

EXPLORING FIGURATIVE LANGUAGE AND SOCIAL CRITIQUE IN BTS' SPINE BREAKER

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ABSTRAK

Pesan sosial yang mendalam dapat dikomunikasikan melalui penggunaan bahasa kiasan dalam lirik lagu. Boy band Korea Selatan terkenal BTS membahas berbagai masalah sosial melalui musik mereka. Tekanan sosial ekonomi yang ditempatkan pada orang tua dan remaja oleh materialisme dikritik dalam lagu mereka "Spine Breaker.". Studi ini mencoba untuk memeriksa berbagai elemen bahasa figuratif yang ditemukan dalam "Spine Breaker" BTS dan bagaimana mereka mengekspresikan komentar dan masalah sosial. Penelitian ini menggunakan desain kualitatif dan berfokus pada analisis lirik lagu dari sudut pandang sosiologis dan semantik. Data sekunder diperoleh dari literatur terkait, dan data primer dikumpulkan dari lagu tersebut. Bahasa kiasan harus diidentifikasi, dan hubungannya dengan masalah sosial harus diselidiki. Penelitian mengungkapkan bahwa "Spine Breaker" menggunakan metonimi, hiperbola, dan metafora untuk menekankan kecenderungan materialistis dan tekanan keuangan yang ditempatkan pada orang tua. Lagu ini menekankan menempatkan nilai-nilai di atas kekhawatiran duniawi dan mengkritik fiksasi dengan hal-hal mahal.

Kata Kunci: Bahasa kiasan, Komentar sosial, BTS

ABSTRACT

Deep social messages can be communicated through the use of figurative language in song lyrics. The well-known South Korean boy band BTS addresses a range of social issues through their music. The socioeconomic pressures placed on parents and teenagers by materialism are criticized in their song "Spine Breaker.". This study attempts to examine the various figurative language elements found in BTS's "Spine Breaker" and how they express commentary and social issues. This study uses a qualitative design and focuses on analyzing the song's lyrics from a sociological and semantic standpoint. Secondary data were obtained from pertinent literature, and primary data were gathered from the song. Figurative language had to be identified, and its relationship to social issues had to be investigated. The research revealed that "Spine Breaker" employs metonymy, hyperboles, and metaphors to emphasize materialistic inclinations and the financial strains placed on parents. The song stresses putting values above worldly worries and criticizes the fixation with pricey things.

Keywords: *Figurative language, Social commentary, BTS*

INTRODUCTION

Music is one of the most popular literary works in the world. As stated, “Music plays a crucial role in the cultural life of society. Its functions include the expression of feelings or thoughts, and it is used both in formal occasions and as a means of relaxation” (Nurmalinda et al., 2018). Rhythm, melody, and harmony are used as expressions to convey various meanings, especially in emotional terms, where melody and lyrics serve as symbols of various concepts. The source of these symbols can come from nature, social culture, or even an individual's personal experience, which becomes the impetus for creating a piece of Aspects of music. In addition, there are supporting elements, such as the form of ideas, nature, and color of sound inside music.

Song is a form of music with words and has the special job of expressing thoughts and feelings. Songs are frequently used to convey messages to others. The message in the song is conveyed through text, also known as lyrics, which is an example of a verbal communication. Verbal communication in songs can be seen from the content of the lyrics themselves, which often contain the message that the musician wants to convey to the listener. Understanding the meaning of song lyrics is important because it helps us grasp the message and intention behind the song. According to (Putra, 2017) “Song is a collection of words to talk about written works that are carefully crafted, with elements such as creative comparisons, beautifully crafted sentences, graceful language, rhymes, and repeated sounds. These aspects are intentionally created by the songwriter to be read in a pleasing way and are somewhat open to interpretation”.

A song consists of two elements: words (lyrics) and the music that goes with them. Song is a part of the literature, and is a term used for written texts that use language

carefully. It includes creative comparisons, well-created phrases, beautiful sentences, and musical elements. Song is an example of literature because it is a way of singing and using words in the lyrics in special ways; for example, many musicians wrote their song lyrics using figurative language. The use of figurative language in lyrics adds an artistic touch and leaves special places for those like literary works, making the song more interesting to read and listen to. The song is liked by many people. The correlation between music and song cannot be separated as well as they are connecting which mean song is often becomes a way for songwriters to convey messages to fans such as BTS, as one of the famous boy bands in South Korea, stands out by singing songs that address social issues, a theme that is rarely taken up by other singers. The content of their songs addresses social issues, which are usually topics of television or radio news. When students are motivated like this, they become more imaginative, creative, and excited about learning and doing well” (Delibegovic Dzanic & Pejic, 2016). By listening to music, many people gain new knowledge, and special things make them feel better while listening to music.

Therefore, the researchers are interested in analyzing songs from one of the famous South Korean boy bands, BTS. This research explores how figurative languages used in BTS songs can make songs more captivating and beautiful. The figurative language in a song is similar to the special choices of words used by the songwriter. Figurative language is about conveying the same message, but in different and interesting ways. It is about using words differently in various situations. The songwriter plays using words to create something unique. The research also added the previous study related to this research “*Figurative Language in BTS Songs Lyric’s*” journal by Nurwahida and Mustikawati,

although same using descriptive qualitative method, however their analysis focused on figurative languages only, whereas this research also discusses the social issues that raised.

BTS debuted on June 13, 2013. BTS has always been given trust and freedom by their agency's CEO, Bang Sih Yuk is the owner of BigHit Entertainment, which manages BTS and several other musicians. Unlike other singers and idols, who should have limited freedom of creation under their agencies, BTS is considered capable of conveying their true feelings through the lyrics of the songs they created. For example, their songs ‘No More Dream,’ ‘N.O,’ and ‘Not Today ’ emphasizes the demands and concerns of teenagers, as well as the issue of bullying. There are also their songs that encourage and emphasize people to love themselves such as ‘Love Myself’ and ‘Epiphany’. With their ability to compose music honestly and put inspirational song lyrics, they have become widely popular and have achieved many achievements both domestically and internationally. However, in this research, the researchers do not intend to analyze the songs mentioned earlier, but this research will be focused on the song “*Spine Breaker*”.

Many people in public tends to think that fans of music groups or boy bands are usually made up of a group of teenage girls who like them just because of their good appearance. However, this is not the right case with BTS; among BTS fans are not only teenage girls but also from various ages. The BTS fandom, known as ARMY, stands for Adorable Representative M.C for Youth, consisting of people from various age groups, including children, teenagers, adults, old people, and different individual backgrounds in parts of the world. Many ARMYs admit that it is BTS's music that drew them to become fans of this boy band under Big Hit Entertainment. Many of their fans confess their honest

feelings on social media platforms such as Twitter, Instagram, and YouTube, and many other platforms state that BTS's music is not just about the usual teenager love themes that dominate on the music chart platform, but also carries a deep song-lyric that contains moral messages and touches on taboo issues that are not often discussed by other South Korean boy bands or singers. This could be the cause that makes BTS stand out and gain huge international fame.

Therefore, the objectives of this research are to analyze the types of figurative language used in the song "Spine Breaker" by BTS and to examine how these figurative languages convey social issues and commentary. In this research, the researchers are using semantic and sociological approaches. Semantic is used as the tool for understanding the deep meaning of text, whereas sociological functions to elaborate the social issues emerging through the text.

METHOD

Both primary and secondary data are used in this study. The primary data is taken from BTS's song "Spine Breaker," which was repeatedly listened to and its lyrics examined. Further information about the song's background is gathered from secondary sources such as BTS fan forums on Amino apps, pertinent e-books, journals, theses, articles, and webpages. The process of gathering data consists of multiple stages: looking through BTS songs to find and pick those that are pertinent to the study's topic; choosing "Spine Breaker" based on its social issue-related thematic significance; reading the lyrics aloud several times to fully understand them; recognizing figurative language and how it relates to social issues; and finally recording and categorizing the figurative language that

has been found. The analysis is divided into three phases: first, the lyrics are translated and read from Korean to English; second, data closely linked to the issues discussed is searched for; and third, the data is understood and analyzed using a variety of approaches and theories. The first objective uses the semantic approach and the theory of Laurance Perrine (1963). Then, the second objective uses the sociological approach and social problem theory by Adam Jamrozik and Luisa Nocella to identify the social issues.

RESULT AND DISCUSSION

This study examines the various forms of figurative language that are utilized to address social issues in the lyrics of BTS's song "Spine Breaker.". The following figure provides a summary of the findings:

Types of Figurative Language in Spine Breaker by BTS

Table 1. Types of Figurative Language in Spine Breaker by BTS

Parts	Lyrics	Types
Verse 1: Suga	Gyoyugeun saneuro gago haksangdo saneuro ga <i>[Education goes over the hill and student identity goes over the hill too].</i>	Metaphor
Verse 1: Suga	Gadeuk chan paeding manyang yoksimi gyesok cha <i>[In your padded jacket, your greed fills it up]</i>	Metaphor
Verse 1: Suga	Ayo baby! Cheolddak seoni eopge gulji maro! <i>[Ayo baby! Stop being immature]</i>	Metaphor
Chorus: V, Jungkook	Geolchyeo boneun neoye dirty clothes <i>[putting on your dirty clothes]</i>	Metaphor
Hook: (All), Jungkook, Jin, Jimin, RM	Niga baro deunggolbeureikeo, Bumonimui Bireomeogeul deunggolbeureikeo, deunggolbeureikeo <i>[You are a spine breaker, Your parent's spine breaker, Those damn spine breakers]</i>	Metaphor
Verse 2: RM	Yeah I dunno, yes I'm loco, is it no-no?	Metaphor

Verse 2: RM	I know they ain't cheap but they got mojos	Metaphor
Bridge: J-Hope	Naboda jaga boiji like geolibeo [<i>Everyone looks smaller than me like I'm Gulliver</i>]	Hyperbole
Verse 1: Suga	Hweojineun bummo deunggoreul bado neon maemolcha [<i>Even after seeing your parents' curved spines, you're so cold-hearted</i>]	Hyperbole
Verse 1: Suga	Sineun jawa omneun ja [<i>Those who wear the shoes and those who don't</i>]	Metonymy

1) Metaphor

“Education goes over the hill and student identity goes over the hill too” [Verse 1: Suga]

It is a metaphor which usually describes a something or situation without using words like “like”, “as”, and “similar to”. *Goes over the hill* refers to the education system that has gone too far and makes the students' lifestyle also over the top and go beyond their limits.

“In your padded jacket, your greed fills it up” [Verse 1: Suga]

The phrase " padded jacket" means to children's ego who burden their parents to get such a thing they wanted. BTS uses the metaphor of expensive padded winter jackets that were widely popular in 2009-2012 and some people were a burden to their families who have tight budgets. The song calls these jackets "Spine Breakers" because their high prices put a strain on parents' finances.

“Ayo baby! Stop being immature” [Verse 1: Suga]

Ayo baby is a metaphor to satirize teenagers who behave childishly because they always whine about what they want and stop being immature because a stuff that they cannot to reach and starts learning to accept family situations by did not demand and burden their parents or even their family who are family backbone who earn money.

“putting on your dirty clothes” [Chorus: V, Jungkook]

dirty clothes is a metaphor to describe someone or something without using words “*like*”, “*similar to*”. Dirty clothes here do not mean dirty, filthy, dull clothes that have not been worn for days, but clothes that were bought in a bad way by forcing their parents such as pleading by threatening their parents so that they buy the clothes, thus making the clothes not look dirty, but seem dirty (the effort to get the clothes).

“You are a spine breaker”, “Your parent’s spine breaker”, and “Those damn spine breakers”. [Hook: (All), Jungkook, Jin, Jimin, RM]

From those three words “*Spine Breaker*” which is the title of the song is a term metaphor to describe someone who breaks the backbone of both their parents. Spine refers to the backbone, and breaker refers to someone who breaks a thing. This part criticises children who become the destroyers of their parents' backbone.

“Yeah I dunno, yes I’m loco, is it no-no?” [Verse 2: RM]

Loco is informal slang to saying someone or somebody are insane, if someone calls us *loco*, it means they think we are nutty or eccentric. “The slang term *loco* when you're commenting on the craziness or irrationality of situation or a person.” (Vocabulary Dictionary). *RM*'s lyrics do not describe him as a loco, but it's a metaphor that refers to crazy people without using the words ‘*like*’, ‘*similar to*’ to them. *RM* positioned himself as a spine breaker who managed to get the clothes in a crazy way.

“I know they ain’t cheap but they got mojos” [Verse 2: RM]

According to the Collin Dictionary “*mojos*” is a slang term that refers to a charm or amulet thought to have magical powers. The word *mojos* here is a metaphor to describe

the uncontrollable situation because of the expensive stuff. The expensive item is considered like an amulet which makes people who have expensive items have magic powers that can attract many people.

2) Hyperbole

“Everyone looks smaller than me like I’m Gulliver” [Bridge: J-Hope]

It is a hyperbole which overstatement in using word that have a meaning that is greater than the actual meaning. In this context J-Hope describing himself as a Gulliver because everyone who does not have the expensive stuff looks smaller for him. Gulliver himself is a fictional Englishman who travels to the imaginary land of Lilliput (dwarf) in a satirical novel by Jonathan Swift. So, J-Hope perceived himself as greater and powerful like Gulliver for owning such expensive clothes.

“Even after seeing your parents’ curved spines, you’re so coldhearted” [Verse 1:

Suga]

Curved spines is a hyperbole to describe the backbone of an elderly person who is already bent over. Hyperbole itself is an exaggerated statement to describe something to be worse or better than it is. In this context it refers to some children who demand various things and do not feel sorry for their parents who are already getting old to fulfill what they wanted.

3) Metonymy

“Those who wear the shoes and those who don’t” [Verse 1: Suga]

This sentence did not mean people who wear shoes and people who don’t. But it’s a metonymy to use something that is closely related to the actual object. As we know shoes

is a covering for the foot, typically made of leather, having a sturdy sole and not reaching above the ankle, but the meaning is not about ‘real’ shoes as we know, it is like those born in rich families and those who aren’t. Perhaps we have heard of many native English speakers using expressions about shoes closely like idioms, but also is a term of figurative meaning which metonymy (Wes, 2020).

Figurative Languages Convey Social Issues and Commentary

The song “Spine Breaker” by BTS addresses the issue of people being overly focused on material possessions and staying trendy, often at the expense of their responsibilities and relationships with their parents. The protagonist criticizes this behavior and urges people to concentrate on what truly matters, avoiding becoming a "spine breaker," someone who causes their parents distress and regret. The song emphasizes that wearing old clothes and not keeping up with the latest trends is nothing to be ashamed of, highlighting the importance of prioritizing values over superficial concerns.

8th track of Spine Breaker explores a significant social issue affecting teenagers today. In BTS’s extensive collection of songs, "Spine Breaker" is notable not only for its catchy beat but also for its powerful socio-economic message. Released early in their career, the song addresses the growing culture of materialism and its harmful effects on families and society. Writing these lyrics prompted many reflections. Suga as a songwriter wondered if he had been like that during his teenage years. However, they (BTS rap members; Suga, RM, J-Hope) didn't wear jackets worth hundreds of dollars back then and wrote the lyrics based on their observations of friends. Personally, they

didn't wear expensive clothes in high school and Suga held the opinion, "I don't really understand why."

To fully appreciate this song, people need to know about the North Face Outerwear Company and its connection to Korea. Around 2008-2010, North Face padded jackets became popular in Korea for being warm and high-quality. Retrieved from Korea JoongAng Daily (2011) "A recent post on the popular search site Naver, made by Korean students, ranks six jackets from the U.S. outdoor clothing brand by price and status. They call the list a "class map," referring to social status, not school grades" (Lim Jae Un, 2011). Even the cheapest jacket, costing about \$250, was warmer than many no-name brands that were two to three times cheaper. The jackets became so popular in Korea that their sales reportedly helped the company recover from a financial crisis.



Figure 1 North Face Padded Jacket

Source: <https://koreajoongangdaily.joins.com>

The figure above shows students wearing trendy padded jackets. The problem is that these jackets come in different styles with higher prices. Teenagers began competing to buy pricier jackets, not just to stay warm but to show off. Really, no one who sits in

class all day needs a jacket made for hiking in the Himalayan Mountains. Around 2012, there was backlash in the media about how these jackets were financially burdening parents of teenagers. By 2013, they were no longer in style.

In recent years, padded jackets have become increasingly popular among South Korean teenagers, becoming the top-selling outdoor winter wear. A widely shared photo among South Korean internet users shows a classroom full of students all wearing the same black North Face jacket.

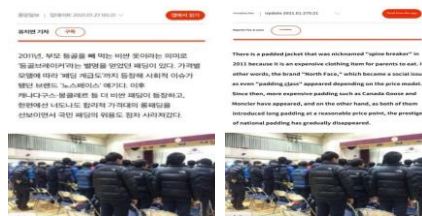


Figure 2 Black North Padded Jacket Trends
Source: www.joongang.co.kr

This figure above shows that South Koreans also called teenagers wore North Face's thick jackets in 2008-2010 as a ‘Spine Breakers’.

5.1.1 Social issue representing in Spine Breaker by BTS

The researcher will elaborate the evidence that the song Spine Breaker by BTS criticises the younger generation not to burden their parents through the lyrics of the song itself, BTS takes the case of what has happened in South Korea back then, where teenagers begging their parents who are the backbone of the family to buy a very expensive jacket. Where it is very related to what is happening today, many teenagers or even children around the world are becoming thieves by taking their parents' money secretly to get something they want.

Extract 1 [Verse 1: Suga]

“With shoes worth a couple hundred, padded jacket worth a couple thousand.

With a watch worth a couple hundred you feel good about yourself.”

In this part Suga satirising people who became very arrogant after wearing the jacket. Many of them flaunted it by patronising their friends. Retrieved from LA Times “Lee, a high school junior, mentioned that he has heard of bullies pressuring students to buy their old jackets so the bullies could get newer and more expensive ones. Lee said it was common for kids to beg their parents, work part-time, or save up money to buy these jackets” (Jung Yoon Choi, 2012).

Extract 2 [Verse 1: Suga]

“Education goes over the hill and student identity goes over the hill too”

There is a Korean proverb “A ship will go to the mountains if there are too many captains,” meaning that if you try to heed too many opinions at once, you’ll lose direction. And, according to David Kim there is a Korean idiom called hog “Too many rowers make the boat go to the mountain” (D. Kim, 2018). This line is saying that the education system and students have no direction, but also reference to all the teenagers wearing mountain hiking wear to school to be trendy. So basically, BTS is trying to criticize the students alongside with the Korean education system that both parties are going in the wrong direction.



Figure 3 Korean Proverb

Source: www.pinterest.com/pin/a-ship-will-go-to-the-mountain-if-there-are-too-many-captains-korean-proverb--

Extract 3 [Verse 1: Suga]

*“The class system of the 21st century is divided into two
Those who have and those who haven’t
Those who wear the shoes and those who don’t
Those who have the clothes and those who don’t
And those who try hard to get those things”.*

This refers to SES (Socio-Economic Status), which indicates a person's standing and social class in society. It includes aspects such as quality of life, opportunities, and privileges. Families with limited financial resources often encounter restrictions in various areas of life. The lines also show what school is like nowadays. You can tell who the rich and poor students are by whether they have expensive clothes. Students who can't

afford these clothes will do anything they can to get them. Retrieved from Naver (Korean websites) “The four jackets in the middle are labelled as “commoner,” “middle class,” “bully,” and “rich kid punk.” The last two are humorously described as “low” and “high” levels of “backbreaker,” referring to the financial strain they put on parents who feel pressured to spend money on them” (Lim Jae Un, 2011).

Extract 4 [Verse 1: Suga]

“What’s going on? Are you falling behind on the trend?

You whined and complained to get it, did I strike a nerve?

In your padded jacket, your greed fills it up

Even after seeing your parents’ curved spines, you’re so cold-hearted”.

People who come from low class or even middle class often demand their parents to buy such a thing that their parents cannot buy. Instead of get money by themselves, they ask their parents which family’s backbone to earn more money. The last line strongly delivers its message and leaves a lasting impression on listeners. It’s a serious reminder of the real-life effects of chasing after possessions, overshadowing the respect for parents that was once a key cultural value. There is a Korean idiom “deunggori hwida” or “the spine/back gets bent” which literally means our back gets bent because we work so much, usually hard physical labor is done by bending our back. Thus, if we were to work too much, our spine would bend permanently. Retrieved from LA Times (2012) “My parents were overwhelmed when I first mentioned it,” said 14-year-old Bang Min-Wook about buying the jacket. “But I kept asking until they finally agreed. Everyone has one, and I just had to have it” (Jung Yoon Choi, 2012). BTS also tries to touch the conscience of

these students about their behavior trying to get expensive apparel, how they're sensitive towards trends and appearance and how they wind and beg and ask their parents again and again to buy them these expensive clothes.

Extract 5 [Verse 1: Suga]

*“You complain that all your friends have it and that they should buy it
for you*

(Ayo baby) stop being so immature

You won't freeze just because you don't have that jacket

Fill your head with good sense before it's too late”

The students complained to their parents because their friends had thick jackets and told them to stop whining and stop being immature. BTS calls kids who beg their parents for expensive clothes "spine breakers" because these items make their parents work very hard to afford them. Not only the kids but the items themselves are called spine breakers. These kids don't care how hard their parents work to provide for them; they just keep pestering their parents by saying, "but all of my friends have it, too." Obviously, the luxurious clothing was a burden to parents that were not in the position to afford it but nevertheless their kids demanded them to buy it. So that's why the lyrics says, “*fill your head with good sense before it's too late*”.

Extract 6 [Chorus: V, Jungkook]

“Wow, it feels good, putting on your dirty clothes

What is wrong with you? You're crazy baby

That is what will suffocate your heart, dirty clothes”

The chorus describes how being obsessed with material things and wanting to fit in with society can make them lose their sense of identity and self-worth. The "dirty clothes" refers to the padded jacket which imagery represents a person's corrupted values and priorities by forcing their parents. Literally BTS is being sarcastic about kids who feel cool in their "dirty clothes." These clothes are called dirty because the kids didn't earn the money themselves, they made their parents work really hard to buy them. The idea that the dirty clothes will "tighten up your heart" means that eventually, the kids will feel guilty and bad about wearing them.

Extract 7 [Verse 2: RM]

“What’s up, kid? You’re so full these days

You’re being over-noisy about other people’s lives

Why do you keep saying those meaningless words?

I’m just using the money I learned”

This words “*You’re so full these days*” refers to the Korean idiom “baega bureuda”. According to (D. Kim, 2018b) ”baega bureuda” or in English “stomach is full” or in term have it easy (complaining in a very good situation) This means you have it easy and don't worry about getting food. Kids have full bellies because of their parents. They don't know how to do anything but eat the food given to them, yet they're being loud and saying things they wouldn't say to someone's face, just bluffing. Retrieved from LA Times (2012) “My son specifically requested that I buy him this brand,” said Jung Mi-ran, a 41-year-old mother of two teenage boys. “Even though I'm in the clothing business and

believe it's a bit overpriced, I had no choice but to purchase it because my children told me that all the other students wear it" (Jung Yoon Choi, 2012).

Extract 8 [Verse 2: RM]

*“Only when in Korea matches your taste
You’ll be satisfied, please live on
Your own life, if you were me, I would not say anything
Yeah, my jacket’s really expensive and ugly”*

The words *“Only when everyone in Korea matches your taste, you'll be satisfied, please live on”* This is satire against how kids think wearing the same things look cool. RM then goes on by saying mind your own business fashion and life. Retrieved from Korea JoongAng Daily schools and teachers are worried about this trend. One of the teachers thought students just wanted to stay warm and wore that expensive padded jacket, but now it's become like a uniform. One of the high school principals in Yongin, Gyeonggi said The North Face brand is so expensive that not all students can afford it, and many feel left out. Another teacher said, "Even if I tell them, it's not necessary to buy expensive clothes just because others do, none of the kids listen" (Lim Jae Un, 2011).

Extract 9 [Verse 2: RM]

*“I really want it, what do I do
Even friends poorer than me have it
I have to buy it, if I don’t want to be an outcast
People my age are all like this”*

This part RM is mocking the kids by imitating what they might say, like, “But I wanted it so much! What should I do? Even my poorer friends have it. I don't want to be an outcast”. At this point, we're all supposed to be like that to fulfil the expectations of what they want. This is such a social problem, as people are desperate to be what they want to follow their desires. The jacket became so popular that they were jokingly called a second school uniform in wealthy Korea, where The North Face is the top-selling outdoor brand. Retrieved from Korea JoongAng Daily, one student in Seoul mentioned, “Out of 37 students in our class, 15 wear a North Face jacket. If you don't wear a branded jacket, you look shabby” (Lim Jae Un, 2011).

Extract 10 [Verse 2: RM]

“Yeah I dunno, yes I'm loco, is it no-no?

I know they ain't cheap but they got mojos

But I do what I gotta do, I don't break my parent's spines

The true breaker is you, who is old and stuck in your room”

RM says people might call him crazy or criticize him for wearing expensive clothes, but he points out that at least he's attractive and, most importantly, he's not a “*spine breaker*” who begs his parents to buy him clothes. The last line of the song is powerful, the killing point of this song: the real spine breaker is the person who, at their age, still can't do anything on their own. So, why don't they just be quiet and help their parents instead of making them buy them expensive jackets?

Extract 11 [Bridge: J-Hope]

*“Wearing expensive clothes and walking on the street, feeling good
about yourself*

Everyone looks smaller than me like I’m Gulliver

Whatever you wear, I understand but you’re too much

You’re gonna regret it

You can keep your swag on but how about your parents?”

In this part BTS pointed out people who wear expensive clothes will feel that they are above everything, and BTS interprets these people as Gulliver or giants who feel the most powerful because they are different. Gulliver himself is a fictional Englishman who visits the imaginary land of Lilliput in Jonathan Swift's satirical novel. J-Hope sees himself as greater and more powerful, like Gulliver, because he owns expensive clothes. The line “*you’re gonna regret it*” isn't just a prediction, it's a warning about the emotional consequences that will eventually come. The chorus goes beyond language differences, sending a universal message about reflecting on our values and the legacy we want to leave behind. In the last line BTS also demands students or people to reflect on what they did to their parents, even though it looks cool, but what about the parents who worked hard to earn money.

CONCLUSION

This study looked at the metaphorical and socially conscious language in BTS's song "Spine Breaker.". The song's socioeconomic themes are effectively communicated through a variety of figurative language devices, such as metonymy, hyperbole, and

metaphor, as per a thorough analysis. The song criticizes the consumerism of the next generation in addition to highlighting the difficulty of raising kids who insist on expensive, trendy things. BTS not only writes catchy songs but also uses creative and memorable language that promotes thinking critically about social norms and behavior. This study emphasizes how lyrics and music have the ability to impact listeners and offer social commentary. Future studies could broaden the analysis to include more BTS songs that address different social issues in order to get a more thorough understanding of the group's impact on social commentary through music.

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