one step forward to respecting and understanding each and every one as a valuable person.” (Line 7, BTS, Press Release, 31 March 2022)

The words implied that BTS tries to negotiate with the audience so they may take part in stopping the racial sentiments in society. Here, BTS' expressions confirm the propositions claiming that certain expressions do not only convey meaning but also have the power to influence (Sulistiyawati et al., 2022). The selected meaning behind certain expressions constitutes valuable materials for more interactions and negotiations in certain socio-political contexts (van Bezouw et al., 2019).

The expression of Ideology

According to (Huckin, 1997), ideology can be seen in insinuation analysis and it also noticed in the way speaker expressed some of their experience. Based on this perspective, it can be viewed that BTS has a specific purpose or goal to be achieved in the found frames of Tweeter and Press release. How the discrimination was experienced by Asian is a matter of ideology. When certain

How to Cite (APA Style):

Maru. M. G, et all (2023). The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release. *EduLite: Journal of English Education, Literature, and Culture* 8(2), 393-405 <http://dx.doi.org/10.30659/e.8.2.393-405>

community is not admitted and recognized by other community for the reason of race or color, it then defines the presence of fundamental value problem (Matsuda, 2018). It touches the essential point of perceiving life and influx the way of communicating one another. It is ideological, BTS's stance and efforts encourage the Anti-Asian sentiments through the expressions in the lines of Tweeter and Press release comply with the ideological drives that generate the Stop Asian Hate movement. In other words, the group persistence to be with Asian American is not in the empty ground; yet it is an ideological declaration. Hence, it can be theorized that proposition is in line with Huskin's critical discourse analysis, in terms of the presence of ideology in every text. Thus, it then defines that this study agrees with previous studies on rhetoric texts, despite that this one is in the forms of tweeter and press release, arguing the presence of the aspects of language, power and ideology as the main ingredients of a text in the perspective of critical discourse analysis (Amoussou & Allagbe, 2018).

CONCLUSION

Applying the perspective of Huskin's critical discourse analysis, this study reveals the mental evidence of the existence of the Anti-Asian sentiments occurring and growing in the U.S during the Covid-19 pandemic. The sentiments mainly come up in the construction of the frame of violence, and frame of discrimination. These later encourage the awareness of Asian identity, and the awareness to support Stop Anti-Asian movement. The analysis further indicates that BTS expressions in the frames and awareness imply the reflection of language in terms of advocacy, power negotiation and ideology which confirms Huskin's critical discourse. Yet, this still requires more inquiries and elaborations due to the limited data of the time frame of the expressions, and the need for more Asian community voices. As a textual study, this study is significant for further studies on the critical discourse expressions taken from non-speeches rhetoric texts such social media texts and communicative interactions.

AUTHOR STATEMENT

Author 1: Conceptualization and content formulation, collecting data, analysing data, writing the manuscript, revising, and compiling references. **Author 2:** data categorization, providing supporting references **Author 3:** Data collection support, manuscript technical editing. **Author 4:** manuscript editing, proofreading, and revising.

ACKNOWLEDGMENT

The authors are greatly thankful to the head of LPPM Universitas Negeri Manado for supporting and facilitating this study in the form of data access and financial aid. The authors are also indebted to Edulite Journal for willing to process the publication of this article through strict and credible review process which really enlightened us.

REFERENCES

- Ahn, L. H. R., Yang, N. Y., & An, M. (2022). COVID-19 Racism, Internalized Racism, and Psychological Outcomes Among East Asians/East Asian Americans. *Counseling Psychologist, 50*(3), 359–383. <https://doi.org/10.1177/00110000211070597>
- Amoussou, F., & Allagbe, A. A. (2018). Principles, Theories and Approaches to Critical Discourse Analysis. *International Journal on Studies in English Language and Literature, 6*(1), 11–18. <https://doi.org/10.20431/2347-3134.0601002>
- Aria Adibrata, J., & Fikhri Khairi, N. (2022). The Impact of Covid-19 Blame Game Towards Anti-Asian Discrimination Phenomena. *The Journal of Society and Media, 6*(1), 17–38. <https://doi.org/10.26740/jsm.v6n1.p17-38>
- Bajenaru, I. R. (2022). Bangtan Boys (Bts)–Part Of South Korea’s Cultural Diplomacy And Soft Power Strategy. *Romanian Review of Political Sciences & International Relation, 19*(1), 156–180.
- Baker, P., & McGlashan, M. (2020). *Critical discourse analysis*.
- Baliat, E., & Tan, N. (2021). ANTI-ASIAN RACISM IS PREVAILING AMIDST THE COVID-19 PANDEMIC: TWITTER IS TO BLAME. *6*(6).
- Barczak, G. (2015). Publishing Qualitative versus Quantitative Research. *Journal of Product Innovation Management, 32*(5), 658. <https://doi.org/10.1111/jpim.12277>
- Braholli, A. (2022). An Investigation of Consumer Behavior in Online Trade During the Covid-19 Pandemic: A Case Study. *Quality - Access to Success, 23*(186), 45–58. <https://doi.org/10.47750/QAS/23.186.07>
- Cairney, P., & Wellstead, A. (2021). COVID-19: effective policymaking depends on trust in experts, politicians, and the public. *Policy Design and Practice, 4*(1), 1–14. <https://doi.org/10.1080/25741292.2020.1837466>
- Chang, Y. Y. (2021). The Post-Pandemic World: between Constitutionalized and Authoritarian Orders – China’s Narrative-Power Play in the Pandemic Era. *Journal of Chinese Political Science, 26*(1), 27–65. <https://doi.org/10.1007/s11366-020-09695-3>
- Criss, S., Nguyen, T. T., Michaels, E. K., Gee, G. C., Kiang, M. V., Nguyen, Q. C., Norton, S., Titherington, E., Nguyen, L., Yardi, I., Kim, M., Thai, N., Shepherd, A., & Kennedy, C. J. (2023). Solidarity and strife after the Atlanta spa shootings: A mixed methods study characterizing Twitter discussions by qualitative analysis and machine learning. *Frontiers in Public Health, 11*. <https://doi.org/10.3389/fpubh.2023.952069>
- Dolan, S. L., Raich, M., Garti, A., & Landau, A. (2020). The COVID-19 crisis as an opportunity for introspection: A multi-level reflection on values, needs, trust and leadership in the future. *The European Business Review, 1*(17).
- Dooley, R. A., & Levinsohn, S. H. (2000). *Analyzing discourse: A manual of basic concepts*. Dallas: SIL International.
- Evangelista, G. A. R. (2020). *Beyond The (K-pop) Scene: Analyzing the Role of BTS’s Love Myself Campaign and Celebrity Diplomacy in the Promotion of UNICEF’s Child Protection Campaign*.
- Fairclough, N., & Wodak, R. (1997). Critical Discourse Analysis. *Discourse Studies: A Multidisciplinary Introduction, 2*, 258–284.
- Flett, G. L., Hewitt, P. L., Nepon, T., Sherry, S. B., & Smith, M. (2022). The destructiveness and public health significance of socially prescribed perfectionism: A review, analysis, and conceptual extension. *Clinical Psychology Review, 93*, 102–130.
- Foss, S. K., & Foss, K. A. (2019). *Inviting transformation. Presentational speaking for a changing world* (4th ed.). Waveland Press.
- Gover, A. R., Harper, S. B., & Langton, L. (2020). Anti-Asian Hate Crime During the COVID-19 Pandemic: Exploring the Reproduction of Inequality. *American Journal of Criminal Justice, 45*(4), 647–667. <https://doi.org/10.1007/s12103-020-09545-1>

How to Cite (APA Style):

Maru, M. G., et al (2023). The articulation of anti-Asian sentiment in America: frames in BTS' tweet and press release. *EduLite: Journal of English Education, Literature, and Culture* 8(2), 393-405 <http://dx.doi.org/10.30659/e.8.2.393-405>

- Gregory, M., & Carroll, S. (2018). *Language and situation: Language varieties and their social contexts*. Routledge.
- Guy, J. (2021). *K-pop stars BTS share racial discrimination they faced*. CNN.
- Han, Q., Zheng, B., Cristea, M., Agostini, M., Bélanger, J. J., Gützkow, B., Kreienkamp, J., Leander, N. P., Abakoumkin, G., Khaiyom, J. H. A., Ahmed, V., Akkas, H., Almenara, C. A., Atta, M., Bagci, S. C., Basel, S., Kida, E. B., Bernardo, A. B. I., Buttrick, N. R., ... Zick, A. (2023). Trust in government regarding COVID-19 and its associations with preventive health behaviour and prosocial behaviour during the pandemic: A cross-sectional and longitudinal study. *Psychological Medicine*, 53(1), 149–159. <https://doi.org/10.1017/S0033291721001306>
- Hom, H. A. (2022). *The Dual Pandemic of 2020: Rhetorical analysis of how American COVID-19 elite messaging, enabled by the monster trope, justifies cultural violence against A / AAPI*. *The Dual Pandemic of 2020: by*.
- Huang, Y. (2007). *Pragmatics*. Oxford University Press.
- Huckin, T. N. (1997). *Critical discourse analysis. Functional approaches to written text: Classroom applications*.
- Joullié, J.-E., Gould, A., & Spillane, R. (2020). *THE LANGUAGE OF POWER AND AUTHORITY IN LEADERSHIP THE LANGUAGE OF POWER AND AUTHORITY IN LEADERSHIP ABSTRACT*.
- Kallingal, M. (2021). *These Asian Americans faced racism growing up, but they won't let it define them*. CNN.
- Klein, B., Sullivan, K., & Nikki, C. (2022). *K-pop supergroup BTS visits the White House*. CNN.
- Köprülü, G., & Ak, M. (2022). Evaluation of the political psychological reflections of the COVID-19 process in the context of Turkey. *Klinik Psikiyatri Dergisi*, 25(2), 209–218. <https://doi.org/10.5505/kpd.2022.16779>
- Kwan, S., & Wong, Y. (2022). *Dancing in the Aftermath of Anti-Asian Violence: An Introduction in Three Parts*. 1–15.
- Lasch, C. (2019). *The Culture of Narcissism*. In *American Social Character*. Routledge.
- Lorenzetti, M. I. (2022). *Rhetorical Responses to the COVID-19 Pandemic by Right-Wing Populist Leaders in the USA and UK*. 47(May), 13–45. <https://doi.org/10.1285/i22390359v47p13>
- Malmkjær, K. (2004). Translational stylistics: Dulcken's translations of Hans Christian Andersen. *Language and Literature*, 13(1), 13–24.
- Matsuda, M. J. (2018). *Public response to racist speech: Considering the victim's story*. Routledge, In *Words that wound*.
- McArthur, S. A., & Muhammad, G. E. (2022). Pens Down, Don't Shoot: An Analysis of How Black Young Women Use Language to Fight Back. *Urban Education*, 57(5), 751–778. <https://doi.org/10.1177/0042085919893734>
- Melina, F., & Irawan, M. A. (2022). *The Analysis of Discriminatory Discourses Against African American in When They See Us Movie Series: A Critical Discourse Analysis*. 12(1).
- Peeples, J., & Murphy, M. (2022). Discourse and rhetorical analysis approaches to environment, media, and communication. In *The Routledge Handbook of Environment and Communication*. Routledge. <https://doi.org/10.4324/9781003119234-5>
- Putri, F. H., & Irawan, A. M. (2022). *The Resistance against Racism: A Critical Discourse Analysis of Anti-Asian Racism relating to Covid-19 Outbreak*. 11(4).
- Rogers, K. (2021). *Discrimination of any kind can lead to much higher risk of mental and behavioral issues for young people, study finds*.
- Rudolph, J., & Tan, S. (2021). Anti-facemaskism—Politicisation of Face Masks during COVID-19 in the Context of Trump's Plutocratic Populism. *Journal of Education, Innovation, and Communication*, 3(Issue 1). <https://doi.org/10.34097/jEICOM-3-1->

june21-3

- Santoso, D., & Aji, A. S. (2021). *Critical Discourse Analysis on Joko Widodo 's Speech Using Thomas N. Huckin 's Theory*. 584(Icorsh 2020), 886–894.
- Sellers, R. M., & Shelton, J. N. (2003). The Role of Racial Identity in Perceived Racial Discrimination. *Journal of Personality and Social Psychology*, 84(5), 1079–1092. <https://doi.org/10.1037/0022-3514.84.5.1079>
- Sulistiyawati, H., Krisifu, A., & Sumarlam. (2022). A Critical Discourse Analysis of BTS' Song "ON" (Systemic Functional Linguistics Approach). *Ijotl-Tl*, 7(3), 256–270. <https://doi.org/10.30957/ijotl.v7i3.618.A>
- Suryani, A. N. (2020). Bangtan Sonyeondan (Bts) As New American Idol. *Rubikon : Journal of Transnational American Studies*, 6(1), 48. <https://doi.org/10.22146/rubikon.v6i1.61489>
- Tessler, H., Choi, M., & Kao, G. (2020). The Anxiety of Being Asian American: Hate Crimes and Negative Biases During the COVID-19 Pandemic. *American Journal of Criminal Justice*, 45(4), 636–646. <https://doi.org/10.1007/s12103-020-09541-5>
- Toh, M., & Marcus, L. (2022). *Anti-Asian hate crimes are scaring Chinese travelers away from the US*. CNN.
- van Bezouw, M. J., Garyfallou, A., Oană, I. E., & Rojon, S. (2019). A methodology for cross-national comparative focus group research: illustrations from discussions about political protest. *Quality and Quantity*, 53(6), 2719–2739. <https://doi.org/10.1007/s11135-019-00887-5>
- Vandebroek, I., Pieroni, A., Stepp, J. R., Hanazaki, N., Ladio, A., Alves, R. R. N., Picking, D., Delgoda, R., Maroyi, A., van Andel, T., Quave, C. L., Paniagua-Zambrana, N. Y., Bussmann, R. W., Odonne, G., Abbasi, A. M., Albuquerque, U. P., Baker, J., Kutz, S., Timsina, S., ... Dahdouh-Guebas, F. (2020). Reshaping the future of ethnobiology research after the COVID-19 pandemic. *Nature Plants*, 6(7), 723–730. <https://doi.org/10.1038/s41477-020-0691-6>
- Wang, S., Chen, X., Li, Y., Luu, C., Yan, R., & Madrisotti, F. (2021). 'I'm more afraid of racism than of the virus!': racism awareness and resistance among Chinese migrants and their descendants in France during the Covid-19 pandemic. *European Societies*, 23(sup1), S721–S742. <https://doi.org/10.1080/14616696.2020.1836384>
- Wannaprasert, P., & Choenkwan, S. (2021). Impacts of the covid-19 pandemic on ginger production: Supply chains, labor, and food security in northeast thailand. *Forest and Society*, 5(1), 120–135. <https://doi.org/10.24259/fs.v5i1.11897>
- Zhu, J., Huang, H., & Zhang, D. (2019). "Big Tigers, Big Data": Learning Social Reactions to China's Anticorruption Campaign through Online Feedback. *Public Administration Review*, 79(4), 500–513. <https://doi.org/10.1111/puar.12866>

Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Copyright© 2023 Anggawirya, AM, Lastika A, Betaubun, M, and Floriani, R. This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY). The use, distribution or reproduction in other forums is permitted, provided the original author(s) and the copyright owner(s) are credited and that the original publication in this journal is cited, in accordance with accepted academic practice. No use, distribution or reproduction is permitted which does not comply with these terms.