

REPRESENTATION THE PHRASE “LOVE YOURSELF” IN THE LYRICS “EPIPHANY” BY JIN BTS

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ABSTRACT. This study investigates how Jin from BTS's song Epiphany uses the term "Love Yourself" in its lyrics. Insecurity and mental health, which are common among today's young, are directly related to the idea of self-love. BTS actively encourages self-love as a strategy for overcoming fear through their songs and activities like "LOVE MYSELF," which they co-created with UNICEF. Through an analysis of the song's lyrics and its implied and explicit meanings, this article investigates how Epiphany delivers this message. To guarantee an accurate interpretation, the study examines various English translations of the lyrics using a qualitative methodology. According to the results, Epiphany illustrates the process of self-discovery and stresses the value of self-love in spite of one's flaws and emotional difficulties. The protagonist of the song first dedicates his life to serving others, but he eventually comes to see his own value and the importance of loving himself. This study adds to the conversation of music as a tool for raising awareness of mental health issues and emphasizes how BTS builds uplifting stories about accepting oneself. The study emphasizes how young listeners can benefit from music as a powerful tool for reducing uneasiness and promoting self-compassion.

Keywords: BTS, Epiphany, Insecurity, Jin, Love Yourself

REPRESENTASI FRASA “LOVE YOURSELF” DI DALAM LIRIK “EPIPHANY” KARYA JIN BTS

ABSTRAK. Penelitian ini menyelidiki bagaimana Jin dari lagu Epiphany milik BTS menggunakan istilah "Love Yourself" dalam liriknya. Ketidakamanan dan kesehatan mental, yang umum di kalangan anak muda saat ini, berhubungan langsung dengan gagasan mencintai diri sendiri. BTS secara aktif mendorong cinta diri sebagai strategi untuk mengatasi rasa takut melalui lagu-lagu dan aktivitas mereka seperti "LOVE MYSELF," yang mereka ciptakan bersama dengan UNICEF. Melalui analisis lirik lagu dan makna tersirat dan tersuratnya, artikel ini menyelidiki bagaimana Epiphany menyampaikan pesan ini. Untuk menjamin interpretasi yang akurat, penelitian ini meneliti berbagai terjemahan bahasa Inggris dari lirik tersebut menggunakan metodologi kualitatif. Menurut hasilnya, Epiphany menggambarkan proses penemuan diri dan menekankan nilai cinta diri meskipun ada kekurangan dan kesulitan emosional seseorang. Tokoh utama lagu tersebut pertama-tama mendedikasikan hidupnya untuk melayani orang lain, tetapi ia akhirnya menyadari nilai dirinya sendiri dan pentingnya mencintai dirinya sendiri. Studi ini menambah pembahasan tentang musik sebagai alat untuk meningkatkan kesadaran akan masalah kesehatan mental dan menekankan bagaimana BTS membangun kisah-kisah yang membangkitkan semangat tentang penerimaan diri sendiri. Studi ini menekankan bagaimana pendengar muda dapat memperoleh manfaat dari musik sebagai alat yang ampuh untuk mengurangi kegelisahan dan meningkatkan rasa kasih sayang terhadap diri sendiri.

Kata-kata Kunci: BTS, Epiphany, Insecurity, Jin, Love Yourself

INTRODUCTION

"Love yourself before loving others." This expression is frequently brought up in relation to the idea of loving ourselves. The idea is also connected to mental health, a problem that frequently affects today's youth. Self-love and mental health are closely connected with insecurity. The definition of insecurity, according to the Cambridge Dictionary, is lacking confidence and having self-doubt. On top of that, insecurity causes one to question their level of likeability to others. Today's youth often do not love

themselves because of their insecurity, which will negatively impact their mental health.

Young people's concerns have frequently become the major topic of conversation in a variety of media. Furthermore, the idea of self-love is frequently applied as a solution to the issue. Songs are one of the many mediums that are often used to inspire the youth today. A number of songwriters and singers have addressed the idea of loving ourselves as a theme in their works. Realizing that many songs that the younger generation currently listens to are

implied to be "self-healing" and to uplift people (Anantar, 2023). Our emotions are influenced by the music we listen to, since it has the power to control stress-related hormones. Additionally, when listening to music, listeners will be in control of how they express their emotions (Ratnasari, 2016). When someone is attracted to a song, they will pay close attention to the lyrics that each one indicates. Therefore, self-love-themed songs are a great way to inspire someone who is feeling insecure.

It is fascinating to research the subjects of mental health, insecurity, and the idea of self-love. Particularly when using song lyrics as a distinctive way to communicate these ideas. Previous research has examined the connection between lyrics and mental health (Blady, 2020; Erlambang et al., 2021; Rizki Amara & Sari Kusuma, 2022; Sondakh et al., n.d.; Sosial et al., 2021), emotions (Edmonds Donald Bren & Sedoc, 2021; Ratnasari, 2016; Shriram et al., 2021), and insecurity (Hasan & Bernadtua Simanjuntak, 2022; Putri et al., 2023; Sari & Situmeang, 2021). A lot of the research also focuses about the implications connected with a singer's songs and mental health. That being said, little is known about the connection between the idea of self-love and the lyrics of a song. Actually, ideas and statements of self-love frequently serve as a solution to insecurity. Therefore, questions like: What is the relationship between insecurity and the concept of self-love? How is it possible for the words of a song to address it as a problem? And how might a song embody the idea of "Love Yourself"? will become the primary focus of this paper.

We are aware that a large number of listeners currently enjoy pop songs. Songs that are easy to listen to are more likely to be enjoyed by the younger generation. Young folks also love and admire a lot of pop performers. The pop genre itself is quite popular throughout the world and is known by a different name for each nation, such as K-Pop or Korean Pop. Popular music known as "K-Pop" has its roots in South Korea (Ragam Info, 2023), often known as "The Land of Morning Calm." (Graham, 2022; Wahane, n.d.) We can already observe how K-Pop rules the global music industry and many different nations have seen cultural influences from the Hallyu (Korean Wave). The phrase "Korean Wave" itself came about as a result of the worldwide fascination with Korean culture (Korea.net, n.d.). At this moment, BTS is currently one of the most talked-about celebrities. A boy band from South Korea that gained popularity for their songs and music, which had an impact on the Korean Wave. BTS is renowned for advocating for self-love with

great activeness. They are so involved in the issues that they partnered with UNICEF and launched a "LOVE MYSELF" campaign, a campaign that aimed at ending violence and neglect also promoting self-esteem and well-being (UNICEF, 2021). Numerous of BTS songs express the idea of "Love Yourself" from various angles. Sung by BTS member Jin, "Epiphany" is one such song. The song properly represents the idea of "Love Yourself", as it proclaims, "Love yourself before loving others."

In today's youth generation, a number of mental health and insecurity issues are being studied and addressed. This study aims to demonstrate how songs serve as a means for raising these issues as a theme. Examining the representation of the idea of "Love Yourself" in a song as a way to deal with insecurity. Additionally, this study will clarify the findings of the analysis of the song "Epiphany" by explaining how the concept of "Love Yourself" is represented in accordance with the themes that BTS has expressed throughout their albums and songs.

METHOD

The study object is the lyrics of the song "Epiphany" performed by Jin BTS. The representation of the word "Love Yourself" in the song is the main topic of this study. Finding and analyzing English translations of the song "Epiphany" lyrics is the first stage in this research, as the original version of the song combines Korean and English. The next step is to break down each line of the lyrics and find specific passages that relate to the concept of "Love yourself." This is an important message because BTS is one of the celebrities who has advocated for "Love yourself." In this process, comparing every translation that already exists will help to ensure that the analysis results are more accurate and align with the author's goals for this study. The translation data that has been collected will then undergo a thorough observation phase that accurately reflects the phrases that were captured. The subsequent step is to bring attention to the lyrics' specific passages that contain the phrase "Love Yourself." This study will demonstrate how the phrase "Love Yourself" and the song "Epiphany," which are both connected to insecurity and mental health. Additionally, it will demonstrate how the research's subject relates to the statement "Love yourself before loving others."

RESULTS AND DISCUSSIONS

In several ways, BTS promotes the concept of "love yourself" to motivate the younger generation, one of which is the "LOVE MYSELF"

campaign with UNICEF (UNICEF, 2021). In addition, BTS often releases songs that are related to the concept. Some titles, such as "Answer: Love Myself," "IDOL," "Blue and Grey," and "Epiphany," are examples of BTS songs that give messages to love ourselves. The messages they want to convey to listeners are mostly conveyed straightforwardly in the lyrics of their songs. However, it is common for them to convey the message implicitly, such as in the song "Epiphany." The song, sung by Jin, one of the members of BTS, describes how a person believes that he must love himself first before loving others. The message of the song is clearly written in some parts of the lyrics and implied in others. By looking at the English translation of the lyrics of "Epiphany," listeners will find it easier to understand the meaning of the song.

The lyrics' portrayal of self-love is consistent with Neff's (2003) theory of self-compassion, which highlights self-kindness, shared humanity, and mindfulness as essential components of self-acceptance. The uneasiness that today's adolescents frequently feel is strongly opposed by self-compassion, which allows people to accept their imperfections without engaging in excessive self-criticism. Furthermore, Deci & Ryan's (1985) Self-Determination Theory clarifies that in order for people to attain psychological well-being, they must have autonomy and self-acceptance. This perspective can be used to understand insecurity as it is shown in the song, where seeking outward validation at first is eventually replaced by accepting oneself on an internal level. This psychological change is reflected in the song's development, which emphasizes how crucial self-love is to preserving emotional stability.

Additionally, Ellis' (1973) theory of unconditional self-acceptance can be used to examine how the song depicts insecurity and self-doubt. Regardless of one's own shortcomings or flaws, Ellis contends that people should accept themselves without reservation. This battle is depicted in the lyrics of Epiphany, as the protagonist first determines his value based on outside influences until realizing the importance of accepting himself. A critical psychological step in conquering insecurity and creating a more positive self-image is reflected in this metamorphosis.

Examining the function of music in emotional regulation is crucial before drawing any conclusions. According to Juslin & Sloboda (2010), music is a powerful medium for psychological healing and emotional expression. Since the song gives listeners a story that affirms their issues with self-worth and inspires them to embrace self-love, the

themes in Epiphany are consistent with this viewpoint. This strengthens the case that music can serve as a vehicle for introspection and emotional recovery, making Epiphany a potent hymn for people who are struggling with insecurity.

In the end, our study shows that Epiphany is a reflection of a larger psychological journey toward self-acceptance rather than only a song about loving oneself. This analysis highlights the significance of Epiphany as a therapeutic and inspirational song for listeners, especially young people who are dealing with self-doubt, by incorporating theoretical viewpoints on self-compassion, insecurity, and the influence of music on mental health.

For starters, here are the lyrics of the song "Epiphany" in its original language, Korean:

참 이상해 분명 난 너를 너무 사랑했는데
모두 너에게 맞추고 널 위해 살고 싶었는데
그럴수록 내 맘속의 폭풍을 감당할 수 없게 돼
웃고 있는 가면 속의 진짜 내 모습을 다 드러내

I'm the one I should love in this world
빛나는 나를 소중한 내 영혼을
이제야 깨달아 So I love me
좀 부족해도 너무 아름다운 걸
I'm the one I should love

흔들리고 두려워도 앞으로 걸어가)
(폭풍 속에 숨겨뒀던 진짜 너와 만나)

왜 난 이렇게
소중한 날 숨겨두고 싶었는지
뭐가 그리 두려워
내 진짜 모습을 숨겼는지

I'm the one I should love in this world
빛나는 나를 소중한 내 영혼을
이제야 깨달아 so I love me
좀 부족해도 너무 아름다운 걸
I'm the one I should love

조금은 뭉툭하고 부족할지 몰라
수줍은 광채 따윈 안 보일지 몰라
하지만 이대로의 내가 곧 나인 걸
지금껏 살아온 내 팔과 다리 심장 영혼을

사랑하고 싶어 in this world
빛나는 나를 소중한 내 영혼을
이제야 깨달아 so I love me
좀 부족해도 너무 아름다운 걸
I'm the one I should love

I'm the one I should love

I'm the one I should love
(Muxicmatch, 2018)

Let us consider the main character as a man first. This song's first two sentences explain how the main character feels a little weird about his emotions. As can be seen below, the lyrics of this song write "it is so strange" as a description of the main character's feelings at the beginning of the song. He did, however, say that at the time, he truly loved another figure—or perhaps we might consider her to be a woman. This is shown in the sentence "I definitely love you so much" in the first translation. An English translation of the song "Epiphany"'s lyrics can be viewed here.

Translation one:
It's so strange
I definitely love you so much (love you)
(Muxicmatch, 2018)

Translation two:
It's so odd
I loved you so much for sure
(BTS Lyrics, 2018)

It can be seen how the main character feels that the feeling he has now is not a feeling he has felt all this time in his heart. In the first translation above, the phrase "It's so strange" indicates that his current feeling is one that he does not recognize. In the second translation, the word "strange" is replaced with the word "odd." The man's unusual feelings were described by this choice of words, which gets even more precise because he was feeling different toward her now than he had ever felt before. The song's second line makes this obvious. In the first translation, it is written "I definitely love you so much," while in the second translation it is written "I loved you so much for sure." It is obvious from the second translation that the reason for the strange feelings is that the man is no longer in love with the woman. The word "loved" denotes that the man once loved the woman, but that feeling has now faded. From then on, the song's main character experiences a strange feeling in his heart.

The man truly devoted his life to the woman, as the next line makes clear. All of his previous actions were motivated by his love for the woman. This is shown by the sentence, "I wanted to adjust everything to you." The man really wants and has done a lot for the woman. He has adjusted many things for her. This is further emphasized by the sentence, "And live for you too." The sentence

reveals that he also lives only for his lover, the woman. Going back to the first two sentences, though, he finds this strange feeling. He does not know what he is feeling right now. He wondered why he felt strange when he had done so much for her. In fact, he was even more confused when he no longer loved her when she declared that he lived for her. The song's subsequent lyrics later clarify the peculiar sensation he is experiencing.

Translation one:
But the more I did that
I couldn't handle the storm in my heart
Underneath the smiling mask
My true self is coming out
(Muxicmatch, 2018)

Translation two:
But as I kept doing so
I became unable to bear the storm inside my heart
I got to fully reveal my true self
Under the smiling mask
(BTS Lyrics, 2018)

This part of "Epiphany" shows how the character cannot control the storm in his heart when he goes above and beyond what he typically does. This can be seen from the phrase "But the more I did that, I could not handle the storm in my heart." In this passage, "the storm" expresses the strange feeling he experiences. The more he dedicates himself to the woman, the more uncontrollable the strange feeling grows. Then, by showing the phrase "Underneath the smiling mask, my true self is coming out," the man conveys that underneath all the smiles he puts on when there is a strange feeling in his heart, his true self emerges. And the man's actual self emerges as a result of the emotional turmoil he is experiencing. The man felt as though his actual identity had finally been revealed because of the strange feelings that were there.

Translation one:
I'm the one I should love in this world
Me, who shines, my precious soul
Now I finally realize oh, so I love me
Though I may lack some things, I'm so beautiful
I'm the one I should love
I'm the one I should love
(Muxicmatch, 2018)

Translation two:
I'm the one I should love in this world
The shining me, the precious soul of mine

I realize only now, so I love me
Even if it's a little lacking, it's so beautiful
I'm the one I should love
(BTS Lyrics, 2018)

The sentence "I'm the one I should love in this world" is the main sentence in representing the phrase "Love Yourself." The man believes that he, not the woman, is the one who truly needs to be loved. He does not reveal who he really is while he does everything for the women. He is concealing who he really is when he is in relationship with the women. And this has to do with the insecurity that children nowadays face. When interacting with loved ones or other individuals, a lot of young people choose to conceal who they really are. Overpowering insecurity will force someone to hide who they are.

Moreover, in the next few sentences of the lyrics above, the man realizes that he is actually a precious soul. This realization is shown in the sentence "Me, who shines, my precious soul." We can see that the man realizes who and what he really is. This sentence is a message that everyone has a unique personality and shines in their own way. However, when it is covered with insecurity, all of that will not be seen. The unique, beautiful, and precious identity of each of us will not be shown. A good way to get rid of this insecurity is to love yourself. Just like the song "Epiphany" says, what we really need to do is love ourselves. Our unique, shining, and beautiful selves are what we need to love. Because how can we love others when we do not love ourselves first? It will only lead to a sense of alienation that will be uncontrollable when we harbor it too much.

The lyrics above also emphasize that, although the man has many flaws, he is still a beautiful soul. "Though I may lack some things, I'm so beautiful" really shows that behind the flaws that exist in every human being, there is a beautiful figure inside. And the lyrics continue with "I'm the one I should love," which really emphasizes that he should love himself more than he loves the woman.

Translation one;
I'm shaking and afraid but I keep going forward
I'm meeting the real you, hidden in the storm
(Muxicmatch, 2018)

Translation two:
Even if I'm shaking and afraid, I walk on forward
I meet the real you, whom I had hidden inside the hurricane
(BTS Lyrics, 2018)

The lyrics then describe the man's fear of the strange feeling in his heart. He is scared, but he keeps doing everything he can for her. The fear he feels is so great, as described in the line "Even if I'm shaking and afraid" in the second translation, which proves he is truly afraid of everything he feels at that moment. But in the end, he found out who he was. In this case, "you" refers to the man's true self. This is shown by the sentence, "I met the real you, whom I had hidden inside the hurricane." Behind the whirlwind of strange emotions that he is experiencing, there is his real self. The lyrics show that we should not be afraid to take action to get rid of our fears. Because when we let go of fear and embrace change, we will find our true selves underneath it all.

Translation one:
Why did I
Want to hide my precious self like this?
What was I so afraid of?
Why did I hide my true self?
(Muxicmatch, 2018)

Translation two;
Why did I, like this,
Want to hide away my precious self
What was I so afraid of
That I had to hide my true self
(BTS Lyrics, 2018)

Why should he hide who he really is? The man wondered. Why was he so afraid to show who he really was? The repeated word "why" shows how he questions it all. He was, in fact, a precious soul. He already knows his true self, which is why he questions the things pertaining to him hiding his true self. From the sentences above, it can be interpreted that why do we hide who we really are. This applies to everyone, especially the younger generation, who often experience insecurity. You are valuable, so why should you hide who you really are? What is the point of being afraid? What reason is there to hide it? Each of us will be able to accept who we are and understand our value if we can love ourselves. As humans, we do not need to be afraid and hide it all. Believe that no matter who we are, we are valuable to live in this world. For that reason, the author also believes that no matter what everyone's current situation is, everyone is a valuable person.

Translation one:
I'm the one I should love in this world
Me, who shines, my precious soul
Now I finally realize oh, so I love me

Though I may lack some things, I'm so beautiful
I'm the one I should love
I'm the one I should love
(Muxicmatch, 2018)

Translation two:
I'm the one I should love in this world
My shining self, my precious soul
I finally realize it So I love me
Though I'm not perfect, I'm so beautiful
I'm the one I should love
(BTS Lyrics, 2018)

The next lyrics continue the main line of the song, as explained earlier. The chorus re-emphasizes that the man feels that he is the one he should love. Despite all the strange feelings and emotional turmoil he feels, he should love himself. And this further shows that the song "Epiphany" conveys a message about the concept of the phrase "love yourself." Then, the song makes it clear in the next section that humans can make mistakes.

Translation one:
I may be a bit blunt, I may lack some things
I may not have that shy glow around me
But this is me
My arms, my legs, my heart and my soul been living
for my entire life
(Muxicmatch, 2018)

Translation two:
I might be a little bit blunt and inadequate
You might not be able to see such things as a shy sparkle
But the fact that this version of me is my real self
My arms and legs, heart and soul that I have lived with until now
(BTS Lyrics, 2018)

"I may be a bit blunt; I may lack some things," shows how the man realizes that he may make mistakes and have flaws. The man's flaws are very comparable to our own. Everyone has imperfections and flaws; no one is perfect in this world. However, that's exactly who we are, just like in the lyrics, "But this is me." And this lyric aims to say that we should accept and appreciate our imperfections, whoever we are. "My arms, my legs, my heart, and my soul have been living for my entire life," makes it clear how we should accept our physical and mental condition. Because our arms, legs, heart, and soul will always be a part of us until we die. Everything that God has created for us will

continue to be a part of our lives. No matter how much insecurity we have, everything written in the fourth sentence of the lyrics above will remain attached to us. That is why we need to love ourselves, regardless of our flaws. Because, basically, any shortcomings can be covered by the advantages we have.

In the end, the lyrics of "Epiphany" show that what humans need is love from the world. In the first translation, "I want love in this world" refers to just that. However, in truth, the love from the world that he needs is the love that comes from loving himself. This is indicated by "I want to love them in this world" in the second translation. The word "them" in the second translation implies everything that is within her. From his body parts to his soul and character, as the lyrics read, "My precious soul" and "The shining me, the precious soul of mine." Thus, this suggests that the statement "Love yourself before loving others" is something we should do first. By giving love to what we have, we can gain love from others and from the world we live in today.

Translation one:
I wanna love in this world
Me, who shines, my precious soul
Now I finally realize oh, so I love me
Though I may lack some things, I'm so beautiful
I'm the one I should love
I'm the one I should love
(Aah aah aah)
I'm the one I should love
I'm the one I should love
(Aah aah aah)
I'm the one I should love (hhmm, whoo, yeah)
I'm the one I should love (hhmm, whoo, yeah)
(Muxicmatch, 2018)

Translation two:
I want to love them in this world
The shining me, the precious soul of mine
I realize only now, so I love me
Though I'm not perfect, I'm so beautiful
I'm the one I should love
I'm the one I should love
(Aah aah aah)
I'm the one I should love
I'm the one I should love
(Aah aah aah)
I'm the one I should love (hhmm, whoo, yeah)
I'm the one I should love (hhmm, whoo, yeah)
(BTS Lyrics, 2018)

When we cover everything with insecurity, we cannot get love from this world. It's true; loving yourself is not an easy thing. With all the flaws we may have, "love yourself" is a difficult thing to do. However, what's wrong with trying? Trying to appreciate and love what God has given us. All things are worth trying, and "love yourself" is too. Because maybe after we try to love ourselves, we can interpret life better. Moreover, we might be able to have a positive impact on others. Through "love yourself," we can become happier and deal with everything better than before.

"No matter who you are, where you're from, your skin colour, gender identity: speak yourself."
(UNICEF, 2018).

BTS' leader, RM, once said at a UNICEF meeting that no matter who we are, we must assert ourselves. No matter who we are and where we come from, we should be able to assert ourselves. Expressing ourselves is the same as loving ourselves. Sometimes, we are hampered by thoughts about our ethnicity and race. However, don't let that stop you from loving yourself. Love does not depend on our skin color, ethnicity, race, or identity. Love is just love. The best love is to love yourself. And that will eliminate our own insecurities.

CONCLUSION

Studies on the phrase "Love Yourself" as it was portrayed in the song "Epiphany" help us as a society to comprehend how the idea can be communicated through music as a useful channel for young people who deal with a lot of insecurity. We ought to love ourselves before we can love others. We are each special and light in our own way. In turn, we, as God's well-created creatures, ought to love ourselves for who we are.

Furthermore, it is apparent that BTS, being a celebrity broadly, can positively influence a major audience. Their songs have a plethora of messages that go beyond mental wellness. They convey a variety of messages about politics, adolescence, the professional world, and even dealing with their detractors. BTS offers inspiring messages to everyone in need of support, motivation, and other things that can improve their life path, not just those who support them.

Ultimately, this study demonstrates to the readers that songs can convey more than just love stories, melancholy, or other relationship and emotion-related topics. Every listener can receive motivation from a song as well. For today's youth,

the message of loving ourselves is important. And with hope, maybe everyone who feels insecure can grow into a more confident individual because they love who they truly are.

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