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Analyzing Aesthetic Values in Stella Jang's 'Villain' Lyrics

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ABSTRACT	ARTICLE INFO
<p>K-pop is a generic label which is currently the main strength of South Korea whose culture has spread to almost all countries in the world both in the fields of fashion, culinary, entertainment and even in the field of music. K-pop music can be very popular not only because of the hype music, but they also present a fun dance with the visuals of the idols which are more attractive and much enjoyed by consumers. However, not a few consumers are concerned with and pay more attention to music videos and interesting lyrics, which are a benchmark for how total K-pop is in the music industry. This study analyzes the music and lyrics of the song Villain by Stella Jang, a solo singer from South Korea as one of the songs that emphasizes interesting meaning and content.</p> <p>© 2022 Kantor Jurnal dan Publikasi UPI</p>	<p>Article History: <i>Submitted/Received 30 Sep 2022</i> <i>First Revised 15 Oct 2022</i> <i>Accepted 30 Oct 2022</i> <i>First Available online 20 Nov 2022</i> <i>Publication Date 25 Nov 2022</i></p> <hr/> <p>Keyword: <i>K-pop,</i> <i>Villain,</i> <i>Music,</i> <i>Analysis,</i> <i>Aesthetics.</i></p>

1. INTRODUCTION

In a modern era filled with diverse artistic expressions, music undeniably conveys messages, emotions, and human experiences (Lestari, 2020). One of the most evocative and profound musical art forms is the K-pop song. K-pop has become a global phenomenon that has shaken up the music industry by incorporating unique elements of South Korean culture, such as energetic dancing, bold fashion styles, and catchy melodies (Kardinal, 2021). In this realm, the aesthetic value lies not only in the catchy songs but also in the musical works' visuals, narratives, and meanings (Soh & Salleh, 2014). K-pop songs often express various themes, ranging from sweet love stories to deep reflections on life and society (Pertamasari & Supratman, 2021). Amidst the glitter of the Korean music industry, songs that draw attention not only for their popularity but also for their ability to convey profound messages and captivate listeners (Miftahurrezki & Anshory, 2021). In this context, Stella Jang's song "Villain" is an exciting object of study. As a South Korean soloist known for her boldness and uniqueness in presenting her musical works, Stella Jang has managed to attract attention with her strong vocals and the meaning in her lyrics.

This research analyses the aesthetic values of the song "Villain". By utilizing qualitative research methods, this study will explore the depth of meaning, message, and expression hidden behind the lyrics and music of this song. Through this approach, it is expected to understand how musical artworks such as the song "Villain" create a robust aesthetic impact on its listeners. This research reinforces previous understandings of the role and influence of K-pop in global culture. For example, Muhammad (2013) stated that K-pop has a strong appeal among international youth due to its ability to convey universal messages through attractive music and visuals. As such, this study is expected to make a valuable contribution to the understanding of aesthetics in musical art and pave the way for further research in this field.

2. METHODS

The methodology used in this research is a qualitative research method. This approach typically entails gathering data through interviews, observations, and analysis of texts or documents (Maulida, 2020). The data collection process utilized literature studies and media analysis in YouTube videos to obtain relevant information regarding Stella Jang's song "Villain". Qualitative methods allow researchers to gain a deep understanding of the context, meaning, and experience contained in works of art such as the song (Fadli, 2021). With this approach, the research can explore various aspects of the music, such as the singer's background, lyrical meaning, musical structure, and fan or critic responses.

3. RESULTS

3.1. Definition of K-Pop

K-pop has been a popular music term in South Korea since the 1960s due to its influence on Japanese music (Oh & Lee, 2014; Messerlin & Shin, 2017). The variety of musical genres that exist originated in Jangagwon in Joseon, and there are certain genres of music today that can lead to their source roots (Hong, 2019; Kim, 2022). K-pop has been around for a long time but is still thick with traditional Korean music, while the K-pop we know today follows more Western music styles (Jin & Ryoo, 2014; Messerlin & Shin, 2017; Longenecker & Lee, 2018). K-pop combines several Western music genres with Korean music, often involving dancing

and lyrics mixed with some English or languages from other countries (Kardinal, 2021; Lee, 2004). Boy Bands or girl bands mainly perform K-pop, but it is not uncommon for solo singers to compete without losing the element of movement and reducing the quality of the music (Park, 2011; Chang, 2020).

3.2. Aesthetic definition

Aesthetics comes from the Latin "aestheticus" or Greek "aestheticos" from the word "the," which means to feel. From this, Aesthetics can be interpreted as feelings (Hasnidar, 2021; Munir, *et al.*, 2020). So aesthetics, according to etymology, is perceived knowledge (Gorodeisky & Marcus, 2022), a feeling arises (Stolnitz, 1961), beauty begins with stimulation (Rosnawati, *et al.*, 2021). The five senses are the basis for assumptions and the starting point for discussing aesthetics.

Alexander Gottlieb Baumgarten was a German philosopher from 1714-1762 who introduced aesthetics as the science of art and beauty (Fauziah, 2021; Kristeller, 1952; Nannini, 2022). But thinking about beauty has existed since Greek times old-fashioned with the term "beauty" (Sunarto, 2016). Aesthetics is one branch of philosophy that studies the value of the senses (Suryawati, *et al.*, 2018). In simple terms, aesthetics is a science that discusses the beauty of things and objects that can be felt and appreciated (Braddy, 1998; Süzen, 2020). Beauty is influenced by thought patterns each individual frequently considers to assess sentiment and feeling.

Nowadays, aesthetics can be meaningful in 3 things, namely

- Study of the phenomenon of perception (Cronkhite, 1970; Jamalpour & Yaghoobi-Derab, 2022)
- Study of aesthetic phenomena (Goldman, 1990; Skov & Nadal, 2020)
- Study about art as a result of aesthetic experience (Shusterman, 2006; Noy, 1968)

Aesthetics can be defined as the structure part of something that contains a pattern that unites the parts and includes a harmony of elements that give rise to its beauty. According to Dra. Artini Kusmiati aesthetics is a condition related to the sensation of beauty felt by a person. Still, a sense of such beauty will only be judged when it occurs in a harmonious blend of elements of beauty contained in an object. According to Benedotte Croce, aesthetics is a problem of perception; aesthetic perception is a type of knowledge, isn't it? It's just a phenomenon that satisfies formal knowledge (De Gennaro, 1956; Wedel, 1924). The world is developing increasingly, making us realize that beauty does not always have a certain formula; however, according to environmental acceptance.

4. DISCUSSION

Stella Jang managed to steal a lot of attention to his unique creations with the sentence "we all pretend to be the heroes on the good side" as a phrase and opening that discusses the concept of the good and evil sides through his song entitled Villain. Singer and songwriter Stella Jang debuted in 2014 under Grandline Entertainment. However, she just got attention through her album Stella 1, which presents Villain's song and discusses the ideology that "humans are neither good nor bad. In an interview, she said this song is inspired by various music that she listens to, but no artists are certain. Through this song, Stella wants to convey that message in this world there is a light side and a dark side, angels and the devil within us.

The lyrics explore the idea that all humans believe in themselves and that he is a hero and tries to ignore the fact that we are the villain characters in. Another point of view, Stella wants to give the main character a villain at least once, which was relatively ignored. This song was

composed and written by Stella Jang by utilizing music videos to expand the beauty of the song, using several visual forms related to the symbolism on the black and white chess board. This song has a vintage classic style. France doesn't have many singers who managed to bring it, but Stella, who created this style, is his. The song entitled Villain becomes an object of research in this paper. In the song intro, the singer opened it with a song

"we all pretend to be the heroes on the good side"

The piano accompaniment begins to enter the song in a low voice (whispering) and uses a bit of staccato technique. This instrument sounds like an acoustic at certain points, but several jazz-style impressions are impressive, radiant, and adorable. However, the presentation of the lyrics remains delivered.

*Am di G
F# dim
F major
E7#*

In the part "one two three four" is heard there are subdivisions in the song's rhythm and articulation of the main melody at the beginning he sings, which makes it harder and more interesting.

"But what if we're the villains On the other"

In this part of the lyrics, the song has several repetitions. The other sounds like a question sentence because the intonation becomes higher at the end. In these lyrics

*"Am I good
Am I bad
Ay
Are you good
Are you bad
Ay"*

The melody in this section repeats, and sequential sounds that sound like they are sautéing each other as the application of sentences to music. The lyrics seem to doubt the assumptions of a view, seen through the repetition of words that seem to want to make sure. Again. Humans think, see and Analyze and tend to follow corners, look at it for yourself and describe the truth.



Figure 1. Music video snippet

(Source: [MV] Stella Jang(스텔라장) _ Villain(빌런))

*Some things are black
Some things are white
You shouldn't look through colored lenses*

*You're the good guy
He's the bad guy*

*Your boring world is in black and white
So many shades of gray
Oh, how can you still not know?*

The lyrics above show that People's judgement habits are too subtle, focusing on one thing that has happened or even what is only visible to the naked eye, not looking at the other side of the object. This can be due to ego with goals to fulfil our satisfaction and dreams about the absolute focus of an object, even though one object could have a lot of diversity. These lyrics show a broad picture of humanity, which has a lot of character and colours; each can't compare or average with others who are beautiful in life.

*Good easily fades away
Think twice before you like me*

Personality indeed, progressive changes can occur because it adapts to conditions or because environmental factors and mood are not absolute. There is a review of research in personality science that suggests that the possibility of these personality traits can change through interventions and major life events. Reporting from Science Daily, Bleidorn said there was strong evidence indicating that personality traits may change, but this nature remains relatively stable. Research has found several personality traits can explain most people's ways of addressing the environment.

*Because
I'm a villain*

*What makes you think otherwise?
You don't know what a wicked little devil*

I am

*You're a villain
What makes you think otherwise?
The villain you failed to notice breathes
within you*

Everyone sees themselves differently from what people see others. No one can see the same object; the position of view gives rise to different perceptions. This is very human because, in essence, humans have two different sides.

*I'm killing someone maybe
You're killing someone maybe
I'm killing you maybe
You're killing me maybe*

These lyrics define truth as something complex because it has many layers and dimensions of various types. There are many descriptions of truth because this is something that cannot be measured and measured. However, truth can be compared with a statement between a focused object and reality.

*We all pretend to be the heroes
On the good side
But what if we're the villains
On the other*

Everyone feels like their hero, but this can look bad from other people's point of view, as in the lyrics below.

*The person I love the most
Could be a dog to someone else*

What we consider good may be regarded as evil by others. Things we like are things that other people hate. Point of view is something that can explain the emergence of different perceptions. The perspective of each object will always be different depending on what we focus on. Various factors form a mindset that shapes a person's point of view when looking at problems.

5. CONCLUSION

The song Villain by Stella Jang and the science of aesthetics are related and need each other. The beauty of a piece of music can be seen subjectively from how a person feels when he sees and feels it. Art is complex to explain if you only use calculations and logic; it cannot only be seen but must also be felt because it is artificial. Through writing an analysis of this work, it is proven that one object can produce different points of view. Various factors shape different thinking patterns. Humans are born with the same form but not with the same thoughts and conditions. This gives people additional images so that how someone interprets something will differ from what others see.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism

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