

Dirty Martini vs Martini: The Contrasting Duality Between Big Bang and BTS Public Image and Their Latest MVs Analysis

Authors : Patricia Portugal Marques de Carvalho Lourenco

Abstract : Big Bang is like a dirty martini embroiled in a stew of personal individual scandals that have rocked the group's image and perception, from G-Dragon's and T.O.P. marijuana episodes in 2011 and 2016, respectively, to Daesung's building illicit entertainment activities in 2018 to the Burning Sun shebang that led to the Titanic sink of Big Bang's youngest member Seungri in 2019 and the positive sentiment migration to the antithetical side. BTS, on the other hand, are like a martini, clear, clean, attracting as many crowds to their performances and online content as the Pope attracts believers to Sunday Mass in the Vatican, as exemplified by their latest MVs. Big Bang's 2022 Still Life achieved 16.4 million views on Youtube in 24 hours, whilst BTS Permission to Dance achieved 68.5 million in the same period of time. The difference is significant when added Big Bang's and BTS overall award wins, a total of 117 in contrast to 460. Both groups are uniquely talented and exceptional performers that have been contributing greatly to the dissemination of Korean Pop Music on a global scale in their own inimitable ways. Both are exceptional in their own right and while the artists cannot, ought not, should not be compared for the grave injustice made in comparing one individual planet with one solar system, a contrast is merited and hence done. The reality, nonetheless, is about disengagement from a group that lives life humanly, learning and evolving with each challenge and mistake without a clean, perfect tag attached to it, demonstrating not only an inability to disassociate the person from the artist and the music but also an inability to understand the difference between a private and public life.

Keywords : K-Pop, big bang, BTS, music, public image, entertainment, korean entertainment

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