

ABSTRACT

This research explores the use of the social media platform X by the BTS fan community, ARMY, in promoting and organizing charitable activities. Through a netnographic approach, this study identifies how ARMY Indonesia leverages features of X, such as tweets, retweets, hashtags, and comments, to disseminate information and mobilize support for charity activities. The findings reveal that Electronic Word of Mouth (e-WOM) plays a crucial role in amplifying the reach of charity messages, enhancing participation, and strengthening the positive image of the ARMY community. Additionally, the research found that ARMY consistently integrates humanitarian values often voiced by BTS into their activities, reinforcing community solidarity and loyalty. By effectively utilizing X, ARMY successfully garnered significant support for various charity campaigns, demonstrating the vast potential of online communities in mobilizing positive social action. These findings make an important contribution to the literature on online community behavior, particularly in the context of fandom and social activities, and offer practical insights for non-profit organizations in designing more effective communication strategies.

Keywords: *Netnography, BTS Army, Social Media, Charitable Activities, Fan Community*