



# Fandom and freedom fighters

The role of pop fandom activism in  
fundraising for Myanmar's revolution

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# Acknowledgment

This article is written by Nway and Htaike, who research digital activism. As proud members of the BTS ARMY, they bring an insider's perspective to understanding the power of fandom communities in Myanmar's revolution.

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K4DM was launched in 2017 by Global Affairs Canada and IDRC. It nurtures a new generation of young actors to promote inclusion, gender equality, respect for diversity, and prosperity for all in Myanmar. Making use of online courses, fellowships and research on digital spaces, the initiative supports diverse students and researchers primarily in the Myanmar diaspora and research institutions outside the country.



# Abstract

This study examines the role of pop fandom activism in supporting Myanmar's pro-democracy movement following the 2021 military coup. Drawing on qualitative methods, including digital ethnography and interviews with twelve fandom page administrators, the research explores how fan communities originally centred on cultural interests in figures such as BTS, Blackpink, and Daung mobilized to engage in political fundraising, awareness campaigns, and digital advocacy. These communities utilized their existing structures to organize donation drives, create monetized content, and coordinate social media campaigns, thereby contributing both materially and symbolically to the resistance movement. Through a conceptual framework grounded in Social Identity Theory, Collective Social Identity, and Social Movement Theory, the study demonstrates how shared identity and group cohesion facilitated a rapid transition from entertainment to activism. Key findings indicate that fandoms effectively navigated platform censorship, surveillance, and security threats by adopting encrypted communication, pseudonyms, and discreet fundraising methods. Their efforts were sustained by a strong sense of collective purpose, emotional connection to idol values, and a desire for non-violent contribution. The research concludes that fandom activism in Myanmar represents a significant, under-recognized form of grassroots resistance. Recommendations include enhanced digital security training, systematic archiving practices, and stronger collaboration between fandoms and established activist networks to support democratic movements in restrictive environments.

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## Introduction

The rise of digital networks has profoundly reshaped landscapes of social and political mobilization, particularly in restrictive contexts (Bennett & Segerberg, 2012; Hands, 2011). In Asia, youth have repeatedly demonstrated resilience and leadership in challenging authoritarian regimes, leveraging online platforms to organize and sustain movements for democracy and freedom. Following the military coup in 2021, Myanmar became a stark example of this dynamic, with widespread resistance emerging both offline and online despite severe crackdowns by the military junta. While digital activism by established civil society groups has received attention, a significant yet overlooked force has been the country's vibrant pop culture fandom communities.

In fandom studies, fans are defined as a person with a relatively deep, positive emotional conviction about someone or something famous, usually expressed through recognition of style or creativity. Fans find their identities wrapped up with the pleasures connected to popular culture. They inhabit social roles marked up as fandom (Duffett, 2013, p.18). The capacity of fandom activism to organize, promote and engage in many forms of collective action has proven remarkable. These fandoms collaborate as tightly linked online groups via social media platforms to support large fundraising and publicity campaigns. The depiction of fandom communities as movers of change demonstrates their astonishing potential to produce enormous changes in both local and global settings (Yamahata & Takeda, 2025, p.16).

Fandom communities in Myanmar have rapidly expanded on digital platforms like Facebook, TikTok and Twitter, forming groups around local and global pop culture figures. Foreign cultural exports in music, theatre, fashion and food contribute to their growth, creating collective talent and cultural togetherness. Therefore, social media plays an important role in fan activism, as celebrity presence strengthens fan engagement (Parikh, 2017). While fans feel closer to celebrities through social media, they often engage in activism independently before their idols do (Jia et al., 2021). Following the military takeover in February 2021, these fandom networks in Myanmar, which were previously centered on digital entertainment, redirected their attention to supporting those who oppose the junta. To fundraise for the resistance, or offer it moral and social support, people turned to online communities and networks that had existed before the coup. For example, the Kai Nation Myanmar Fund Club, a fan page dedicated to EXO's Kai, reportedly contributed food supplies for protestors on February 10 (EXO is a hugely popular South Korean boy band and Kai is one of the band members). Meanwhile, a Facebook fan page for Blackpink shared a screenshot of their donation amounting to 7 million kyat (approximately USD 4,265) to the Committee Representing Pyidaungsu Hluttaw (CRPH, the legislative body that sits above the National Unity Government).

## Background: the coup and digital resistance

Myanmar has a long history of military interference in politics. The 2021 coup ended the fragile democratic reforms begun in 2015, plunging the country into crisis (Gunia, 2021; Curtis, 2021). The military detained elected leaders like Aung San Suu Kyi, citing unproven claims of election fraud (BBC, 2021). This sparked massive peaceful protests and widespread civil disobedience movement (CDM), which the military resorted to violence, killing and arresting thousands of people (Chamber & Cheeseman, 2023)

Due to military crackdowns on street protests, digital platforms have become crucial for mobilization. People use Facebook, Twitter, Telegram and other platforms to organize, share about military abuses and counter-propaganda, raise funds, and seek international attention. Fandoms, already skilled digital communicators, became key players in this online resistance, using hashtags like #WhatshappeninginMyanmar, despite the junta's efforts to restrict online spaces and punish dissent (Gan, 2021).

## Why study fandom activism?

The concept of “community” fundamentally denotes a collective, encompassing multiple individuals. Membership in a community such as a fandom involves certain privileges, expectations, as well as collective motivations and objectives (IFE, 2010). Durkheim (1893) posited that individuals within a community possess a shared “collective consciousness.” This shared consciousness possesses an inherently collective nature and plays a crucial role in reinforcing the social bonds within groups (Durkheim, 1893). This occurrence is particularly evident in online communities, which leverage social networking and various Internet technologies to disseminate content across broader geographical areas to a larger audience than has ever been previously observed (Belk, 2013).

Consequently, the cohesion of an imagined community can be equally significant in online environments as it is in face-to-face interactions; families can engage with relatives by either visiting their homes or accessing their Facebook profiles, while NGOs can coordinate initiatives through mailed or emailed communications to their members. Hands (2011) suggests that the decentralized and democratic characteristics of online horizontal networks are, in part, a consequence of their interaction with the broader capitalist framework (Hands, 2011). Fandoms exemplify how online communities, shaped by capitalist media systems, can mobilize into decentralized yet cohesive political actors, as seen in the Myanmar context.

Following the military takeover in February 2021, the fandom communities in Myanmar focused on digital entertainment swiftly shifted their focus to supporting the anti-junta resistance, in all its forms. Many fandom group admins, such as from Kai National Myanmar Fund Club, BTS Myanmar and EXO-L Myanmar, have raised cash, planned campaigns, and coordinated resources in Facebook to aid the cause of combating military oppression. Although fandom communities have a huge impact on the Myanmar revolution, most of the research in this area has focused on wider technology or digital activism. While global studies on fandom activism have emerged, the specific role of fandom activism in the context of the Myanmar revolution has been given little attention. Therefore, this study will examine the specific role of fandom communities in the Myanmar revolution, with a particular focus on fandom activism. The study answers the following research question: How does pop fandom activism contribute to the Myanmar revolution? By answering this question, this research aims to explore the overlooked role of fandom activism in the times of revolution. This research also seeks to examine the role of fandom communities as social groups, leading to collective action and participatory culture, which significantly contributes to the Myanmar revolution.

## Research objectives

1. To investigate the specific fundraising and advocacy initiatives undertaken by pop fandom activists in support of the Myanmar revolution.
2. To analyze the effectiveness and adaptive use of social media platforms in facilitating fandom activism amidst censorship and security threats.
3. To examine the motivations driving fandom participation in revolutionary activities and the challenges faced by these communities.

## Literature review

### Celebrity advocacy

Adekoya and Chioma (2015) find that celebrity advocacy frequently takes the form of nonprofit engagement, endorsement, activism and philanthropy. This phenomenon involves prominent celebrities who leverage their popularity and committed fan base to initiate and maintain support for particular causes or ideologies (Odunola & E, 2015). This research uses Sims et al. (2014) understanding of celebrity advocacy while expanding on its application to digital activism within pop fandoms. Sims analyzed over 500 celebrity-affiliated nonprofits across various industries and discovered that these endorsements correlate with increased public support and decreased fundraising expenses (Sims et al., 2014). In contrast, Markham (2014) argues that while celebrities can mobilize broad public attention, their direct influence on their fan base may be limited compared to their impact on individuals already engaged with a cause (Markham, 2014). Research indicates that younger generations exhibit a significant receptiveness to communications advocating for causes by celebrities, often forming strong relationships with brands that get celebrity endorsements (Cifelli et al., 2020).

### Fan and fandom activity

The term 'fan' is derived from the Latin word "fanaticus," which can be translated as 'a religious devotee' and encompasses ideas of intense passion (Jenkins, 1992). Fans transcend the role of mere audience members or passive consumers; they actively pursue content and incorporate the cultural capital they cherish into their everyday discussions and activities (Jenkins, 1992). Fans today use social networking platforms and fan forums to discover fellow enthusiasts, establish connections, and cultivate networks of interaction. Fandoms have existed before the advent of Internet communication; however, their scope was typically confined to annual conventions, intimate gatherings in living rooms, and other localized environments (Lee et al., 2019). The immediacy of online communication provided fandoms with an essential platform for the rapid expansion of their networks. For example, when enquired about their primary mode of interaction with fellow fans, 69% indicated that it occurs online. The Internet serves as a significant medium for communication among a broad audience; fandom communities use it to establish and sustain connections based on their common media interests (Song & Choi, 2025). Fan activity occurs in two basic ways: the exchange of information and recreational activities. Ito (2012) observes that Otaku, in online environments, tend to favor media formats and communication platforms that facilitate peer-to-peer knowledge exchange and creative DIY practices (Ito 2012).

Pop fandom refers to the organized communities of fans who have an interest in various aspects of popular culture, including music, film, television, literature, and prominent celebrities. Popular (Pop) fandoms include a wide range of groups, from K-pop, J-Pop, celebrities and enthusiasts to film franchise supporters and mainstream creators. They are all connected through their shared interests and active participation. To support their favorite celebrities, fans try to stream music, organize projects, and create fan content. Jenkins (1992) argued that fans actively participate in the creation and sharing of content for their favorite celebrities (Jenkins, 1992). Hills (2002) also argues that fans have emotional attachment, which can lead to involvement in various activities related to their favorite celebrities, finally shaping their

identity and behavior. Moreover, they have a significant impact on society at both personal and cultural levels, leading to them being a driving force for positive change for the community.

## Activism using the Internet

With the increasing integration of the Internet into daily life, it appears unavoidable that activism would also establish a presence in the digital world. The Internet offers a distinctive platform that is particularly conducive to specific trends. Twitter, Facebook, Tumblr, and various other social networking platforms are structured to enable "foreground interaction," permitting individuals to disseminate their ideas, photographs, opinions, videos, and other forms of media to an expansive audience (Jackson, 2014). This has emerged as a key tool for numerous activist organizations such as the Civil Disobedience Movement (CDM) in Myanmar, which has used social media platforms like Facebook, Twitter and Telegram to organize protests, share real-time updates on military crackdowns, and mobilize both local and international support. Hence, the ongoing and instantaneous flow of media sharing enables activist groups to effectively raise awareness for their causes, garner support, and coordinate actions more efficiently than ever before.

## Pop-fandom activism

The main motivation that encourages individuals to engage and participate in most activist movements is the underlying social issue(s). Fans participate in the Fandom community driven by a profound appreciation for their idols, which inspires them to exchange their thoughts and enthusiasm with fellow enthusiasts. This promotes a strong sense of an imagined community among the groups. Their influence on society is serious, affecting both personal and cultural dimensions, thereby positioning them as a catalyst for positive transformation within the community. This phenomenon can be characterized as pop-fandom activism, in which fandom communities use their collective and unified strength to advocate for social and political change. The fandom communities exhibited shared interests, which prompted them to address important societal issues through their collective influence in the digital era (Jackson, 2014). In this study, pop fan activism is defined as the activism taken by popular idols' fans from different fields such as music, film, and football.

One of the key insights from Baym's research is her concept of "networked individualism," which refers to the way digital platforms enable individuals to form decentralized yet deeply interconnected communities. These networks allow fans to bypass professional gatekeepers such as media conglomerates or government institutions to achieve their goals. Crowdfunding platforms such as GoFundMe and petition sites like Change.org empower fandom communities to organize financial resources and advocate for social justice issues. Baym (2015) explores the ways in which fandoms leverage hashtags and various social media tactics to enhance their communication efforts. During the #MeToo movement, fandoms were instrumental in raising awareness and providing support for survivors (Baym, 2015).

## Fandom activism in a post-coup landscape in Myanmar

According to Frontier Myanmar (2021), fans of local celebrities and influencers have taken on activist roles and have used social media platforms like Facebook, the country's dominant digital space, to amplify

protest movements and coordinate grassroots efforts. For instance, during the early months of the post-coup resistance, fandom communities organized fundraising campaigns to support striking workers, displaced communities, and civil disobedience movement (CDM) participants (Frontier Myanmar, 2021). This study focuses on fans of popular celebrities around the world.

Myanmar's K-pop fandoms have embraced tactics used by their global peers, including the creation of hashtags for sharing information and crowdfunding efforts to aid relief initiatives. These fandom communities have actively participated in innovative forms of protest, such as digital flash mobs and meme campaigns, which resonate with younger audiences and effectively navigate state censorship (Lusan & Fishbein, 2021). Thus, there is a connection between cultural consumption and activism within fan practices, and how the symbolism of the values represented by beloved idols serves as a source of inspiration. K-pop groups, including BTS, offer original texts for charitable or philanthropic activities that inspire Myanmar fandoms to replicate these efforts in order to tackle local social issues. The intersection of local socio-political dynamics and global fandom practices underscores the role of fandom activism in Myanmar's resistance movement (Ryan & Tran, 2022).

## Related theories

This study's framework integrates Social Identity Theory, Collective Social Identity Theory, and Social Movement Theory to provide a thorough understanding of the evolution of fandoms into participatory fan cultures that actively engage in activism.

### *Social Identity Theory (SIT)*

Social Identity Theory (SIT), developed by Henri Tajfel and John Turner, suggests that individuals classify themselves and others into social groups, which enhances a sense of belonging and self-esteem based on group membership (Tajfel & Turner, 1979). SIT classifies groups into in-groups, comprising individuals who belong, and out-groups, consisting of those who do not belong (Brown, 2019). Social Identity Theory is extremely relevant to the study of fandom activism. Fandom communities function as significant social networks, allowing individuals to construct their self-identity through associations with K-pop groups, popular TV series, or other fandoms. These groups establish a common basis for identification and connection, promoting loyalty and cohesion among members (Hirshon, 2020). The integration of fandom communities for social causes is driven by a shared identity rooted in common interests and values, which drives their activism. This phenomenon is shown by the BTS ARMY's collective efforts to advocate for significant issues, including mental health and environmental sustainability. The unity among fans, based on common causes and identities, greatly impacts their actions and behaviors (Kim & Hutt, 2021).

### *Collective Social Identity Theory*

Collective Social Identity Theory, derived from SIT, points out how individuals' affiliations with a group drive behaviors and actions at the group level (McLeod, 2023). According to Polletta and Jasper (2001), collective identity is defined as "a shared sense of 'we-ness' that becomes articulated in the course of social interactions," serving as a motivation for individuals to act collectively (Polletta & Jasper, 2001).

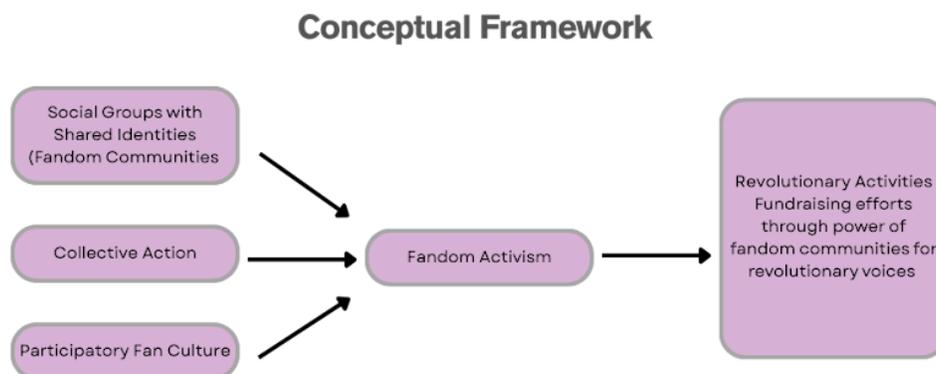
According to Polletta and Jasper (2001), collective identity is grounded in experiences that delineate a group's boundaries, values, and norms. The shared identity can drive coordinated efforts such as fundraisers, protests, and social media initiatives. K-pop fans have united to raise funds for disaster relief and promote human rights, demonstrating how their collective identity serves as a basis for activism. The emotional bonds formed within the fandom, such as admiration, grief, or joy, strengthen these connections and improve the likelihood of collective action (Polletta & Jasper, 2001).

### *Social Movement Theory*

Social Movement Theory examines the relationship between collective action and social change, focusing on the role of social groups in resource mobilization, alliance formation, and challenging established norms (Tarrow, 1988). Fandom communities engaged in activism benefit from Social Movement Theory, which offers valuable insights into the effective raising of awareness and the facilitation of meaningful change through collective action. Tarrow (1998) emphasizes that social movements depend on resource mobilization, solidarity creation, and collective identity formation. Fandom communities engage in activities such as crowdfunding, lobbying, and advocacy campaigns, leading to tangible impacts at both local and global levels. Fandoms have effectively generated substantial funds for charitable causes and social justice initiatives, often utilizing social media platforms to communicate their message and organize efforts (Tarrow, 1988). Fans are engaging in activism to address broader social, political, and environmental issues, demonstrating the significant influence of active fan communities (Jasper, 2011).

Therefore, the conceptual framework is developed as below.

FIGURE 1: CONCEPTUAL FRAMEWORK (SOURCE: OWN COMPILATION 2025)



# Research methodology

## Research approach

This study adopts a qualitative research methodology, focusing on digital ethnography as the main approach to explore the role of pop fandom activism in fundraising for Myanmar's revolution. Digital ethnography explores the influence of digital environments on human behaviors, identities, and interactions, with a framework to analyze the cultural, social, and political dynamics present in online spaces. This method requires researchers to collect data through online participant observation, analyzing interactions, discourses, and collective behaviors among virtual communities. This allows us to understand how digital platforms facilitate activism and lead societal transformation. Hence, this is useful in the case of Myanmar's situation following the 2021 coup, as social media platforms like Facebook have become important for political expression, communication, organization, and fundraising activities. This study used semi-structured interviews to provide the flexibility to explore specific topics while allowing participants to express their thoughts freely. Additionally, online observations are conducted within fandom communities to analyze their interactions, strategies, and digital footprints. This study used exploratory research to understand the initiatives, motivations, challenges, and effectiveness of fandom activism.

## Data collection

This study used both primary and secondary data analysis. Primary analysis was used to collect data from the participants using semi-structured interviews and online observations focusing on how fandoms use social media platforms, such as Facebook, YouTube to organize, fundraise, and promote their activities. The researcher conducted interviews with 12 Fans and Facebook Fan Page admins. The interviews were conducted online through Facebook page, email, Zoom or Google Meet, using the Burmese language. The researcher used 6 Fan pages related to fundraising activities in Myanmar for online observations, including Myanmar fandom pages, groups, and accounts to understand their distinct dynamics and contributions to the revolution and society, all written in Burmese language. The study collected from diverse fandom pages, groups and accounts, examining their distinct dynamics and contributions to Myanmar's revolution. The fandoms under study include:

- **K-pop fandoms:** BTS, Blackpink, and EXO
- **Chinese celebrity fandoms:** Huang Zitao and Wang Yibo
- **Myanmar-based fandoms:** Daung
- **Western artist fandoms:** Taylor Swift and One Direction
- **Football fandoms:** Manchester United and Arsenal
- **Digital activism platform:** Pan Saing

Through interviews and data collection, this study analyzes how fandoms have evolved from entertainment-driven communities to activism networks that contribute to humanitarian causes, digital advocacy, and fundraising initiatives. Secondary data was collected from the related journals, websites, Facebook pages, YouTube channels, magazines, and newspapers to provide context and support the analysis.

## Sampling technique

This study targets the individuals who are actively involved in fandom activism in Myanmar. Participants include:

- Members of fandom communities supporting pop culture figures (e.g., K-pop fandoms, local celebrity fandoms);
- Organizers and coordinators of fundraising campaigns initiated by fandom communities;
- Activists who collaborate with fandom communities to achieve shared objectives.

This study used purposive sampling to ensure that participants have relevant experiences related to the study's focus. The sample size is 30 participants, selected based on their active involvement in fandom activities and revolutionary efforts.

## Data analysis

The collected data were translated into English, then thematic analysis was used to identify and evaluate the patterns within the data. This method allowed the study to uncover significant themes and align them with the research objectives.

## Ethical considerations

In this study, all participants were informed about the purpose of the study and their rights before participating. Their consent was obtained before conducting interviews. Participants' identities were anonymized to protect their privacy and ensure their safety, given the sensitive nature of the topic. Also, participation in the study was entirely voluntary, and participants were allowed to withdraw at any point without any consequences.

## Scope and limitations

The scope of this study is limited to fandom communities in Myanmar that actively engage in fundraising and activism during the revolutionary period following the 2021 military coup. The findings are only focused on the Myanmar context during 2021 to 2025, and may not be applicable to other countries or settings or another timeline. The sensitive nature of the topic posed challenges in reaching participants, as many were concerned about their safety. Some social media pages and groups relevant to the study had disappeared or been deleted, limiting the availability of data.

### *Security concerns*

Sensitivity to security was the first major challenge. Most of the people and Fan Pages approached were very concerned for their safety. Understandable given the need of individuals on a daily basis to deal with threats from military supporters and the military itself on social media. People can also be imprisoned for supporting revolutionary activities. Consequently, this hampered communication and participation.

Security concerns meant that many organizations and individuals reached for interviews simply did not respond. Some explicitly said no, while others decided to not respond. Some even blocked the interviewer account after reading the request message, although the purpose of the research was made clear and there was an offer to submit to background checks. The researcher did not contact people they know, to maintain neutrality, and avoid potential risk. Rarely were interviewees willing to participate in a recorded conversation. Most participants were only open to live-texting interviews or voice calls in measures taken for security reasons.

### *Disappearing pages and groups*

A major difficulty was the fact that some pages and groups the research planned to examine disappeared from the social media platforms. In fact, close sources stated these pages had been blocked by Facebook for violating the platform's rules, especially the ones regarding the solicitation of donations. It was a considerable blow to an already small amount of data for analysis.

### *Data collection challenges*

Finally, the manual analysis of social media data had its challenges. Most posts were lost during the data collection stage. This could be partly because of security issues, as posts or articles being deleted by their authors to escape being discovered or punished. As the researcher could not access some important posts that appeared just once, it became complicated to revisit and analyze the content collectively.

The consequences of these challenges and limitations were, of course, catastrophic to the scope and methodology of this research, underscoring the real complexities of conducting research in sensitive/high-risk environments.

## Findings

This section presents the key findings derived from the thematic analysis of interviews with 12 fandom Facebook page admins and online observations of 6 active fandom groups engaged in supporting Myanmar's revolution. The findings are organized around the study's core objectives, exploring the initiatives undertaken, the role of social media and the motivations and challenges encountered. The themes and coding are shown in Appendix A.

### Fandom structure, identity and the pivot to activism

Before discussing the research findings, it is important to understand first about Myanmar's fandom communities. Fandoms in Myanmar are typically self-organized online communities, centered around shared admiration for local and international popular culture figures. These include prominent K-pop idols (e.g., BTS, Blackpink, EXO), Chinese celebrities (e.g., Huang Zitao, Wang Yibo), Western artists (e.g., Taylor Swift, One Direction), Myanmar actors (e.g., Daung), and even international football clubs (e.g., Manchester United, Arsenal). These communities operate primarily through Facebook pages, which serve as the primary hubs where administrators (commonly referred to as admins) post content, organize fan events or celebrations, and, significantly for this study, manage fundraising campaigns.

Unlike fandoms in countries like South Korea, which may feature official fan club structures and defined leadership roles, Myanmar's fandoms typically exhibit informal hierarchies. Page admins often function as de facto leaders, working individually or in small, self-organized teams. They coordinate community activities, including donations, disseminate new information about their idols, and often act as crucial gatekeepers of information and digital activism within their specific fan spaces. Membership is loosely defined, often estimated by the number of page followers or likes, rather than formal registration. While most fandoms' communications occur in the Burmese language, English and occasionally other regional languages are used, particularly when attempting to engage with international audiences or content.

This pre-existing structure, characterized by dedicated online networks, influential admins, and strong community bonds, proved highly adaptable following the 2021 military coup. A key finding from this research is the strong sense of collective identity that underpinned the shift from the entertainment focus to political activism. Participants frequently described their actions as a natural extension of their fan identity, connecting the perceived values of their idols (e.g. BTS's message of self-love and social awareness, Daung's open revolutionary stance) with the need to act against injustice. This highlights how pre-existing group cohesion, rooted in shared cultural interest, provided a foundation for political mobilization in response to the national crisis.

## Pop fandom activism: initiatives in fundraising and advocacy

Before the coup, these fandoms focused on charitable donations for orphanages, idol birthdays, and streaming music. By using the same structure, these pages supported donations to internally displaced peoples (IDPs), aid for resistance groups, and revolutionary efforts. This demonstrates a key adaptive capacity, building upon established community practices for new, urgent political goals.

Key initiatives specifically undertaken for the revolution included:

- **Culturally embedded fundraising:** Campaigns were often linked to fan culture milestones (e.g., idol birthdays, debut anniversaries). Donations collected during these events, traditionally for fan projects, were redirected to support IDPs, CDM-ers (teachers and doctors, etc), and ethnic resistance forces (e.g, Karenni Nationalities Defense Force (KNDF). BTS ARMYs in Myanmar, for example, reported raising approximately 1 billion MMK (approximately US\$475,000 at unofficial rates) through various campaigns by early 2024, primarily via merchandise sales and birthday projects. Similarly, the Haung Zitao Fandom (Hailangs) raised over 40 million MMK for IDP support and resistance groups.
- **“Click-to-donate” and digital content monetization:** Fans created and shared monetizable content (music edits, vlogs, fan arts, storytelling videos) on platforms like YouTube and Facebook, with ad revenue channeled to revolutionary funds. This strategy allowed for passive income generation and broader participation.
- **Digital events and collaborations:** Livestreams, online fan art contests, and virtual flower campaigns (like those on Pan Saing) served dual purposes: raising funds and maintaining community engagement and morale. Collective drives between different fandoms (e.g, football fans partnering with actor fans) were occasionally organized to expand reach and impact.
- **Digital advocacy:** Beyond fundraising, groups actively participated in digital advocacy using tactics such as:
  - **Hashtag campaigns:** Sustained use of #WhatshappeninginMyanmar, #SaveMyanmar, #JusticeforMyanmar to raise international awareness.
  - **Information dissemination:** Sharing news updates (often sources from trusted independent media) about junta atrocities, protests, and resistance efforts, sometimes translating information for international audiences.
  - **Memorial tributes:** Honoring fallen protesters, especially those identified as fellow fans, through posts art and dedicated online memorial. (see Appendix B examples.)
  - **Coordinated actions:** Participating in “social punishments” against junta-affiliated businesses or coordinated “digital strikes” involving profile picture changes or mass posting/retweeting.

## Navigating the digital landscape: platform use and challenges

Social media platforms were indispensable tools, but their uses were fraught with challenges.

- **Platform strategies:** Facebook served as the primary hub for organizing campaigns, communications and mobilizing fans within Myanmar. Twitter/X was mainly used for international outreach via hashtags. Telegram and encrypted messaging apps (Signal) were crucial for sensitive communication and coordination among admins and with recipients of aid to avoid surveillance. Youtube and TikToks were used for sharing monetized content and visual campaigns.
- **Security measures:** Due to high risks of arrest and surveillance, admins and active members employed numerous security precautions: using VPNs, operating under pseudonyms, using multiple bank accounts for donations (often with innocuous descriptions like “gifts”, or “snacks”), communicating sensitive details (like bank info or contacts) exclusively via private DMs or encrypted channels, and frequently deleting posts or entire accounts after campaigns or if feeling insecure.
- **Platform censorship and content moderation:** Pages were frequently flagged or removed by Facebook for violating community standards, particularly those related to fundraising for resistance groups or using revolution hashtags. This disrupted campaigns, eroded trust among donors and led to significant loss of historical data and community records.
- **Isolation and visibility:** Despite shared global fan identities, Myanmar fandom reported limited direct collaboration with international fan groups. This was attributed to language barriers, algorithmic limitations reducing visibility and the specific political risks involved in engaging with fundraising for armed resistance, which international groups might be hesitant to support directly.

## Motivations for activism and community resilience

Multiple factors motivated sustained participation:

- **Collective identity and shared values:** As mentioned, alignment with perceived idol values and solidarity with fellow citizens were primary drivers.
- **Personal growth and empowerment:** Participants describe finding personal growth, healing and empowerment through the messages shared by their idols, often citing themes of self-love, resilience and perseverance (such as those promoted by BTS). This inspiration was frequently cited as a key motivator for engaging in revolutionary activities.
- **Desire for non-violent contribution:** For many, especially young people or those unable to participate in street protests or direct resistance due security concerns, digital activism offered a viable and relatively safer way to contribute meaningfully to the revolution.
- **Tangible Impact and Cultural Pride:** Witnessing the real-world impact of their efforts (food reaching IDPs, funds supporting medical aid) generated immense pride and motivation to continue. The respondents took pride in using their fan networks for significant societal contributions.

These motivations persisted despite significant emotional and psychological challenges. Participants reported burnout, emotional fatigue, and trauma from witnessing violence. However, the strong sense of community and shared purpose often provided mutual support necessary for individuals to cope (sometimes taking a break or shifting roles) and remain committed to the collective efforts.

TABLE 1: SELECTED MYANMAR FANDOM PAGES' CONTRIBUTION TO REVOLUTIONARY EFFORTS

Fandom group name	Key contribution	Amount donated	Supported causes
BTS ARMY Myanmar	Merchandise sales, birthday donations, and fan-driven charity projects	22715 USD (2024) (1 USD = 4402.32MMK)	Over 4,000 people assisted, including CDM medics, IDPs, and PDF groups
Huang Zitao (Hailang)	Birthday fundraisers, donation drives, food distribution	90,882.14 USD (400 lakh MMK)	IDPs, Karenni Nationalities Defense Force, displaced families
Blackpink Fandom	Food donations, refugee support, fan merchandise campaigns	Not specified	Migrant schools in Kayin, IDP camps in Rakhine and Lashio
Manchester United Fans	Match-based donation pledges and challenges	1,363.23 USD (60 lakh MMK) in one month	PDF forces, humanitarian needs
Daung's Fan Group	Art sales, advocacy campaigns	Not specified	CDM support, digital democracy efforts
Pan Saing Platform	Virtual flower donations by various fandoms	Amounts vary per campaign	CDM, IDPs, and revolution support

Certificates of gratitude are presented in recognition of these donations (See Annex). Those documents show the fandoms' commitment to bringing about significant societal change and describe the very real outcomes of their combined efforts.

## Discussion

This study demonstrates how Myanmar's pop fan groups became vital players in the country's ongoing revolution. Faced with a brutal military coup, these communities impressively transformed their shared cultural passion into effective political action, navigating significant risks to provide crucial support. Understanding how they did this offers important insights into the power of online communities, identity, and creative resistance, especially when traditional avenues for dissent are closed off.

### From fans to freedom fighters: the power of identity

A key takeaway is the incredible power of the pre-existing group identity. They weren't just random individuals joining a cause. They were already cohesive groups ('BTS ARMY', 'Blinks', 'Hailangs', etc) connected by a strong bond forged through shared interest. Theories on social identity help explain this: feeling part of a specific fan group provided a ready-made foundation for collective action when the coup happened. Their shared identity as fans quickly merged as citizens resisting oppression, uniting them against the clear 'other' the military junta. Liking the same singer or actor wasn't just entertainment anymore. It became intertwined with the shared value of justice, resilience (often reflected in BTS's social messages, Daung's revolutionary stance), or patriotism, providing powerful symbols that motivated collective resistance. These show how communities built around culture can possess latent potential for rapid political mobilization.

### Adaptive strategies in a repressive digital space

The ingenuity of these fan groups in adapting to the crisis was remarkable. They didn't simply adopt generic activist tactics. They cleverly repurposed activities central to fan culture itself. Using idols' birthdays or anniversaries as rallying points for donations or creating fan videos where ad revenue supported the revolution, made participation feel natural and accessible to the members. They demonstrated impressive tactical innovation, deploying sophisticated security measures (using VPNs, coded language, secure apps, complex money transfer methods) to operate under intense surveillance. This need for extreme caution highlights the stark difference between activism in Myanmar and safer environments elsewhere. Their constant struggle against surveillance and restrictions underscores the precariousness of digital resistance under authoritarianism, but also their resilience in finding ways to continue their work.

### Motivations driving fandom activism

The motivations behind fandom activism in Myanmar are rooted in personal transformation and collective identity. Many participants described how their connection with idols like BTS or Huang Zitao inspired them to become better individuals and engage in meaningful action. For example, participants shared how BTS's messages of self-love and resilience helped them overcome personal struggles, which in turn motivated them to give back to their communities.

Collective identity also played a critical role in uniting fans for a shared purpose. The strong sense of belonging within fandoms fostered collaboration and mobilization for revolutionary causes. As one participant noted, “Working together with other fandoms has deepened connections and proved that fandoms can work together for things that are larger than entertainment.” These findings align with Jenkins’ (2006) theory of participatory culture, which emphasizes the role of shared values and collaborative efforts in driving social change. By combining their inspiration with a collective sense of responsibility, Myanmar’s fandoms have demonstrated the power of community-driven activism.

## Real impact, real players: recognizing fandom’s role

The fandom activism in Myanmar delivered significant, tangible support to the revolution through substantial fundraising and effective awareness-raising campaigns. These groups are far more than just online cheerleaders; they are strategic actors providing essential resources and information. Their ability to operate somewhat under the radar, often independently and without direct public endorsement from the international celebrities they admire, showcases a remarkable level of grassroots movements and fan agency. This reality challenges common perceptions of fandoms as apolitical or solely consumerist. It underscores the urgent need for NGOs, international media, policymakers, and even other civil society groups to recognize these fandom communities as legitimate and potentially valuable partners or subjects of engagement within Myanmar’s complex resistance landscape.

## Lessons for others: broader implications

The Myanmar fandom activism study offers valuable lessons that extend beyond its specific context. It highlights the dynamic potential of youth mobilization in the digital age, demonstrating how online communities, even those formed around cultural interests, can become important political forces. It underscores the critical intersection of culture, identity, and political resistance, particularly in environments where traditional political organizing is suppressed. Understanding the adaptive strategies, motivations, and challenges faced by these Myanmar fans provides crucial insights for anyone seeking to understand or support grassroots movements and digital activism in other restrictive settings around the world.

## Limitations and need for further research

Security concerns and data volatility inevitably impacted the findings. Restricted access may introduce sampling bias towards more resilient participants, while deleted content obscures the full scale and evolution of activism. Future research should employ methodologies to navigate these limitations. Further study is needed on the long-term effect on fandom culture, collaboration dynamics with traditional activists, fundraising effectiveness against financial controls, and the impact of platform governance in conflict zones.

## Conclusion

This research shows how fandom action has influenced Myanmar's revolution. BTS ARMY, Blackpink's Blinks, Huang Zitao's Hailangs, and Manchester United, Daung, and Pan Sai's fans have transformed from entertainment-focused groups into highly organized agents of social and political change after the 2021 military coup. Collective identity, active fan culture, and internet platforms have helped these communities generate funds, assist displaced families, marginalized groups, and revolutionary movements. Myanmar's fandoms have faced off against the military coup despite censorship, security threats, and restricted internet access. To be safe, they utilize encrypted chat applications and VPNs. They also changed popular conceptions of fandoms as significant contributors to social and revolutionary movements.

Myanmar's fandoms, driven by their collective identity and emotional connections with their idols, have effectively channeled their energy and resources to activism despite facing security threats and restricted internet access. Hence, this research shows how fandoms act as connectors by bridging individuals' moral outrage against the junta regime with practical channels for humanitarian support. Unlike traditional activist groups, these fandoms offer emotional connections based on their shared cultural interests, making activism accessible to individuals who do not have prior experience contributing to resistance efforts. Additionally, fandom communities have provided moral and financial support to displaced families, revolutionaries, and supporters. Thus, Myanmar's fanbase activism shows how entertainment-driven groups may adapt to important social and political settings and provides a unique grassroots activism model, even with the lack of international celebrity response to the activism. Future study should examine these activities' longevity, scalability, and effects on global fandom culture and social movements.

## Recommendations

The findings of the study suggest that fandom may serve a supportive role in revolution. To ensure their safety while assuming the role of activists during the revolutionary era, the following recommendations are proposed.

- 1. Enhanced personal and community digital security:** Fandom activists should consistently use essential security tools (VPNs, encrypted messaging applications, and secure donation platforms such as NUG Pay) to ensure protection. Concurrently, community leaders (admins) must prioritize educating members on safe online practices, including secure communications protocols, pseudonym use, and risk awareness, fostering a collective security culture.
- 2. Implement secure archiving protocols:** Fandom communities must establish systematic procedures to securely archive digital evidence of their activism (campaign details, fundraising results, key posts, certificates). This requires prioritizing data preservation and using secure storage methods to counteract loss from platform deletions or security threats.
- 3. Facilitate cross-movement collaboration:** External activist groups and organizations should seek partnership with fandom communities to leverage their unique mobilization capabilities and networks for joint campaigns and resource sharing, respecting fandom-specific cultures and security needs.

4. **Provide targeted support and training:** Established digital activists and support organizations should offer tailored assistance to fandom activists, particularly in areas like advanced digital security training, secure fundraising methods, and navigating platform restrictions, thereby enhancing their capacity and resilience.
5. **Advocate for responsible platform governance:** Digital rights groups and the international community should pressure social media platforms (especially Meta/Facebook, Youtube) to reform content moderation policies affecting Myanmar, demanding greater transparency, fairer appeals processes, and better protection for activists against wrongful takedowns and state-sponsored harassment.
6. **Defend open and secure internet access:** Sustained international advocacy is crucial to condemn and counter the Myanmar junta's internet shutdowns, censorship, and surveillance. Protecting accessible and safe digital spaces is fundamental for the continuation of fandom activism and broader democratic resistance efforts.

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## Appendix A: Survey questionnaire (English)

1. How did you initially become involved with this particular fan group? What activities were you typically engaged in before the coup in Myanmar?
2. Can you share insights into how you navigate and engage in fandom activities across digital platforms?
3. Are there specific challenges or advantages associated with online engagement?
4. Could you describe some of the activities or projects your group is involved in for the Myanmar revolution on digital platforms?
5. How do these activities contribute to the broader goals of the revolution?
6. Regarding participation, approximately how many individuals are actively involved monthly or in specific projects? How has the level of engagement evolved since the onset of the revolution?
7. What motivates and drives you to contribute to these activities or projects for the Myanmar revolution?
8. Are specific moments or aspects of the cause inspiring your continued involvement?
9. Considering the nature of your involvement, what safety measures and considerations do you take to support these activities for the Myanmar revolution?
10. How has the current political climate influenced these safety measures?
11. How has the fan community evolved or changed since the coup in terms of size and focus?
12. Have you encountered any challenges or obstacles while organizing or participating in digital activities for the Myanmar revolution?
13. How do you collaborate with other fan groups or activist communities on digital platforms?
14. Can you share any impactful stories or moments that highlight the positive influence of your fan group in supporting the Myanmar revolution?
15. How do you balance your involvement in fandom activities with other aspects of your life, especially considering the ongoing situation in Myanmar?
16. What role do digital platforms play in raising awareness about the Myanmar revolution on a global scale, and how do you contribute to this awareness through your fan group?

# Appendix B: Photos of fandom activities

## BTS ARMY's fundraising contributions

The South Korean boy band BTS knows as well as anyone the prodigious gravity of their name: Bangtan Sonyeondan. Riding alongside is the BTS fandom ARMY, one of the largest and most dedicated fan bases in the world. The ARMY, which leads global efforts and creates charitable initiatives, fuels BTS's popularity. In addition to being a fan base, they wish for the ARMY community in Myanmar to evolve and become a platform for action and community support that has developed over time. The BTS ARMY has channeled its adoration for the band into meaningful donations for progressive causes.

FIGURE 1.1: PROOF OF BTS ARMY ACCOUNT AUTHENTICATING ITS PAGE BY SHOWING OTHER FAKE PAGE



FIGURE 1.2: BTS ARMY MYANMAR FAN PAGE RAISED 1,000 LAKH KYATS IN 2024



August 28 Public

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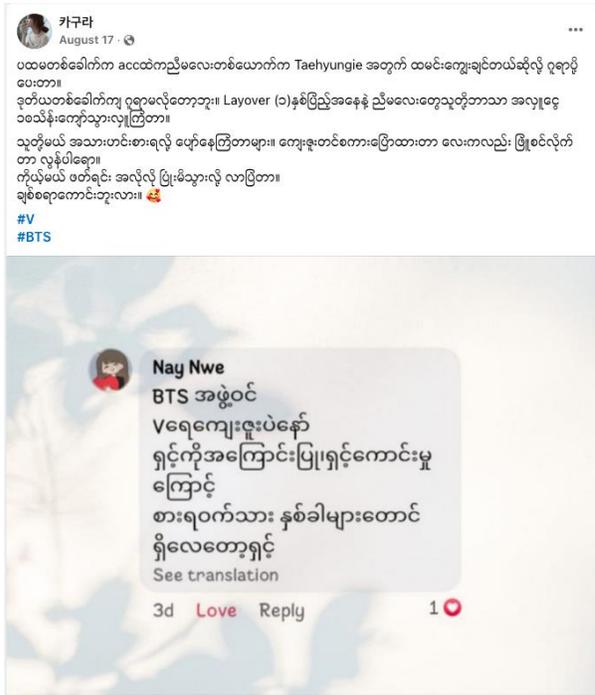
It hit the 100K(fundraising) target this month.  
 100K only within a month.  
 BTS Myanmar fans contributed in fundraising via Gura for 100 K this month.  
 (Gura will provide an exact list of donations when the certificates are returned to us.)  
 If we may cite Yoongi’s saying, “Put your heads up, BTS”  
 Which fandom could put effort like us?  
 Which fandom could be united like us? (on fire emoji)

---

Reaction: Thuwun Gayha, Fiona Sint and 1.6K others 18 comments 55 shares

Source link: <https://www.facebook.com/kaqura.army.gura>

FIGURE 1.3: ARMY FAN’S LOVE AND SUPPORT FOR BTS ARMY MEMBER TAEHYUNG’S LAYOVER RELEASE AND HIS BIRTHDAY DONATION IN HIS HONOR



August 17 Public  
Gura helped the funding transfer when a facebook friend asked to help for meal dedication to Taehyungie.  
This time the group directly donated 1,000,000 MMK as an anniversary of Layover album.  
They(the revolutionists) are very happy having meals with meat.  
I am wearing an authentic smile and I want to share it.  
Isn't it lovely?  
#V  
#BTS

Nay Nwe  
Many thanks V, a member of BTS.  
Because of you, we can have the meal with pork two times.

Source link: <https://www.facebook.com/kagura.army.gura>

FIGURE 1.4: PDF SUPPORTING ACTIVITY IN REGARDS OF BTS JUNGKOOK’S BIRTHDAY DONATION ORGANIZED BY THE “JUNGKOOK APPLE MUSIC MYANMAR TEAM”



Source: <https://www.facebook.com/kaqura.army.qura/posts/pfbid026P5EZaf2xZ4eakixhy8V34CqJw5WouveeuDXdHpVubk87mpjqZdKsJhp5jR6Jfufj>

FIGURE 1.5: DONATION TO REFUGEE CAMPAIGN IN 2024



September 10, 2024 Public

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We sent a lunch donation for A nyar(the middle part of Myanmar)210 IDPs from Bulletproof for the RM project.

We have received over 7,400,000 MMK for Joonie’s birthday donation.

You can see the certificates in the photo album.

---

**Certificate of Appreciation**

We, A Nyar Pyit Taing Htaung Lay Myar Group, would like to appreciate your participation as a donation to our A Nyar Pyit Taing Htaung Lay Myar Group for IPDs

Donation Name	Amount of Donation
Celebration for BTS leader RM’s birthday	378,000/- MMK
	Received by
	<u>Signature</u>

Source: <https://www.facebook.com/kaqura.army.gura/posts/pfbid02cQ6ooP13BdWpaL1woMjnJUTjUUnBmR5JmCsV6qeZY2JmdkTNfNTooWs9jbyWApol>

FIGURE 1.6: PURPLE WINGS FOR 7 STARS II PAGE DONATING TO PEOPLE FROM IDP CAMP FROM KAREN STATE THROUGH JUNGKOOK GCF MYANMAR PAGE WITH DONATION OF 4,315,000 MMK, SHARED BY BTS ARMY MYANMAR



<p><b>Purple Wings for 7 Stars II</b> Fan Page April 9, 2021 Public</p> <p>Myanmar BTS-ARMY organized a donation of over 4,300,000 MMK for IDPs in Karen State. We cooperate with Jungkook GCF Myanmar Page for this donation. The list of Donations.... See More</p>	
<p><b>Certificate of Appreciation</b></p> <p>Daw Ka Lu Network would like to express our gratitude to BTS-ARMY(Myanmar Family) for a donation of 4,315,000 MMK to</p>	<p><b>Image</b></p>

Source: <https://www.facebook.com/purplewingsII2013/posts/pfbid0DUU9d817iZGUDVrwPuUjcCmuXf3nwZsBB5VtaRXsXQbgwbpDj88oVC5VdAu1YNzNI>

## Huang Zitao Fandom's Humanitarian Efforts

Z.Tao, Huang Zitao handely impacted the Chinese entertainment industry in various aspects through his contributions as a singer, rapper, actor, and entrepreneur. Zitao, who was a member of the globally successful boy group EXO, began pursuing a solo career in 2015 under his own label, L.Tao Entertainment. Fundraising projects have provided many contributions to the revolution by Huang Zitao's fandom, also known as Hailang.

FIGURE 1.7: FANDOM DONATION FOR FOOD



Source: <https://www.facebook.com/photo/?fbid=588586433699280&set=a.587833107107946>

FIGURE 1.8: LIST OF DONATIONS BY HUANG ZITAO FANDOM FOR THE HONOR OF HUANG ZITAO

**The Brightest Huang Zitao - ZTAO Myanmar Fanbase** added 39 new photos to the album: #HappyHailangsDay 2024. November 5, 2024

Fandom day ဝန်ခံပြည့် သိန်းဝခေ ထောက်ပံ့

တော်လှန် fandom လေး ပြန်လာပါပြီရှင်... ဒီတခါကတော့ Hailang Day ဖြစ်တဲ့ Fandom day အတွက်ပါ.. တစ်နှစ်သိန်း ၂၀၀ ထောက်ပံ့ပေးသက်သက် တယောက်တည်း ရှာရတာ မလွယ်ပေမယ့်လို့ တော်လှန်ရေးအတွက်ရယ်... အသည်းလေးအတွက်ရယ်ဆိုတော့လဲ ရှာဖြစ်သွားတာပါပဲ... 🙏

တို့တေ့ရဲ့ အသည်းလေးက

- သံချင်းဆိုင် မရောင်း
- ရှိုးပွဲကလဲ ၃/၄နှစ်မှ တပွဲအနိုင်နိုင်
- Brand တွေလဲ မကြော်ငြာလို့မို့ သူကြော်ငြာတာလိုက်ဝယ်လို့လဲမရ
- ဘာမဲမှလဲ မပေးနိုင်
- သူပါတာတွေကြည့်ဖို့ VIP အကောင်တောင် သူက ပြန်ဝယ်ပေးတာ ဆိုတော့ကာ

သူအတွက် ပိုက်ဆံသုံးဖို့ အခွင့်အလမ်းက တော်တော်လေးနဲ့မှ ရှားပါတယ်.. ဒါကြောင့် တနှစ် ၂၀၀ သူမေးနေနဲ့ Fandom day မှာ နိုင်အတွက် အကျိုးရှိထိရောက်မှာလေးတွေ ပါဝင်ပေးဖြစ်တာရယ်ပါ..

ဟွမ်စီထောင်းနဲ့ သူ fan တွေဖြစ်တဲ့ ဟိုင်လန် (Hailang) တွေကြားက သံယောဇဉ်ကလည်း ထူးထူးခြားခြားလေးရယ်

Idol တယောက်ဆိုတာထက် မိသားစုဝင်တယောက်လို့ နွေးထွေးချစ်ခင်ရတာမျိုး

သူဘက်ကလဲ သူအတွက်နဲ့ အချိန်ကုန်နေဖို့ထက် သူ fan တွေ ဘဝမှာ အဆင်ပြေပျော်ရွှင်ကြဖို့ မျှော်လင့်တာမျိုး ရယ်... (ဥပမာ... တနေ့က live တခုမှာ ဟိုင်လန်တစ်ယောက်က သူမကြိုက်တဲ့သူနဲ့ ယူရတော့မယ်လို့ လာပြောပြီး အကြံတောင်းတာ သူမှာ အတော်လေး ဝမ်းနည်းပက်လက်ဖြစ်သွားပြီး နောက်နေ့ live အထိ အခုအကြောင်းကိုပြောပြီး ဝမ်းနည်းမဆုံး ဖြစ်နေတာမျိုးရယ်)

ဘာတွေပဲလုပ်ချင်ရာလုပ်လုပ် ကိုယ့်ကို အားပေးတဲ့ Fandom ကို ဘယ်တော့မှ မျက်နှာမငယ်စေရတဲ့သူရဲ့ ဝန်ခံပြည့် fandom day မှာ

ဝသိန်းကို ဝခေနေရာခွဲပြီး သိန်းဝခေ ထောက်ပံ့ခဲ့ပါတယ်

- ကရင်နီ KNDF တပ်ရင်း-၅ အတွက် ဝသိန်းကျပ် **Karenni Nationalities Defense Force B - 05**
- ဘုတလင်က စစ်ရှောင်သွေးချင်းတွေအတွက် ဝသိန်း
- ရမ်းပြောက် နမ့်ဆန်က ကျောင်းသားလေးတွေအတွက် ဝသိန်း **S Y**
- စစ်ရှောင်များအတွက် နေလည်စာ ကျေးဇူးဖွဲ့ ဝသိန်း **IDPs Support Group**
- ဖယ်ခုံမိုးမြို့မှ စစ်ရှောင်များအတွက် ရိက္ခာဆန်နဲ့ နေလည်စာ ဝသိန်း **Nway Oo Yangung Chi Foundation**
- ရွှေဘို၊ ခင်းဦးက NAA-DKFU တပ်ဖွဲ့အတွက် ဝသိန်း
- စစ်ကိုင်းမှ စစ်ရှောင်များအတွက် အနွေးထည်နဲ့စောင် ဝသိန်း **S&C မီးဘေးစစ်ဘေးပညာရေးတည်စောင့်ဧကရုံးအဖွဲ့**
- ပသောပင်မတစ်ဆင့် ရဲဘော်များအတွက် အသားဟင်းနဲ့ နေလည်စာ ဝသိန်း **Padaythar Pin - ဝသောဝင်**
- နောက်ထပ် စစ်ရှောင်များအတွက် ဝခေနေရာခွဲဝေ ထောက်ပံ့မှု
- တော်လှန်ကောမစ်မှ ကာတွန်းပုံ ဝသိန်းဝသောင်း **တော်လှန် ကောမစ် V 2.0**
- Clean Yangon ဝသိန်းဝသောင်း **Clean Yangon**
- ကရင်နီဆေးခန်းအတွက် ဝသိန်းဝသောင်း **Loyalty mobile team for karenni**
- ဘုတလင်မှ စစ်ရှောင်များအတွက်စောင် ဝသိန်းဝသောင်း **Cats - Association**
- Rose Gift တွင် ပန်းပွင့် ဝခေ ဝသိန်းဝသောင်း **နင်းဆီလက်ဆောင် - Rose Gift**
- ပန်းဆိုင်တွင် ပျိုးပင် ၅၅ပင် ဝသိန်းဝသောင်း **Pann Sine-ဝန်းဆိုင်**
- မဲဆောက်ရုံ မဲတော်ဆေးခန်းအတွက် ဝသိန်းဝသောင်း **Mae Tao Clinic**
- ယောဒေသမှ စစ်ရှောင်များအတွက် ဝသိန်းဝသောင်း
- အညာစစ်ရှောင်များအတွက် ဝသိန်းဝသောင်း
- ကရင်နီစစ်ရှောင်များအတွက် ဝသိန်းဝသောင်း **Nway Oo Guru Lay Myar**

10 နောက်ထပ် တော်လှန်ရေးအဖွဲ့များအတွက် ဝခေနေရာခွဲဝေ ထောက်ပံ့မှု

- People's Liberation Front PLF အတွက် ဝသိန်းဝသောင်း **Fundraising by PLF**
- 1027 Calling ကမ်ပိန်းအတွက် ဝသိန်းဝသောင်း **1027 Calling**
- Urban Revolutionary Front URF အတွက် ဝသိန်းဝသောင်း
- ထားဝယ် PDF တပ်ရင်း ၂အတွက် ဝသိန်းဝသောင်း
- ရောဝတီ PDF တပ်ရင်းအတွက် ဝသိန်းဝသောင်း
- Southern Eagle PDF အတွက် ဝသိန်းဝသောင်း
- ရွှေဘိုခရိုင် အမှတ် ၁၃၀တပ်ရင်း တောကြီးမြို့ပေးစစ်ကြောင်းအတွက် ဝသိန်းဝသောင်း
- DMO PDF အမှတ် ၁၁၀၆တပ်ရင်းအတွက် ဝသိန်းဝသောင်း
- ယင်းမာပင်ခရိုင် အမှတ် ၁၂တပ်ရင်းအတွက် ဝသိန်းဝသောင်း
- ထောက်ပံ့ကူညီအတွက် ဝသိန်းဝသောင်း

တို့ကို စုစည်းပေး သိန်းဝခေ တို့တစ်ဦးတည်း ထောက်ပံ့ခဲ့တဲ့အပြင် HL တွေကို လက်ဆောင်ပြန်ပေးဖို့ ထောက်ပံ့ဖို့ ၅၅စောင် ဝသိန်းဝသောင်းဖို့ အားပေးခဲ့ပါသေးတယ်

တို့တစ်ဦးတည်းအနေနဲ့ ဒီတော်လှန်ရေးမှာ အသည်းလေးနာမည်နဲ့ သိန်း၄၀၀ ပါဝင်ခဲ့ပြီးပါပြီ 🙏

ဒါအပြင် HL အစစ်မတွေ့ညီမတွေနဲ့ ပေါင်းပြီး **အညာဝစ်တိုင်းထောင်လေးများ** ကတစ်ဆင့် စစ်ရှောင်တွေကို နေလည်စာ ကျွေးခဲ့ပါသေးတယ်

(တချို့ certificate တွေက မရသေးတာလေးတွေ ရှိပါတယ်)

- ဟွမ်စီထောင်းကို နည်းနည်းပဲဖြစ်ဖြစ် အများကြီးပဲဖြစ်ဖြစ် ချစ်ပေးသူအားလုံး ကျန်းမာရွှင်လန်းပါစေ...
- တို့အားလုံးလုံချင်တဲ့ နိုင်ငံသစ်ကို အမြန်နဲ့ရောက်ပါစေ...

Source: <https://www.facebook.com/ZTAOMyanmarFans/posts/pfbid0eEoNGch1ddSy7EAWvVP44rA4e4pKuepREI2CEqSKeScwfE8ZWcm8Y6wRddqw21X6l>

FIGURE 1.9: CERTIFICATE FOR A DONATION OF HUANG ZITAO FANDOM TO NWAY OO GURU LAY MYAR GROUP WHICH IS WORKING FOR REVOLUTION MAINLY IN KARENNI STATE



Nway Oo Guru Lay Myaa

No. 0413 Date 5/11/2024

We would like to provide this certificate of appreciation as Haung Zitao Famdom “Hailang” donated 11,100,000,000 MMK for Nway Ooo Guru Lay Myar ,which is running the fundraising for IDPs’s education and health in Karenni State, in celebrating 11th Anniversary of Haung Zitao Famdom “Hailang”.

The Revolution Must Prevail

Nway Oo Nge  
Director - Nway Oo Guru Lay Myar

Source: <https://www.facebook.com/photo/?fbid=588586773699246&set=pcb.588587660365824>

## Blackpink fandom’s relief initiatives

Through fan projects motivated by the global success of the four-person K-pop group Blackpink, the Blackpink fandom has made enormous contributions to charitable work and community service. Members of Blackpink command a wide-ranging fandom, with individual and collective followings that are large enough to compete with the formation of BTS. These fans can range from fandoms devoted to supporting the group as a whole or specific members of the group, regularly plan events to honor their idols' milestones, such as album releases, birthday parties, and debut anniversaries, as well as to make meaningful contributions to society. By planning a sizable fundraising drive in Myanmar, the Blackpink fandom demonstrated their dedication to humanitarian causes.

FIGURE 1.10: BLACKPINK FAN GROUP’S DONATION PROJECTS LIST



## BLINKs To The PINKs

“Myanmar BLINKs' collective donation to commemorate BLACKPINK's 8th anniversary 🥰💖”  
BLACKPINK's 8th Debut Anniversary, which falls on August 8th today  
Burmese BLINKs joined together and made a big charity project.

Natural disasters in Myanmar "BLACKPINK & Myanmar BLINKs" contributed to those who were helpless due to various disasters. Thank you very much to everyone who participated in this.

## Myanmar BLINKs Donation Projects

\*\*\*\*\*

🍷 Donation of meat curry and two meals (one meal) for the "Thoo Lei Htee Moo Migrant School" in Karen, which has more than 100 children - 235000 Kyats

(Watch the thank you video file in the comment box)

🍷 Donation of milk powder and nutritional materials for children's lamps from the new yellow generation center - 330000 Kyats

Charitable donation for abandoned ancestors from (Chin Shan) charity center in Sagaing/Sal Taung - 80000 Kyats

🍷 General expenses donation for children from Shwe Pytha New Generation Orphanage - 80000 kyats

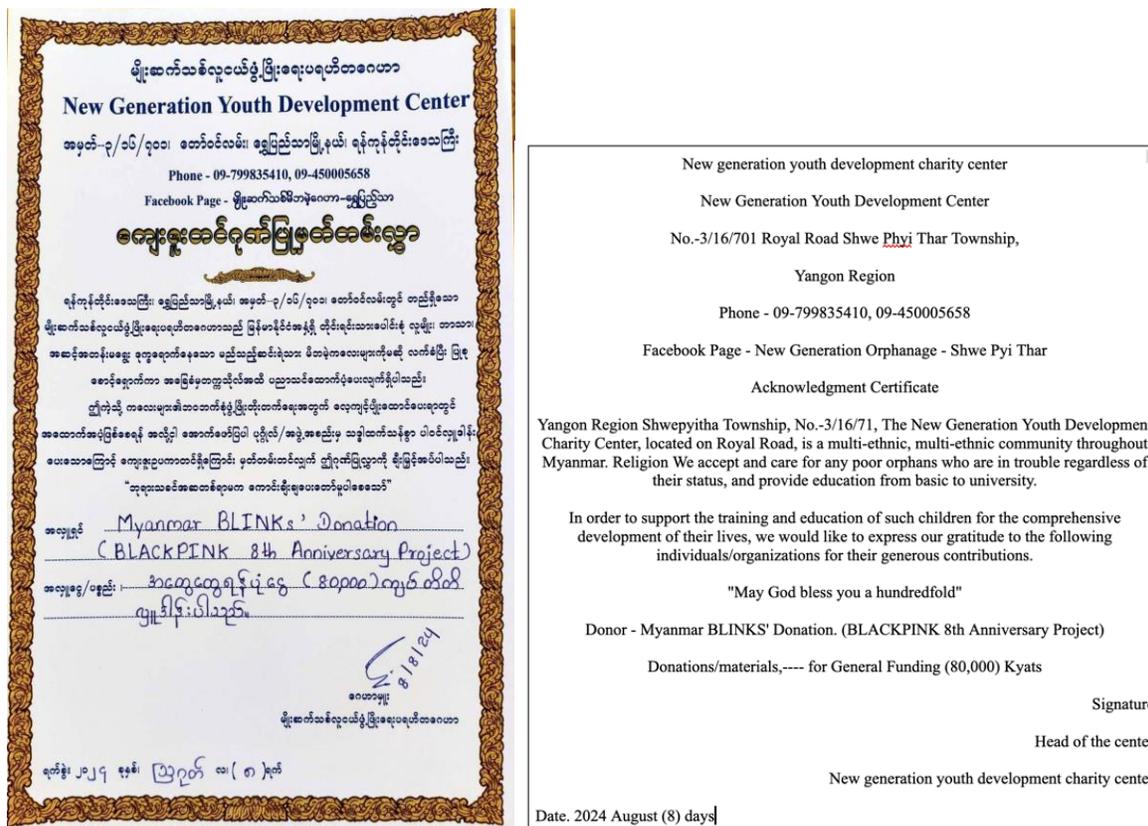
🍷 Donation of both medicine and nutrition for orphaned children: 160,000 Kyats

🍷 Donation of one-day supplemental food for children/grandparents fleeing the war from Chanduo City - 80000 Kyats

🍷 One-day food donation for homeless animals from "Kind Heart" center - 80000 Kyats

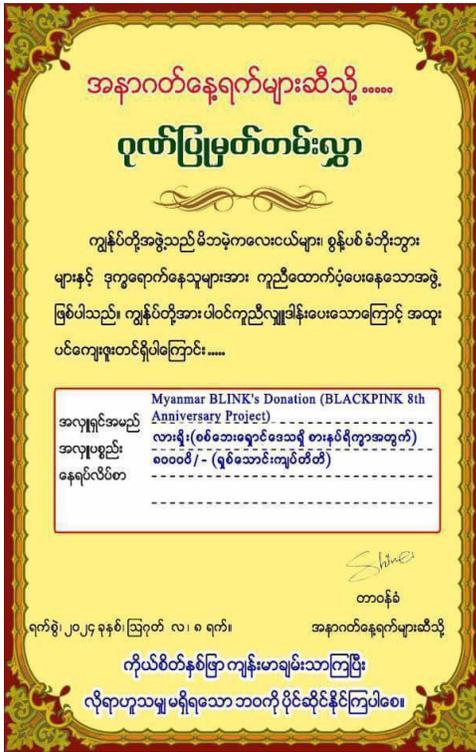
Source: <https://www.facebook.com/blackpinkinblinksarea/posts/pfbid02VVxeRdL1iHipk7v8w6vQFM4GoW49D3Koh73TJ9kzAWJbeGhqnhYXzqipRjo3x18il>

FIGURE 1.11: CERTIFICATE BY NEW GENERATION YOUTH DEVELOPMENT CENTER



Source: <https://www.facebook.com/photo?fbid=1018832000038376&set=pcb.1018835086704734>

FIGURE 1.12: CERTIFICATE BY MYANMAR BLINK’S DONATION FOR BLACKPINK 8<sup>TH</sup> ANNIVERSARY PROJECT FOR LASHIO REFUGEE CAMP



To future days...  
 Certificate of honor  
 Our group helps orphan children, and supports abandoned grandparents and people in trouble.  
 Thank you very much for helping us and donating..

Donor Name - Myanmar BLINK's Donation (BLACKPINK 8th Anniversary Project)

Donation/Materials - Lashio (for food in IDPs)

80000/- MMK (Exactly Eighty Thousand Kyats)

Signature  
 Responsible person

Date 2024 August 8 days.

To future days  
 May you be healthy and prosperous and have a life with everything you need.

Source: <https://www.facebook.com/photo/?fbid=1018833346704908&set=pcb.1018835086704734>

FIGURE 1.13: LISA FAN GROUP DONATE FOOD FOR IDP CAMP



Rhino - Fundraising for IDPs

Today, on the birthday of BLACK PINK member Lisa, her fans gathered to serve a meal of meat and curry for war refugees.  
Thank you very much to admin Ma Ma from Fan pg for organizing and donating for needed places. ❤️  
May you be more successful 🙏  
[#RHINO](#)

Image

Source: [https://www.facebook.com/permalink.php?story\\_fbid=pfbid02JNqySqQz3cCWbfUFrazehDEyJTtmChxf1WaXmSwx7xLEz7YVLkSEGrJUVyq3NZSSI&id=100092664468750](https://www.facebook.com/permalink.php?story_fbid=pfbid02JNqySqQz3cCWbfUFrazehDEyJTtmChxf1WaXmSwx7xLEz7YVLkSEGrJUVyq3NZSSI&id=100092664468750)

## Manchester United fandom’s football-based activism

Manchester United fans to encouraging them that they are all in on a project to make money, the Man-U Naing Tine Htauk Po Mal Facebook page has been born. Established in October 2024 by five people, among whom are well-known names like Dr. Phyo Thiha and Honey Nway Oo, who are some of the significant celebrities and contributor to the revolution, the page's only focus is the result of Manchester United matches as a special and exciting way to promote donations.

FIGURE 1.14: MAN U FAN GROUP’S DONATION TO REVOLUTIONARY FORCES

မန်ယူနိုင်တိုင်း ထောက်ပံ့မယ်  
January 14 at 5:02 PM · Public

Yayyyyyyy 🙌  
"မန်ယူနိုင်တိုင်းထောက်ပံ့မယ်" အစီအစဉ်လေးဟာ စတင်ခဲ့တဲ့ 16.10.2024 မှ 14.1.2025 အတွင်း တော်လှန်ရေးကမိပိန်း ၉ ခုအတွက် စုစုပေါင်း သိန်း ၃၀,၀၀၀,၀၀၀ ပြည့်တဲ့အထိ ထောက်ပံ့နိုင်ခဲ့ပါပြီ။  
အတူတူပါဝင်ထောက်ပံ့ပေးကြသူ တယောက်ချင်းစီတိုင်းကို ကျေးဇူးအများကြီးတင်ပါတယ်ခင်ဗျာ။ ဒီတပတ်အတွက် ရရှိတဲ့ပမာဏအတိအကျလေးကိုလည်း မနက်ဖြန်မှာ စာရင်းနဲ့သေချာတင်ပေးပါမယ်ခင်ဗျာ။ ... See more

We will fundraise whenever Manchester United wins  
January 14 at 5:02 PM Public

Yayyyyyyy 🙌  
"We will fundraise whenever Manchester United wins" program has been able to support a total of 30,000,000 MMK for 9 revolution campaigns which started 16.10.2024 to 14.1.2025.  
Thank you very much to each and everyone of you who contributed with us. we will post the exact amount of availability for this week tomorrow.  
[#မန်ယူနိုင်တိုင်းထောက်ပံ့မယ်](#)

We will fundraise whenever Manchester United wins

We will fundraise whenever Manchester United wins program starts from 16.10.2024 to 14.1.2025 supported funding for a total of 9 revolutionary campaigns.

30,000,000 Lakhs

We send the above amount

Thank you very much to each and every one of you who contributed together

Source: <https://www.facebook.com/myanmarmanufans/posts/pfbid02nUpLZXHbksRqDqsJPxLRfesTioNqT6HanvrQfs342NvqhqP7mLdEkLVUtp6Szwil>

FIGURE 1.15: MAN U FAN GROUP'S DONATION CERTIFICATE



Source: <https://www.facebook.com/myanmarmanufans/posts/pfbid0gRGen7wEm2k1LKZJFP9uJepKAXE2MqFGaBY3SycYt6Cy7zMLJ5i6wruHon8avF7pl>

FIGURE 1.16: MAN U FAN GROUP'S DONATION FOR PDF FORCES

မန်ယူနိုင်တိုင်း ထောက်ပံ့မယ်  
December 18, 2024 · 🌐

မန်ယူနိုင်တိုင်းထောက်ပံ့မယ်ရဲ့ ဂုဏ်မြှောက်ထောက်ပံ့မှု  
✔ ကျည်ကာတ်ဆင် ပြည့်လည်းဝင်ကမ်းပိန်း  
✔ ငှက်သန်းပေးသောကော်

ဂုဏ်ယူတယ်ဆိုshare ပေးကြပါဦးနော်။ အဲဒါမှ နောက်ထပ်သရန်ဝန်ထံကိုမောင်နှမတွေ၊ တခြား အသင်းဖန်သုငယ်ချင်းတွေနဲ့ ဘောလုံးအကြောင်းနားမလည်လည်း အတူတူထောက်ပံ့ချင်သူတွေ ဝိုင်းပြီး ပိုကူနိုင်အောင်လို့ပါ 🙏

#... See more

133 10 comments 12 shares

We will fundraise whenever Manchester United wins  
January 14 at 5:02 PM Public

The 7th fundraising assist of "We will fundraise whenever Manchester United wins" program.

- 🔴 Bullet installation campaign to enter the country.
- 🔴 More than 45 million and 60 thousand MMK

Share if you are proud of it. This is to help more Red Devils fans brothers and sisters, other teammates and those who don't understand football who want to support together 🙏  
#မန်ယူနိုင်တိုင်းထောက်ပံ့မယ်

<p>"The Gathering of Soldiers" Bulletproof campaign Certificate of Appreciation For the eradication of military dictatorship and the emergence of a federal democratic union</p> <p>We would like to record and honor the receipt of the donation by "We will fundraise whenever Manchester United wins" program in the amount of</p> <p>MMK 4569981</p> <p>and thank you very much for this kind of participation and donation.</p> <p>Date of registration - 2024-12-18 Listing number 202032 D PAF NAY PYI TAW CRPH-OPF</p> <p>Signature Comrade China (Battalion Commander) No. (805) Battalion Nay Pyi Taw Military Division Central Command</p>	<p>★ Minister of Defense NAY PYI TAW PDF Battalion (805) Certificate of honor letter no. 0936 Date. . 18/12/2024</p> <p>Ministry of Defense Central Military Command Nay Pyi Taw Military Department, The "National Unity Government" which is fighting for the eradication of military dictatorship and the establishment of a federal democratic system, have received from</p> <p>"We will fundraise whenever Manchester United wins" program (in numbers) 4,569,981MMK (Letter with/forty five hundred sixty thousand nine hundred and eighty one MMK For 2 sets of Bullet Proofs Thank you very much for participating in this donation. Signature Comrade China (Battalion Commander) People's Defense Army Battalion (805) Central Military Headquarters, Nay Pyi Taw Military Department</p>
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Source: <https://www.facebook.com/myanmarmanufans/posts/pfbid0AGbqkEm1YbSxogYwGaXsibTLt9C7XyBhpKWPZdJlr mDziPmoem7dkQVxKtq99YZl>

## Daung’s fan page: activism through Burmese pop culture

A popular Burmese actor, Daung was known for his range of roles and strong support for Myanmar's democratic transition. Daung was an outspoken critic of the junta that seized power in Myanmar on Feb. He urged the people to resist the regime and strongly supported the Civil Disobedience Movement (CDM) through his platforms (RFA Burmese, 2023). Daung continued to advocate despite grave personal risks that took a deadly toll, culminating in the State Administration Council stripping him of his citizenship on April 2, 2022. Daung is popular beyond his acting career. His status as a political and cultural icon is secured by the adoration and respect, he has received for standing up fearlessly to the military rule. His contributions to great movies, as well as his new appointment as a revolutionary figure, have made him a symbol of hope for many Burmese (Myanmore, 2020).

FIGURE 1.17: ACTIVITIES FROM DAUNG’S ART CORNER



Source: [https://www.facebook.com/permalink.php?story\\_fbid=pfbid0CA2Wt5N5w4Aip2zgyznCLQxe4BA5a8Zxn44kkjwftPKZ7ra5zFNLoeAjPdEP9b6l&id=100090455312307](https://www.facebook.com/permalink.php?story_fbid=pfbid0CA2Wt5N5w4Aip2zgyznCLQxe4BA5a8Zxn44kkjwftPKZ7ra5zFNLoeAjPdEP9b6l&id=100090455312307)

## Pan Saing: A fundraising platform supported by fandoms

Pan Saing is a unique platform where people can buy and send virtual flowers to their loved ones or to support revolution. The funds from this platform go to the revolutionary causes.

*“Many fandoms actively participate and donate to the page. Moreover, after the passing of a member of the One Direction boy band, their fans came together to donate flowers in his honor. Additionally, fans of BTS, Blackpink, Korean actors and actresses, EXO, Daung, Chit Thu Wai, Dr. Phyo Thiha, and Honey Nway Oo have also contributed by sending virtual flowers through the platform.” (Participant J)*

FIGURE 1.18: ACTIVITIES FROM PAN SAI'S PAGE



Source:

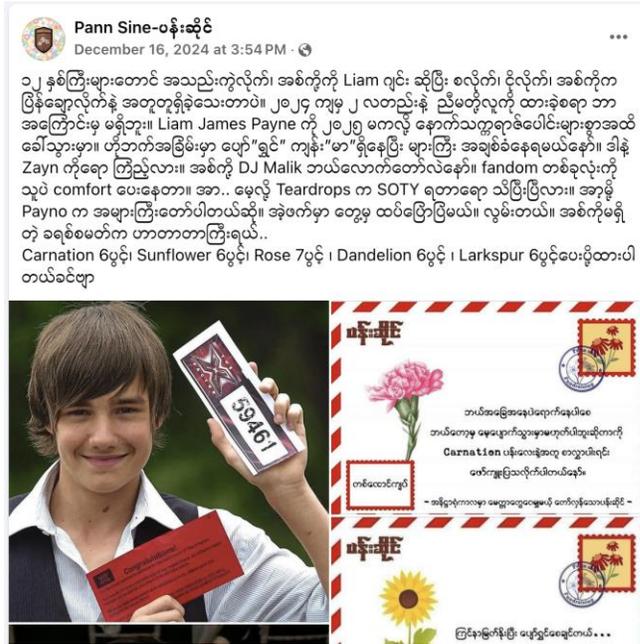
[https://www.facebook.com/permalink.php?story\\_fbid=pfbid0HSabrCYZhw64aD2emLueaKvHEx4K4EAqrAJmPT83FjswCC Hx6LVCBDTivvQ6XsYl&id=100083189061867](https://www.facebook.com/permalink.php?story_fbid=pfbid0HSabrCYZhw64aD2emLueaKvHEx4K4EAqrAJmPT83FjswCC Hx6LVCBDTivvQ6XsYl&id=100083189061867)

FIGURE 1.19: DOH KYUNGSOO'S FAN DONATED TO REVOLUTIONARY FORCES



Source: [https://www.facebook.com/permalink.php?story\\_fbid=pfbid0qdPmhrMKeYowaDpKYPDeyqiH8kCR3NiYPTir3GWowrDtgJonrUuLTi9LofKtQqUXl&id=100083189061867](https://www.facebook.com/permalink.php?story_fbid=pfbid0qdPmhrMKeYowaDpKYPDeyqiH8kCR3NiYPTir3GWowrDtgJonrUuLTi9LofKtQqUXl&id=100083189061867)

FIGURE 1.20: LIAM JAMES PAYNE’S FAN DONATED TO REVOLUTIONARY FORCES



Source: [https://www.facebook.com/permalink.php?story\\_fbid=pfbid0EWkwb3w26PBmnyB8jgeybr7swHQVAd7oFh9dFc9qsNZNDUYrpfGUqw5y8j5UekEjl&id=100083189061867](https://www.facebook.com/permalink.php?story_fbid=pfbid0EWkwb3w26PBmnyB8jgeybr7swHQVAd7oFh9dFc9qsNZNDUYrpfGUqw5y8j5UekEjl&id=100083189061867)

## Fandom activism and digital advocacy

Fandom communities in Myanmar have used their social media reach to amplify awareness about Myanmar's struggle for democracy following the 2021 military coup. With millions of followers globally, fan communities have mobilized digital activism efforts, using their platforms to disseminate information on human rights violations, military aggression, and ongoing protests.

*“We participated in hashtag campaigns like #WhatsHappeningInMyanmar to raise awareness globally.” (Participant H)*

*“We also participated in digital campaigns, such as click projects, to support revolutionary efforts. These campaigns might seem small, but they help raise awareness and engage more fans in meaningful actions. Although our group doesn’t collaborate often with other fan groups, these individual efforts add up to make a difference.” (Participant X)*

*“We have participated in strikes and global hashtag campaigns to spread awareness for the Myanmar issue, especially on Twitter.” (Participant Y)*

*“Initially, we started organizing on Facebook. We would set a specific time to launch hashtag campaigns. Sometimes, we collaborate with other fandoms to make our efforts more impactful. For example, we agree on a specific time, usually in the evening, around 7 PM and focus on spreading information through hashtag campaigns on platforms like X (formerly Twitter).” (Participant Z)*

FIGURE 1.21: HASHTAG #WHATSHAPPENINGINMYANMAR CAMPAIGN ON TWITTER (X) FROM CHANYEOL MYANMAR FAN PAGE



Sources:

[https://x.com/exo\\_cy\\_myanmar/status/1368411976997629959?s=46](https://x.com/exo_cy_myanmar/status/1368411976997629959?s=46)

[https://x.com/exo\\_cy\\_myanmar/status/1363719303078367232?s=46](https://x.com/exo_cy_myanmar/status/1363719303078367232?s=46)

FIGURE 1.22: HASHTAG #WHATSHAPPENINGINMYANMAR CAMPAIGN ON TWITTER (X) FROM BORAHAE BTS MYANMAR FAN PAGE TO RAISE AWARENESS



Source: <https://x.com/myanmarborahae/status/1363113214976745473?s=46>

FIGURE 1.23: HASHTAG #WHATSHAPPENINGINMYANMAR CAMPAIGN ON TWITTER (X) FROM PURPLE WINGS FOR BTS IN HONOUR OF A BOY WHO WAS SHOT BY MILITARY

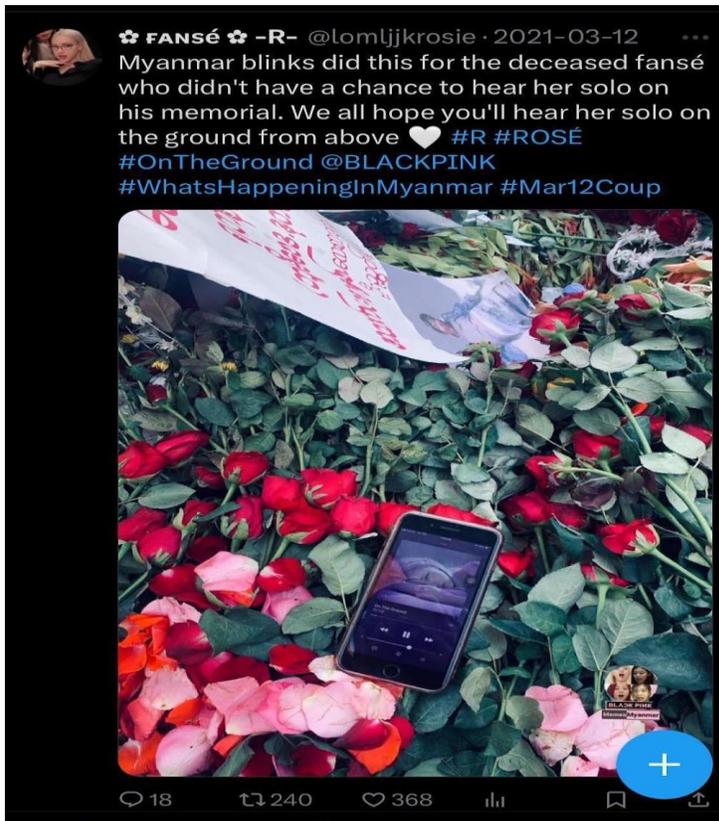


FIGURE 1.24: HASHTAG #WHATSHAPPENINGINMYANMAR CAMPAIGN ON TWITTER (X) FROM JISOO'S WIFE FAN PAGE IN HONOUR OF A BOY WHO WAS SHOT BY MILITARY



Source: <https://x.com/blackpinkmm1/status/1370034177794478083?s=46>

FIGURE 1.25: HASHTAG #WHATSHAPPENINGINMYANMAR CAMPAIGN ON TWITTER (X) FROM FANSE' PAGE IN HONOR OF ROSE' FAN WHO TRAGICALLY LOST THEIR LIFE DUE TO MILITARY



Source: <https://x.com/lomljjkrosie/status/1370296853682606081?s=46>