

# Why BTS' BBMA win is important

Korean group BTS recently won the Billboard Music Award for Top Social Artist. Their hashtag, '#BTSBBMAS,' was retweeted over 300 million times. The group, which consists of seven members, made history as the first k-pop artists to win a BBMA. This win was very important not only for the group, but for other Asians as well for numerous reasons.

Before the win, BTS, and k-pop in general, was largely unknown in the West. Fans were prominent on social media, specifically Twitter, but groups were not mentioned in media or nominated for music awards.

Not many people, both online and at the event, knew who BTS was. There were confusion in regards to their appearance at the awards and exactly what they had done to deserve to win.

This anonymity was removed as soon as BTS was announced as the winner in a category that included big names in music, like Justin Bieber, Shawn Mendes, Selena Gomez, and Ariana Grande.

Within minutes of the announcement of the win, multiple publications like CNN, Rolling Stone and Elle Magazine began publishing articles on the group. People began googling k-pop and streaming songs. BTS had

gone from a group that no one knew to people wondering when their next tour was.

This newfound popularity opened the possibility of Asian artists

succeeding in the west, where the success of western artists is

predominant. For many years, Asian artists had been told by management

that they would only thrive in Asian countries, so they would rarely

promote in the West. The fact that BTS won this award, which was voted

on by fans, over four western artists proves that k-pop and other

Asian entertainment would sell well and be appreciated here.

"I think that this will lead to BTS and other groups coming here to

America more to promote and hold concerts," said freshman Frances

Montevilla. "It probably showed them that they could thrive here just

as much as Western artists."

Asian people underrepresented in the western pop culture. BTS' win

encourages young Asian people feel like there's someone famous that

they can relate and look up to.

For a long time, Asian artists have gone largely underappreciated in

the West. Before members of a music band even join groups, they spend

arduous months, sometimes even years, training to fit the mold that

management companies like Big Hit, BTS' management, require. Some say

that they are controlled by management, from what they say to

what

they wear. They put in hard work in preparing albums and music videos,

plus the choreography to accompany the songs.

They go through all this, but never get any recognition or acknowledge

from the West, which is where gaining popularity in the entertainment

industry is most critical. The BBMA finally gives a k-pop group the

acclaim they deserve.

When BTS won the BBMA, they didn't only win it for themselves, they

won it for Asian people as a whole. While it isn't enough, it gave

Asian people a place in western media and entertainment that was fully

warranted.