

BTS Beyond Beats: Disclosing Semantics Through Lyric Analysis

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Received: February 5, 2024

Accepted: March 25, 2024

Online Published: April 12, 2024

doi:10.5430/wjel.v14n4p264

URL: <https://doi.org/10.5430/wjel.v14n4p264>

Abstract

In the contemporary music landscape, BTS (Bangtan Sonyeondan) has risen as a global phenomenon, captivating audiences not only with mesmerizing beats but also through conveying profound messages in their lyrics. This article explores the multifaceted journey of BTS, emphasizing their impact on global pop culture, significant achievements, and role as cultural ambassadors. The study addresses three key research questions focused on how BTS lyrics reflect profound messages, identifying hidden meanings through semantic analysis, and appreciating music as an art form. "BTS Beyond Beats" serves as an invitation to appreciate music as an intricate art form, transcending the auditory experience to unravel the beauty and depth within BTS's crafted words. The study sheds light on the artistic depth and cultural impact of BTS's lyrics, offering a captivating journey into their semantic landscape. This research contributes to a deeper understanding of the wisdom and hidden meanings in BTS lyrics, fostering a richer appreciation of music as a profound art form that goes beyond mere melodic hums. The semantic revelation invites listeners to connect with BTS on a profound level, recognizing the cultural significance and wisdom encapsulated in each lyrical masterpiece. The research methodology integrates linguistic and cultural semiotics, content analysis, and qualitative research methods, aiming for a systematic exploration of nuanced meanings, metaphors, and connotations within BTS's lyrics. Results consistently highlight themes of self-discovery, resilience, love, and societal critique, showcasing the group's ability to navigate diverse emotional and social landscapes. Cultural nuances and references to Korean history, folklore, and societal norms contribute to BTS's identity as cultural ambassadors.

Keywords: BTS, Beyond Beats, Semantics, Lyrical Analysis, Music, Cultural Ambassadors

1. Introduction

In this modern era, music is no longer just viewed as a collection of notes and rhythms echoing in the ears. Music has become a medium that plays a crucial role in conveying messages, emotions, and even cultural wisdom. One musical group that has achieved global success and left an indelible mark on the history of music is BTS, also known as Bangtan Sonyeondan, a group from South Korea that captivates listeners not only with mesmerizing beats but also with profound lyrics. BTS has achieved unprecedented success on a global scale, transcending cultural and linguistic boundaries. Their music has resonated with audiences worldwide, leading to a massive and diverse fan base known as the "ARMY."

BTS has become a symbol of South Korean pop culture and is often recognized as cultural ambassadors, contributing to the spread of Korean culture and language globally (Cremayer Mejía, 2018). BTS is not merely a group of pop idols who gain popularity based on physical appearances or catchy melodies. Consistently, the group has made remarkable contributions to the music industry by presenting works laden with meaning. One intriguing aspect to explore is the analysis of their song lyrics, opening doors to insights into the thoughts and feelings of the group members. In their melodious tunes, BTS skilfully communicates stories filled with significance. Consequently, listeners are invited to reflect and immerse themselves in the messages conveyed. Beyond just rhythm and melody, BTS lyrics serve as keys to understanding more deeply the emotional journeys, life experiences, and philosophical thoughts embedded within them.

BTS's career journey from the beginning. BTS made their debut on June 13, 2013, with music strongly infused with Hip Hop elements. As reported by *beritasatu.com*, in 2015, BTS embarked on a tour in the United States as part of the "Highlight Tour." BTS had the opportunity to perform in several cities in the United States, including Texas, Georgia, and California. In 2016, BTS's latest album titled "Wings" successfully reached 700,000 copies. Their single, "Spring Day," made its mark on the American music charts, specifically the Billboard Bubbling Under Hot 100 category. BTS also achieved a Guinness World Record for the most-watched live concert stream in a virtual concert that was viewed by over 700,000 fans worldwide. BTS became the first K-pop artists to attend the prestigious Grammy Awards in 2019 and, the following year, they became the first Korean music group to perform at the event. BTS collaborated with several international musicians, including the British band Coldplay. Their collaboration on the song "My Universe" has garnered over 271 million views on YouTube.

Other notable collaborations by BTS include "Mic Drop" and "Waste It on Me" with Steve Aoki, "Boy With Luv" with American singer

Halsey, "Make It Right" and "Who" with singer Lauv, "Idol" with rapper Nicki Minaj, and "A Brand New Day" with Zara Larsson. Another remarkable achievement for BTS was the opportunity to deliver a speech at the United Nations (UN) forum in 2021. BTS was directly invited to the UN Headquarters in New York, United States.

Previous research has discussed BTS song lyrics from various perspectives. Sulistyawati; Krisifu; Sumarlam. (2022) look at the ideology and the relative power of a song through linguistic perspective using Critical Discourse Analysis (CDA) approach by investigating its discourse meaning and its relevance to the surrounding social and cultural context. They investigate the transitivity on the analysis and metaphor. Meanwhile, Nabila; Thamrin; Supian; Rusmana (2022) discuss the meaning namely denotation and connotation as well as myth in these selected songs. Pitaloka; Egar; Setyorini; Susanto (2021) see from pragmatics point of view. Oliveira (2015) explores Tra-la-Lyrics as a system that generates song lyrics automatically. In its original version, the focus was to produce text where stresses matched the rhythm of given melodies. There were no concerns on whether the text made sense or if the selected words shared some kind of semantic association. Wismawati; Noer; Bazergan (2022) investigate some words that contain connotative and denotative meanings. Both denotative and connotative meanings have a relationship based on the word and the world. Nurwahida; Mustikawati (2022) look at the figurative language of BTS. BTS has been examined in terms of connotation, denotation, as well as figurative language; however, in the discussion, it has yet to delve into aspects related to the hidden layers of meaning, metaphor, and connotation that define their lyrical compositions.

Even if previous studies explore BTS song lyrics from different point of view. In the end, they have same result. There is a similarity among the three previous studies that the message in the songs has a significant impact. The song also sends a message emphasizing the need for human resilience, strong motivation, and the endeavour to be self-reliant for the pursuit of a better life. The similarity of previous researches is; first, the BTS song communicates a highly important message about self-acceptance and love, emphasizing the values of independence and perseverance in facing prejudice and intimidation from others. Second, BTS songs also shed light on the career pressures and mental health conditions of individuals, knowledge that should be shared among everyone. Third, their music has the ability to provide support for individuals going through challenging situations, going beyond mere entertainment for the listeners. The last, the songs of BTS hold a magical power beyond their lyrical content.

Meanwhile, the previous study that discusses song lyrics other than BTS. First, Maulana; Suprayogi (2022) explore the song lyric from the Skillet entitled *Stars*. They analyze synonymy, antonymy, hyponymy, homonymy, and polysemy. The finding suggests that synonym and antonym dominates the sense relation in the lyric. Other issues of semantics occurred are meronymy and collocation. This study recommends that more lyrics of Skillet could be further investigated with various linguistic and literature framework. As the result, Theory of semantics is applicable for examining a piece of artistic expression presented in the form of text, specifically lyrics (Ni Wayan Swarniti, 2022). The discovery indicates that the most prominent sense relations found in the lyrics are synonyms and antonyms. The future trajectory of this investigation encompasses various aspects. Initially, the exploration of semantics within these lyrics can be expanded to encompass the study of figurative language or semiotics. Additionally, delving into the analysis of the context, as well as the roles of the lyric's author and audience, presents an intriguing avenue for research. Secondly, the outcomes of this study could have educational implications, particularly in how lyrics can be utilized for English language learning within the context of EFL. Second, Simarmata; Herman; Silalahi (2021) conducting an analysis to identify the types of figurative language present in Selena Gomez's song lyrics and to uncover the interpretations within those songs. As the result finding, the exploration and analysis of figurative language is a captivating area of study. Each type of figurative language holds distinct meanings, making it crucial for English students seeking a deeper understanding, particularly in the realm of figurative language. The last, Pratiwi; Indrayani; Soemantri (2020) examine the literal and suggestive meanings present in the lyrics of a song, which typically serve as a means of expressing emotions or ideas. The selected song for this research dataset is Ariana Grande's track titled "God is a Woman." It encompasses numerous denotative meanings, or meanings that do not actually exist. In the lyrics of the song "God is a Woman," many of them convey figurative meanings and have interpretations. The author anticipates that this research will assist readers in comprehending the various meanings present in language, facilitating a better understanding of the messages within each expression. This is because not everything written and discussed has a literal meaning; many also carry an implied meaning.

The discussion of semantics in BTS's music is crucial for several reasons, particularly considering BTS's role as global ambassadors, the widespread enjoyment of their music by millions, and their impact in challenging the hegemony of Western boybands (Nchindila & Torto, 2020). There are five reasons why semantics in BTS's music is powerful. First, BTS becomes Global Ambassadorship (GA). As ambassadors, BTS not only represents the music industry but also serves as cultural emissaries. Analysing the semantics in their music helps uncover the depth of their messages, which often convey universal themes of love, self-appreciation, and life struggles (Yastanti et al., 2018). This linguistic analysis contributes to a deeper understanding of the cultural nuances they bring to the global stage. Second, BTS as Cultural Fusion and Representation. Semantic analysis provides insight into how BTS incorporates Korean cultural elements into their music. This goes beyond being mere representatives of K-pop; it involves elevating Korean culture and identity on a global scale. Understanding the semantics of their lyrics helps unravel the layers of cultural representation embedded in their music. Third, Universal Appeal of BTS's Music. BTS's music has universal appeal, and semantic analysis aids in discerning why their songs resonate with listeners worldwide. A nuanced understanding of the lyrics and musical semantics contributes to the comprehension of why BTS's music has garnered such immense global popularity. Fourth, BTS as Challenging Western Boyband Hegemony. BTS's extraordinary success in the global music market challenges the dominance traditionally held by Western boybands. Semantic analysis helps unveil the messages and meanings within their lyrics, shedding light on how these contribute to breaking down barriers and reshaping the global music landscape.

Fifth, Empowering Fanbase. Semantic analysis in BTS's music reveals how their lyrics empower and connect with fans. The positive messages in their songs contribute to the formation of a strong identity and community among their diverse fanbase. Therefore, the discussion of semantics in BTS's music is integral for understanding the cultural impact, universal resonance, and the transformative role they play in challenging and reshaping the global music scene, particularly in challenging the hegemony of Western boybands.

In this profound journey, we will traverse through BTS's words, uncover hidden meanings, and contemplate the wisdom embedded in their lyrics. *BTS Beyond Beats* is an invitation to savor music as an art form beyond mere melodic hums; it is a journey beyond beats to discover the beauty and depth in the words created by BTS. According to the literature reviews and why semantics in BTS's music is crucial. There are three questions that need to be addressed in this research.

1. How do BTS lyrics reflect profound messages and embedded wisdom?
2. What hidden meanings can be identified through semantic analysis of BTS lyrics?
3. How can music be appreciated as an art form through semantic analysis of lyrics, going beyond melodic aspects?

There are research objectives based on research questions. First, delving into messages and wisdom in BTS Lyrics. Analysing and identifying profound messages embedded in BTS lyrics to understand how they convey values and wisdom to their audience. Second, unveiling hidden meanings through semantic analysis. Using semantic analysis to uncover hidden meanings and nuances that may not be immediately apparent in BTS lyrics. Third, exploring the depth of art in BTS Lyrics. Investigating how semantic analysis of BTS lyrics can contribute to appreciating music as an art form that involves the complexity of language and meanings beyond just rhythm and melody.

Ultimately, the research benefits encompass: First, deeper Understanding of BTS. Providing a deeper insight into the meanings of BTS lyrics, enhancing fans' understanding of the messages behind their songs. Second, appreciation of music as an art. Helping deconstruct perceptions of music as mere melodic tunes, inviting listeners to delve into the beauty and depth found in the words created by BTS. Third, contribution to music and cultural studies. Contributing to music and cultural studies by exploring how semantic analysis of BTS lyrics can enrich the understanding of the fusion of art and meaning in musical works. With a focus on the problem formulation and research objectives, it is hoped that the research results will provide profound insights into the wisdom and hidden meanings in BTS lyrics and stimulate a deeper appreciation of music as an art form.

2. Literature Review

Semantics, as defined by Crystal (1991), is a linguistic field dedicated to elucidating meaning and is considered the primary branch of linguistics focused on exploring meaning in language. According to generally accepted semantic theory, meaning is an idea or definition that can be conveyed from the speaker's mind to the listener's mind by expressing it in one or more languages. Lyon (1995) asserts that semantics is the examination of meaning. In semantic theory, the term "meaning" is described as transferring ideas from the speaker's mind to the hearer's mind by encapsulating them in the form of a particular language. Lyon argues that if "meaning" is defined as "ideas or concepts," it will not help answer the question, as the term "concept" is not clearly defined and is too ambiguous. Additionally, Lyon suggests that the meaning of a term may not have the same range of applicability as any single word in other languages. The investigation of meaning, or semantics, is fundamental to linguistic research on the nature of language and human language capabilities. Semantics plays a crucial role in comprehending and understanding a language, particularly English, according to Goddard (1998). He emphasizes that semantics is concerned not only with the study of meaning but also with the connection between language and culture.

From the explanations, it can be concluded that in this study, the message is concealed within the vocabulary and structure of language to create more specific meanings up to the highest level of sentence sense. Semantics is a technical term for the study of meaning and is a branch of linguistics because meaning is an integral part of language.

The intersection of music and meaning has long been a topic of exploration, and the emergence of BTS, or Bangtan Sonyeondan, as a global musical phenomenon has sparked considerable interest in the semiotic dimensions of their lyrical compositions. This literature review delves into existing research and discussions surrounding the unique convergence of captivating beats and profound depth within BTS's lyrics, encapsulated in the concept of "BTS Beyond Beats."

In the field of musical semiotics have long pondered the ways in which music communicates beyond its auditory elements. The work of Solie (1980) and Nattiez (1990) lays the groundwork for understanding the semiotic aspects of music, emphasizing the importance of lyrics as carriers of meaning within the broader musical context. Research by Hrcacs et al. (2018) explores the global impact of K-pop and its cultural implications. BTS's ascent to international stardom is situated within this broader phenomenon, shedding light on the socio-cultural forces that drive the popularity of South Korean pop music. Studies such as those by Moore (2001) highlight the significance of lyrical analysis in understanding the socio-cultural, political, and emotional aspects embedded within music. The exploration of BTS's lyrics necessitates a meticulous approach to uncovering layers of meaning, metaphor, and connotation. The characterization of BTS as semantic artists is grounded in the work of Machin and Thornborrow (2004), who discuss the semiotics of popular culture. The transition from conventional pop idol imagery to semantic artists highlights the evolution of BTS's narrative craftsmanship.

The concept of BTS as cultural ambassadors is contextualized within the framework of global diversity and cultural understanding. Research by Appadurai (1990) and Hall (1991) underscores the significance of cultural ambassadors in fostering global connections. The emotional impact of lyrics and the semiotic resonance they create is explored by Juslin and Västfjäll (2008), providing insights into how BTS's lyrical compositions evoke emotional responses and connect with listeners on a profound level. The methodology of semantic

analysis in the context of BTS Beyond Beats draws inspiration from linguistic and cultural semiotics (Barthes, 1964; Eco, 1976), aiming to uncover nuanced meanings beneath the carefully chosen words in BTS's discography. The existing literature provides a rich foundation for understanding the convergence of captivating beats and profound depth within BTS's lyrics. The semantic exploration of BTS Beyond Beats contributes to the broader discourse on music as a carrier of cultural, emotional, and intellectual meaning, inviting further research into the multifaceted dimensions of contemporary musical phenomena.

3. Methodological Framework

The methodology employed in the analysis of BTS Beyond Beats involves a systematic and meticulous approach to uncover the nuanced meanings, metaphors, and connotations within the group's lyrical compositions. The methodology employed in the analysis of BTS Beyond Beats involves a systematic and meticulous approach, ensuring a detailed and well-organized investigation. The systematic aspect of the analysis refers to the structured and organized way of the research is conducted. It entails a step-by-step process, following a predefined plan or framework. The meticulous approach indicates the careful attention to detail and precision in the analysis. It involves a thorough examination of each element, ensuring no aspect is overlooked or underestimated. Meticulousness in this context implies a commitment to accuracy and precision throughout the analytical process. As for the source, it is not specified in the provided text. It would be essential to clarify the specific source or data utilized in the analysis for a more comprehensive understanding.

This methodological framework draws inspiration from linguistic and cultural semiotics, incorporating elements of content analysis and qualitative research methods, such as; first, linguistic and cultural semiotics. The foundation of the methodological framework lies in linguistic and cultural semiotics, which explore the ways in which signs and symbols convey meaning within a cultural context. Drawing from the works of Roland Barthes (1964) and Umberto Eco (1976), this approach acknowledges the significance of language and cultural symbols in shaping the semantic landscape of BTS's lyrics. Second, content analysis of lyrics. A comprehensive content analysis is conducted to dissect the lyrics of BTS songs. This involves the identification and categorization of recurring themes, symbols, and metaphors. Each song is treated as a textual unit, and the analysis extends beyond surface-level interpretations to delve into the deeper layers of meaning. Third, semantic analysis framework. The semantic analysis framework is designed to systematically examine the chosen words, exploring their denotative and connotative meanings. It involves identifying metaphors, similes, and cultural references within the lyrics. Additionally, the analysis considers the emotional undertones conveyed through the choice of language and the impact on listeners. Fourth, contextual understanding of cultural references. Cultural references embedded in the lyrics are analyzed within their broader socio-cultural context. This involves understanding the cultural nuances and historical references that may influence the interpretation of specific words or phrases. Contextual understanding ensures a more accurate decoding of the intended meaning. Fifth, interdisciplinary insights. Drawing on insights from fields such as psychology, sociology, and cultural studies, the methodology incorporates an interdisciplinary approach. This enriches the analysis by considering the emotional and societal impact of the lyrics, as well as the broader cultural implications of BTS's semantic choices. The methodological framework for BTS Beyond Beats embraces a holistic approach that combines linguistic and cultural semiotics with qualitative content analysis. By systematically dissecting the lyrics and contextualizing them within cultural frameworks, this framework aims to provide a comprehensive understanding of the semantic revelations within BTS's musical discourse.

The examination of BTS's Beyond Beats, employing a semantic framework to dissect the intricate meanings, metaphors, and connotations within their lyrical compositions, has yielded insightful outcomes. According to predictions from goldderby.com, the top ten BTS songs have been identified as Dynamite, Blood Sweat & Tears, Spring Day, MIC Drop, Idol, Fake Love, Boy with Luv feat. Halsey, Fire, Save Me, and Not Today. Commencing the analysis with "Dynamite," a disco-pop track released in 2020, it marked a significant milestone as BTS's inaugural entirely English song that ascended to the summit of global charts. Subsequently, "Blood Sweat & Tears," originating from the "WINGS" album in 2016, emerged as a fusion of pop and R&B elements, securing its position in the second spot. The third position is occupied by "Spring Day," renowned for its emotionally charged and reflective lyrics, hailing from the "You Never Walk Alone" album in 2017. In the fourth spot is the collaborative endeavor "MIC Drop" with Steve Aoki, a composition that highlights robust hip-hop and EDM influences. "IIDOL" claims the fifth spot, featuring traditional Korean musical elements with a contemporary twist, and is part of the "Love Yourself: Answer" album released in 2018. Occupying the sixth position is "Fake Love," a potent track exploring the intricacies of love, housed in the "Love Yourself: Tear" album of 2018. Seventh on the list is "Boy With Luv" (feat. Halsey), the lead single from the "Map of the Soul: Persona" album in 2019, featuring a collaborative effort with Halsey. The eighth position is secured by "Fire," recognized for its energetic and upbeat vibe, originating from the "The Most Beautiful Moment in Life: Young Forever" album released in 2016. Ninth on the roster is "Save ME," a track from the same album, distinguished for its catchy melody. Finally, "Not Today" claims the tenth spot, standing as an anthemic track from the "You Never Walk Alone" album in 2017, conveying a motivational message. From this illustrious list of the top ten BTS songs, a selection has been made for further analysis, encompassing 'Dynamite,' 'Spring Day,' 'Blood Sweat & Tears,' 'Boy With Luv,' 'Fire,' and 'Idol.' These chosen compositions will serve as focal points for a more in-depth exploration and interpretation within the realm of BTS's musical and lyrical prowess.

4. Findings

In delving into the intricate tapestry of BTS's musical landscape, the examination of Beyond Beats, employing a semantic framework to dissect the profound meanings, metaphors, and connotations woven into their lyrical compositions, has yielded a rich harvest of insights. As we embark on the findings of this exploration, we unravel the layers of meaning embedded in their music, shedding light on the nuances that contribute to the unique and resonant nature of BTS's artistic expression. This examination not only unveils the surface-level narrative but also peels back the layers to reveal the depth and complexity of the messages encapsulated within the Beyond Beats of BTS. The semantic

framework serves as a guiding lens, allowing us to decipher the subtle nuances and artistic choices that make their lyrical compositions a fascinating subject of analysis. Through this journey into the heart of their musical craftsmanship, we aim to illuminate the profound impact and cultural significance of BTS's Beyond Beats.

Metaphor in BTS Song

"**Dynamite**" by BTS is an enthusiastic and uplifting song with lyrics that convey optimism, joy, and celebration. Themes such as confidence, strength, and the pursuit of happiness are discussed in the lyrics using semantics. An analysis of the semantic elements of the song is provided here. They are: **Explosive Energy**. Interpreting the song in the context of the metaphor, the title "Dynamite" suggests energy, excitement, and positive explosions. The metaphor, using the word dynamite, conveys the explosive nature by transmitting the joy felt by the members. **Sunlight and Moonlight**. In the lyrics, sunlight and moonlight are mentioned, symbolizing day and night. This duality can represent the idea that the optimism and happiness conveyed in the song are continuous and limitless. **Shining Stars**. Being a "shining star" indicates one's brilliance and confidence. It conveys a message to appreciate one's unique qualities and stand out. Stars can be considered symbols of success and light. As mentioned in the song's title, "Shining through the city with a little funk and soul," it indicates that they shine amidst a life full of activity and vitality. **Soaring Like Butterflies**. Butterflies are symbols of lightness, freedom, and transformation. By expressing a sense of freedom, this imagery adds spirit and cheerfulness to the overall song. **Challenges and Tough Times**. Although the overall atmosphere is festive, there are subtle indications of facing difficulties and hardships. The lyrics, however, emphasize that one should face challenges with a positive attitude and not let them overshadow happy moments. As if bringing fire into the dark night, "**So watch me bring the fire and set the night alight.**"

"**BLOOD, SWEAT & TEARS**" is a song by the South Korean music group, BTS. In the context of metaphor, the lyrics of this song can be interpreted as the journey of life, challenges, and sacrifices encountered in achieving dreams and goals. **BLOOD**: Interpreted within the framework of metaphor, it signifies sacrifice and courage. Interpretation: "Blood" represents the sacrifices and courage required to achieve goals. It may reflect the struggle, perseverance, and bravery needed to face obstacles. **SWEAT**: In the metaphorical study, it symbolizes effort and hard work, interpreted more deeply. "Sweat" can be understood as the hard work and effort that must be given to achieve dreams. It reflects diligence and dedication in facing the journey of life. **TEARS**: Explored within the metaphor, it represents sacrifice and emotional fatigue. If interpreted, "tears" might symbolize the sacrifices and emotional fatigue experienced during the 'life' journey. This could refer to pain, failure, or sacrifices required to achieve success. **LOVE**: Understood in the metaphorical sense as motivation and passion. Thus, interpreted, even though the song emphasizes sacrifice and difficulty, the element of "Love" can also be seen as motivation and passion that drives individuals to keep moving forward. Love for goals and dreams can be a primary motivator. **MONEY**: Explored within the metaphor, it represents consequences and material anxiety. In interpretation, there might be an element of "Money" reflecting the material consequences of the struggle or anxiety related to success and financial responsibilities. The lyrics in this song can be interpreted differently by listeners depending on their experiences and perspectives. The metaphor in "BLOOD, SWEAT & TEARS" can inspire people to appreciate the journey of life, face challenges with determination, and celebrate the results of hard work.

"Spring Day" by BTS unfolds as a lyrical tapestry rich in symbolic meanings, utilizing various symbols and imagery to convey profound emotions and themes. Here's an exploration of the extended depths within the song: Spring as a Metaphor for Hope and Renewal: The title, "Spring Day," alludes to a symbolic interpretation, with spring symbolizing new beginnings, hope, and renewal. Within the song, it becomes a metaphor for the narrator's yearning for a fresh start or positive change, infusing the lyrics with a sense of longing and aspiration. Train Tracks as Life's Journey: The mention of train tracks serves as a metaphor for life's journey. The train's movement symbolizes the inevitable passage of time and the inevitability of progress. The imagery of waiting at the station adds a layer of symbolism, capturing the essence of feeling left behind or awaiting someone or something. Snow as Memories and Time: Snow, a recurring motif, becomes a metaphor for memories, representing purity and transience (L'Hôte, 2014). It signifies memories that accumulate over time, with the uncertainty expressed in the line "Will it reach you by any chance?" prompting contemplation on their delicate nature. Shoes Left in the Cold as Abandonment: Abandoned shoes left in the cold become a powerful metaphor for abandonment and absence, evoking a poignant sense of waiting for someone who may never return. The coldness adds emotional depth, accentuating the profound loneliness and emptiness left behind. Cherry Blossoms as Beauty and Fragility: Recurrently in the lyrics, Cherry blossoms symbolize beauty intertwined with life's transience. This metaphor captures the fleeting beauty of the past, emphasizing an awareness of its impermanence and reflecting on the ephemeral nature of life (Oraki, 2015).

Full Moon as a Symbol of Completeness: The reference to the full moon is a metaphor for completeness and wholeness, suggesting a desire for unity or a sense of fulfillment. The symbolism adds emotional depth, resonating with themes of longing and a search for completeness (Nchindila & Torto, 2020). Sea as Symbol of Emotions and Distance: The recurring mention of the sea is a metaphor for the vastness of emotions and the distance between individuals. Crossing the sea symbolizes challenges and barriers in communication, enhancing the complexity of the emotional landscape. "You Know It All, You're My Best Friend" as Unspoken Understanding: The line in the chorus encapsulates a metaphor for a profound connection and unspoken understanding. It signifies a bond that transcends words, evoking a sense of closeness and shared knowledge. These symbolic elements intricately weave into the poetic and dynamic nature of "Spring Day," allowing listeners to delve into the complexities of longing, nostalgia, and the broader human experience. Interpretations vary, and listeners often find personal meanings based on their unique perspectives and experiences within the evocative themes of the song.

In the lyrics of the song "Boy With Luv" by BTS, several metaphors depict the complexity of emotions in relationships and the meaning of love. Here is a more in-depth explanation of the metaphorical meanings in the lyrics: "**Come be my teacher, teach me everything about**

you". This metaphor illustrates the desire to learn and understand more deeply about a partner. Using the concept of a teacher and student as a metaphor, the song implies that the relationship itself is a journey of learning. Both individuals teach and grow together, with the teacher in the lyrics reflecting the loved one as a source of knowledge and experience. **"With the wings you gave me back then"**. The metaphor of wings is used to depict the support and freedom provided by a partner. Wings, as a symbol of freedom and the ability to soar, imply that the presence of a partner allows for reaching higher goals. The two wings represent balance and complementarity in the relationship. **"So be my teacher (Love)"**. This metaphor highlights the transformation of an individual through the presence of love. Becoming "a man with love" indicates a positive change in character and behavior, emphasizing that love can shape and enhance the best aspects of oneself. **"You make me high so fast"**. Words like "high" can be interpreted as a state of euphoria or happiness that rises rapidly due to the influence of the loved one. This metaphor creates an image of the intensity of feelings and the strong impact that emerges in the relationship. **"I'll keep you (a man with love)"** This metaphor depicts a commitment to always protect and care for the partner with love. Declaring oneself as "a man with love" reflects a willingness to be a supporter and protector, creating an image of responsibility and dedication in the relationship. **"With the Icarus wings you gave me"**. The reference to Icarus's wings is used as a metaphor for hope and the desire to fly to higher destinations. Although Icarus in mythology fell due to flying too high, here the metaphor is used to express the determination to achieve greater things in the relationship, even if there are risks involved. **"I want something stronger (than a moment) than a moment of love"**. This metaphor depicts the desire for a deeper and eternal relationship that surpasses brief moments or fleeting happiness. It creates the idea that true love is something powerful and enduring beyond romantic moments. Through the use of metaphors in the lyrics, BTS successfully introduces emotional layers and deeper meanings in the song "Boy With Luv." Using creative language choices, the lyrics not only celebrate the joy of love but also explore the complexity, development, and aspirations in relationships.

In the lyrics of the song "IDOL" by BTS, **Top star with that spotlight**, the phrase "A star with many spotlights" can be interpreted as a metaphor for someone who is the center of attention for many people. The word "star" usually refers to someone who is famous, respected, or is in the spotlight in a particular context. So, the sentence could refer to someone with popularity, achievements, or charisma that makes them the focus of many people. **'Sometimes like a superhero'**. It refers to themselves as Anpanman or the weakest superhero in the world. Anpanman is a cartoon character who, despite being a superhero, has no actual powers. Through this song, BTS gives hope that someone weak can become great through struggle and effort. **Love my dance and my what 'Love my dance and anything' 'There are tens or hundreds of me inside'**. The phrase "Love my dance" can be interpreted as someone's activity, while "anything" can be seen as a representation of various experiences or things in life. The following sentence, "There are hundreds of me inside," is a metaphor for the complexity of oneself, suggesting that an individual has many different facets.

In the lyrics of the song "Fire" by BTS, the metaphor related to fire serves as a central symbol, carrying profound meanings within the song's context. Let's explore the meaning of this metaphor further: **Fire** as a Metaphor for Spirit and Joy. In the lyrical context, fire is used as a metaphor for spirit and joy. When singing **"Burning up here, fire fire fire fire,"** the group creates a visual representation of a blazing spirit, depicting positive energy and enthusiastic excitement within oneself. This metaphor can be understood as a symbol of the desire to ignite passion and express oneself fully, without constraints. **Fire** as a Metaphor for Seriousness and Dedication. In the lyrics "Hey, burn it up like everything will burn," fire is interpreted as a symbol of seriousness and dedication. The burning here is not only the spirit of freedom and joy but also a decision to fully engage in life. The message "Rise until we pass out today" emphasizes the importance of maintaining spirit and determination in facing life's challenges. **Fire** as a Metaphor for Liberation and Recovery. The lyrics "Live because we're young" detail that fire can also be interpreted as a symbol of liberation. Fire brings the meaning of freedom to live without being burdened by expectations or fears. Recovery and self-liberation from such limitations are reflected in the urge to live and face the world with youthful spirit. **Fire** as a Metaphor for Creativity and Energy Creating Change. The phrase **"Burn it all"** can be interpreted as a call to use creativity and positive energy to create change in life. This metaphor suggests that fire not only warms but can also ignite and bring about significant transformation. They encourage listeners to be proactive and active in managing their lives. **Fire** as a Metaphor for Fear and Suffering. In the part "Fire you're full of fear, come on," fire can be interpreted as a metaphor for overcoming fear and suffering. The encouragement to face fear and pain and the call for those experiencing it to come together create an image of unity and support in facing challenges. The lyrics emphasize social change with words like "World of hope," indicating an aspiration to transform the world into a better place. This metaphor depicts the desire to build a peaceful and hopeful world, where fire can also be interpreted as a symbol of collective strength to achieve positive change. By utilizing the metaphor of fire, BTS successfully creates a song that is more than just entertainment; it delivers a message that motivates and encourages listeners to live with spirit, freedom, and dedication. The fire metaphor in the lyrics adds emotional depth and profound meaning for the audience.

The Connotation meanings in the lyrics of BTS songs signify:

Connotation is the additional meaning or emotional association attached to a word or symbol, surpassing its literal denotative meaning. Connotation is often subjective and can vary among individuals or groups. The overall meaning of connotation encompasses an understanding of how a particular word or symbol can evoke specific feelings, associations, or nuances in each context. Some examples of connotative meanings commonly involve elements such as emotions, cultural values, or personal experiences. For instance, the word "home" has a literal denotative meaning as a place of residence, but its connotation may include feelings of security, comfort, or even the warmth of family. It is important to note that connotations can differ among various societal or cultural groups. What holds positive connotations in one culture may have negative or neutral connotations in another. In communication, understanding connotative meanings is crucial to avoid misunderstandings and to comprehend the emotional implications or values associated with specific words or symbols in a

particular context (Ababneh et al., 2023; Setiani, 2020). Connotations can also shape the overall theme or mood of a song. The choice of words can influence how listeners feel or interpret the song. When analyzing song lyrics, it is crucial to pay attention to the emotional, imaginative, and cultural nuances embedded in each word or phrase (Ni Wayan Swarniti, 2022; Santika & Syafryadin, 2023). This helps gain a deeper understanding of the message the singer or songwriter wants to convey.

The lyric analysis related connotative meaning in Spring Day song by BTS. BTS's "Spring Day" explores longing, nostalgia, and the relentless passage of time. Rich in poetry and metaphor, the lyrics open the door to various interpretations, providing listeners with a deeply personal connection to the song. Let us delve into the connotative meanings interwoven into the fabric of this poignant piece. The title, "Spring Day," holds symbolic significance, with spring often symbolizing renewal and new beginnings. The song's context represents a profound period, perhaps a moment the narrator yearns to revisit or reconcile. The changing seasons, particularly the shift from winter to spring, are portrayed as a metaphor for the cyclical nature of life. This metamorphosis emphasizes the flow of time and the evolution of experiences over different seasons. Train tracks are introduced as a metaphor for life's journey and the inevitable passage of time. The train symbolizes the unstoppable progression of life, while the tracks imply a predetermined path, hinting at a sense of destiny. Abandoned shoes left in the cold are a poignant metaphor for the absence of someone significant. The image evokes a strong sense of anticipation as if the narrator is waiting for the return of someone who is no longer present, intensifying the theme of separation. The recurring mention of snow in the lyrics metaphorically represents memories. Memories may fade but persist like snow blankets the landscape before melting away. The continuous falling of snow symbolizes the enduring nature of memories despite the onward march of time. References to Korean symbols like "cherry blossoms" and the "full moon" add cultural connotations, enhancing the narrative with layers of meaning specific to Korean culture. A pervasive sense of loneliness and longing runs through the song, conveying the emotional struggle of separation and the intense yearning for reconnection. This underscores the universal human experience of love, loss, and the innate desire for meaningful connections. In essence, "Spring Day" is a meticulously crafted song with intricate, layered lyrics that invite diverse interpretations. The connotative meanings contribute to the emotional depth, prompting listeners to reflect on their journeys of love, loss, and the inevitable passage of time (Ketaren et al., 2021). Recognizing the subjective nature of interpretations, each listener may find unique connections based on their experiences and perspectives.

Discussion of Metaphors in BTS Song Lyrics

Metaphor is a figure of speech that uses a comparison or analogy to imply a similarity between two things that are dissimilar. In a metaphor, one object or concept is likened to another to provide a more vivid or profound illustration (Yastanti et al., 2018). Overall, the meaning of a metaphor encompasses several aspects: First, comparison and compared elements. Metaphor involves two main elements - the comparison (providing an illustration) and the compared (the object or concept to be explained). For instance, in the metaphor "life is a stage," life (the compared) is likened to a stage (the comparison) to imply the complexity, variety, and dramatization of life. Second, meaning transfer. Metaphor relies on transferring meaning from one context to another. For example, when saying "time is money," we transfer the value of time to the value of money to emphasize the importance of time. Third, imagination and creativity. Metaphor creates space for imagination and creativity. Speakers or writers can express ideas or experiences more engagingly and profoundly by using unconventional comparisons. Additionally, metaphor serves as a language-enriching tool, making language more colourful, expressive, and persuasive (Labrador et al., 2014). Metaphors have hidden or symbolic meanings that go beyond literal interpretation, allowing for deeper interpretation and understanding. Fourth, enhancing understanding of abstract concepts: Metaphor aids in understanding abstract concepts by framing them in more concrete or familiar contexts. It can also evoke strong emotional impacts by vividly depicting and communicating feelings. Metaphors have become part of everyday language and are often used unconsciously. Despite their commonality, they still play a crucial role in communication. The use of metaphor is not limited to written language but can also be found in oral language (in songs), poetry, literature, and even in everyday thinking.

Metaphor is a rhetorical form used to convey metaphorical meaning by comparing two dissimilar things, creating a deeper understanding or artistic effect. The relationship between metaphor and lyric analysis is close because many songwriters use metaphor to convey messages, emotions, or stories in their works. Metaphors can add an additional layer to the meaning of song lyrics. By applying an analysis to the metaphors used, listeners can grasp the hidden or profound meanings of those words. Metaphors are often used to convey emotions or feelings in a stronger and more vivid manner. Analysing song lyrics can help identify how metaphors are used to evoke specific feelings in the audience. Metaphors can assist in the formation of strong images or impressions in the minds of listeners. By analysing metaphors, one can explore how singers use language to create images that can influence listeners' perceptions of the song. Analysing song lyrics can help understand the context in which metaphors are used. Some metaphors may have different meanings depending on the overall context of the lyrics. Metaphors often become part of the writing style of a specific singer or songwriter. Analysing song lyrics can help identify trends or distinctive features of metaphors used by a songwriter. Analysing the use of metaphors in song lyrics allows listeners to better understand the messages conveyed by the singer or songwriter. It also opens the door to deeper interpretations and a richer emotional listening experience.

Music as a Source of Happiness. The song repeatedly emphasizes the importance of music in bringing happiness. The members express their love for music and how it inspires and brings joy, showcasing the universal power of music to uplift and unite. Retro Vibes and Disco Elements. The musical style and disco references found in the lyrics contribute to an atmosphere full of nostalgia and joy. This genre choice makes the song livelier overall. "Dynamite" differs from some of BTS's previous works by focusing on spreading joy and positive vibes. The song has a spirited and fun tone and also touches the hearts of listeners worldwide through its dynamic melody and semantic elements

contained in the lyrics. The song's success is not only due to its catchy tune but also because of its comforting and soothing message. These lyrics bring optimism, joy, and courage to face difficulties. To inspire and uplift their listeners, BTS uses metaphors in this song to demonstrate the positive power of their music. This argument also supported by previous researches Nurwahida; Mustikawati (2022) found 22 messages through figurative language in BTS songs, in the Louder than Bombs song messages is everyone is good at hiding sadness, In the Spring Day song messages is expectations and reality. In the Butter song messages, is keep trying to get you want, The Dynamite song messages is fun has no limit. In the 00:00 (Zero O'clock) song messages is don't stop praying for happiness. In the Fake Love song messages is loving ourselves is much more fun, In the Magic Shop song messages is never give up on our own life.

In the context of the song "Dynamite" by BTS, several connotations that can be identified involve positive spirit, joy, and cheerfulness. Here are some connotations related to this song: Energetic and optimistic lyrics may provide connotations of positive energy. The song may be designed to uplift the listeners' spirits and create a cheerful atmosphere. Expressions like "Light it up like dynamite" can be interpreted as a spirit to achieve success and victory. The song might evoke feelings of pride and accomplishment. The upbeat tempo and enjoyable lyrics give connotations of fun and joy. Perhaps the song is intended to be entertaining and trigger positive emotions. Messages like "Cause I, I, I'm in the stars tonight" can convey connotations of independence and freedom. There might be elements of dreaming and freedom to pursue what is desired. As teenagers who are highly sensitive and susceptible to the turbulence of life, this song awakens positive spirits. The connotations used, such as:

The word "**shining**" gives an impression of brightness and positivity.

"**Funk and soul**" provides a lively and joyful musical vibe.

The word "**fire**" conveys courage and spirit.

"**Set the night alight**" creates an image of a vibrant and joyful evening atmosphere.

These words create a cheerful and spirited morning routine, highlighting simplicity and happiness in everyday life. The expression "**life is sweet as honey**" portrays life as something beautiful and sweet like honey, giving a positive and happy feeling. The word "**diamond**" gives an impression of value and shining like a gem. When associated, for example, with "I'm good to go, I'm diamond, you know I glow up," it can be interpreted as an appreciation for courage and independence. This message encourages listeners to feel strong and shine like a diamond. The choice of words, if connotated, would indeed give a meaningful meaning to human life – to keep shining with all hopes. While "glow up" indicates a change for the better and shining. The use of "**dyn-na-na-na**" provides a cheerful and entertaining rhythm.

The expression "**life is dynamite**" depicts life as something full of surprises and happiness. In the context of BTS, known for spreading positive messages, "Dynamite" could reflect confidence in the power of music as a tool to overcome difficulties or negative feelings. It's important to remember that interpretations of connotations can vary among listeners, and these connotations only reflect possible interpretations based on specific elements in the lyrics and music. Overall, BTS uses words that give positive, cheerful, and energetic connotations, creating an atmosphere that inspires listeners to celebrate life with a positive spirit.

Meanwhile, in "BLOOD SWEAT & TEARS" conveys complex feelings of joy and sadness along the journey of life. Its lyrics encompass themes such as love, tough decisions, and commitment in achieving goals. Specifically, some fans and music observers note that the song can be interpreted as a reflection on the struggle, sacrifices, and determination required to achieve dreams. "BLOOD SWEAT & TEARS" by BTS is a song rich in symbolism and can be interpreted in various ways. Although the connotative meanings of this song can be highly personal, there are some common elements often associated with it. The concept of blood, sweat, and tears creates an image of struggle and sacrifice. The song could depict the tough and serious process needed to achieve goals or aspirations. Some lyrics explore themes of mistakes and moral burdens, perhaps in the context of relationships or life in general. Tough choices and difficult decisions can be part of an individual's journey. The theme of conflict between beauty and darkness, glory and sin, can be drawn from the lyrics and visual aesthetics in the music video. This may reflect the contradictory and complex sides of life. The song can also be interpreted as a warning about the consequences of excessive pleasure and indulgence. Euphoria and beauty can come and go with time, and this song celebrates and reflects on these dynamics.

Some interpretations see this song as a journey toward maturity. Life experiences, both pleasant and painful, shape character and help an individual grow into a more mature person (Nchindila & Torto, 2020). However, it should be noted that BTS often leaves interpretations of their songs and artworks open to variation. Additionally, each listener's personal perception can play a significant role in depicting the connotative meaning of this song. Looking at some connotative words in the lyrics of "BLOOD SWEAT & TEARS" by BTS, certain words can provide specific nuances or connotations that deepen the understanding of the song's meaning. Here are some words that can have particular connotations in the context of this song: **Blood** connotes courage, sacrifice, or struggle. In the context of the song, this word might refer to the hard work and sacrifices required to achieve goals. **Sweat** connotes depicting physical and emotional efforts given to achieve success. Sweat can symbolize hard work and dedication. **Tears** connotes emotions, suffering, or difficult decisions. Tears can reflect pain or sadness that may occur in the journey toward goals. **Desire** connotes desire or ambition that drives someone to keep moving forward, even with certain risks or sacrifices. **Sin** connotes moral or ethical mistakes or actions. The concept of sin can reinforce the theme of morality in the lyrics. **Beauty** connotes, in the context of the song, beauty can have a dual connotation, reflecting both positive aspects and aspects that may have adverse effects or risks. **Dream** refers to aspirations or life goals pursued. The theme of dreams can provide a positive and inspirational nuance to the song. **Perfection** connotes pressure or expectations to achieve certain standards.

Perfection can be a burdensome goal. The choice of these words adds color and specific nuances to the lyrics of "BLOOD SWEAT & TEARS" and can help deepen the understanding of the message conveyed by the song. The connotation of the song's title "BLOOD SWEAT & TEARS" by BTS encompasses a portrayal of a life journey full of struggle, sacrifice, and moral conflict. This title provides a profound sense related to the process of achieving goals, where blood, sweat, and tears become metaphors for hard work, dedication, and sacrifice required. These connotations depict the journey towards success, often involving complex experiences, tough choices, and maturity. As a song rich in symbolism, "BLOOD SWEAT & TEARS" may also imply a cautionary tale about the consequences of excessive pleasure and explore the duality of life, such as beauty and sin. Overall, the title of this song gives an impression of a human journey full of challenges but also colored by beauty and experiences that shape character.

Regarding the cultural aspect of song lyrics, culture is often reflected in the lyrics and melodies of songs. Songs can be powerful mediums to convey the values, stories, and experiences of a culture. Lyrics often mirror the distinctive language and expressions of a culture; for example, regional songs or traditional songs frequently use local dialects or languages. Some songs may also reflect folk tales or myths from a particular culture. The choice of musical instruments in a song can mirror the musical heritage of a culture, such as traditional instruments like gamelan for Indonesian culture, banjo for American folk music, or the highly favored K-Pop music in South Korea, especially among teenagers and young adults. The melody and rhythm in a song can also depict the unique nuances of a culture.

Every culture has its unique musical preferences. Music styles like salsa, flamenco, or tango reflect the cultural heritage of their places of origin. Some music genres grow and evolve in specific regions, creating a strong cultural identity. Musical accompaniment aligns with song lyrics; the meaning of song lyrics often contains messages and values appreciated by a specific community. This may include love stories, life wisdom, or religious and moral values. Protest songs or songs addressing social issues can also reflect the feelings and viewpoints of a particular culture. Some songs mirror historical events or specific experiences that influence a culture. National anthems or war songs are excellent examples. In music videos or stage performances, culture is often reflected in costumes, makeup, and the overall visual concept. Songs are often associated with cultural rituals and ceremonies, like religious songs or songs sung during special celebrations.

Through the combination of these elements, songs can become powerful mediums to introduce, celebrate, and preserve cultural identity. Analyzing song lyrics often involves understanding the connotations of the words used by the songwriter. Connotations in song lyrics can provide a deep emotional and artistic dimension. Connotations can emerge in the analysis of song lyrics. Words in song lyrics often not only have a literal denotative meaning but also carry emotional connotations. For example, words referring to feelings of love, loss, or happiness can have strong connotations depending on the context. Songwriters often use imagery and metaphors to convey messages in a more creative way. Connotations in imagery or metaphors can add layers of meaning and lead to deeper interpretations. Words or phrases in song lyrics can have specific connotations in the context of a particular culture or society. Understanding the cultural values or social references can help reveal a deeper meaning. Listeners may bring their own personal associations with the words in lyrics. Connotations arising from personal experiences can make the meaning of a song more personal and vary among individuals.

From findings and discussion above we can examine that the content analysis revealed several dominant themes across BTS's songs. Themes of self-discovery, resilience, love, and societal critique emerged consistently, showcasing the group's ability to navigate diverse emotional and social landscapes through their lyrics. The various aspects of BTS's music, with a particular focus on the symbolic and semantic meanings found in their lyrics. Some of the aspects covered include the symbolic richness and skillful use of metaphors by BTS, their Korean cultural identity and global impact, emotional connectivity through lyrics, semantic evolution and artistic growth, dynamic interaction between BTS as artists and their global audience, inclusive mindset, and social commentary, as well as subjectivity and reflexivity in the interpretation of art (Nchindila & Torto, 2020; Zarestky et al., 2022). The text presents BTS not just as songwriters but as a profound journey into the semiotic richness of their musical narrative.

BTS, the global sensation in the music industry, is renowned not only for their infectious beats and captivating performances but also for the profound messages and embedded wisdom within their lyrics. In this exploration, we delve into the intricacies of BTS's songwriting, examining how their lyrics go beyond mere words and melodies to convey meaningful insights and reflections on the human experience. First, reflections on personal and societal issues. BTS's lyrics stand as a testament to their ability to tackle personal and societal issues with finesse. Through a deliberate choice of words and themes, the group engages in a thoughtful exploration of topics that resonate with listeners on a deeper level. From self-discovery to social consciousness, BTS uses their lyrics as a canvas to paint a vivid picture of the complexities of the human journey. Second, unveiling hidden meanings through semantic analysis. Semantic analysis proves to be a powerful tool in unlocking the hidden meanings within BTS's lyrics. By dissecting the connotations, associations, and nuances of the words used, we embark on a journey beyond literal interpretations. Cultural references, metaphors, and symbolism become key elements in this analysis, revealing layers of meaning that add depth and complexity to the songs. The lyrics become a rich tapestry of hidden messages waiting to be deciphered. Third, appreciating music as an art form. The appreciation of music as an art form takes on a new dimension through semantic analysis of lyrics. Beyond the enchanting melodies, the relationship between words and music becomes a focal point. Semantic analysis allows us to delve into the lyrical content, exploring how it contributes to the overall artistic expression of a song. This approach goes beyond the melodic aspects, directing our attention to the language's richness, cultural influences, and the emotional impact conveyed through the lyrics. The last, synergy of words and melody. BTS's music is a harmonious synergy of words and melody, where each element complements the other to create a holistic artistic experience. Through semantic analysis, we witness how the carefully chosen words amplify the emotional impact of the melodies. The linguistic nuances contribute to the overall atmosphere,

enhancing the listener's connection with the music on an intellectual and emotional level.

5. Conclusion

In the realm of music and cultural expression, exploring BTS Beyond Beats involves a meticulous semantic analysis of their lyrical compositions, revealing a captivating and profound semiotic landscape. This journey delves into the intricacies of their music, uncovering a convergence of enchanting beats and profound depth within the group's lyrics that transcends language barriers, providing a universal and emotionally resonant experience for listeners globally.

BTS's lyrics serve as vessels for profound messages and embedded wisdom. Through careful word and theme selection, the group addresses not only personal but also societal issues, delivering meaningful insights, life lessons, and reflections on the human experience. The analysis becomes a quest to explore the depth and intention behind the lyrics, unveiling the wisdom intricately woven into the fabric of BTS's artistic expression.

Moreover, the semantic analysis of BTS lyrics unveils a trove of hidden meanings, waiting to be discovered. By dissecting the connotations, associations, and nuances of the words used, layers of meaning emerge that surpass literal interpretations. Cultural references, metaphors, and symbolism intricately embedded in the lyrics become apparent, allowing semantic analysis to reveal subtle messages and deeper layers of understanding within the songs.

Beyond the melodic aspects, the appreciation of music as an art form is enriched through the semantic analysis of lyrics. Recognizing the intricate relationship between words and melody, semantic analysis enables a dive into the lyrical content, understanding how it contributes to the overall artistic expression. This approach transcends mere beat appreciation, focusing on the language's richness, cultural influences, and the emotional impact conveyed through the lyrics. Consequently, it enhances the holistic appreciation of music as a profound form of artistic and linguistic expression.

Therefore, the exploration of BTS Beyond Beats through semantic analysis not only unveils the intricacies of their lyrical compositions but also emphasizes the group's transformative impact on the global music scene. Through profound messages, hidden meanings, and the recognition of music as an intricate art form, BTS continues to transcend linguistic and cultural boundaries, creating a resonant experience that reverberates with listeners worldwide.

Acknowledgments

We greatly appreciate the valuable contributions of our community advisory committee members. We would also like to thank the National Research and Innovation Agency (BRIN) and every team member who took the time to participate in this study.

Authors contributions

Dr. Arjulayana were responsible for study design and revising. Roveneldo, Lukmanul Hakim, Evi Maha Kastri, As. Rakhmad Idris, Diah Meutia Harum was responsible for data collection. Dr. Rini Yuliana drafted the manuscript and revised it. All authors read and approved the final manuscript.

Funding

Not applicable

Competing interests

Not applicable

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Sciedu Press.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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