

*Journal Communication Spectrum:
Capturing New Perspectives in
Communication*



Vol. 12(1) pp. 68-76, (2022)
DOI: 10.36782/jcs.v12i1.2183

Semiotic Analysis of the Love Myself Message in the BTS Song Lyrics 'Epiphany'

Maria Fransiska Larasati^{1*}, Agus Daniar²,
and Rustono Farady Marta³

ABSTRACT

The song is one of the communication media that can spread messages. In a song lyric, there is a meaning to be conveyed from the creator and singer to the audience. This study determines the meaning of the message of love myself, raised by the South Korean boyband, BTS, through their song entitled Epiphany. 4 aspects of self-love must be met by someone to love oneself, namely self-awareness, self-worth, self-esteem, and self-care. This study examines whether the Epiphany song sung by BTS contains these four aspects of self-love. This research uses Ferdinand de Saussure's semiotic analysis method. The data were analyzed by determining the signifier and the signified in the lyrics of the Epiphany song. The findings show that the song Epiphany lyrics contain four self-love aspects. Self-awareness is a person's awareness that comes from the individual's thought process. The song's lyrics describe how a person begins to realize and begins to ask himself that his attitude in living life is not as it should be. The next stage is self-worth, when a person has confidence in himself. The lyrics of the song, it is described the emergence of awareness that he is valuable regardless of the shortcomings he has. The third stage of self-love is self-esteem, where an individual feels satisfied with himself and comfortable with the conditions that exist in himself and his environment. In the song lyrics, it is described that a person is aware of loving himself and accepting himself as he is. The self-care stage is the last stage where in the song lyrics, it is described that a person must take care of themselves by not hurting themselves physically and psychologically.

Keywords

Saussure semiotics, self-awareness, self-worth, self-esteem, self-care

To cite this article (7th APA style):

Larasati, M. F., Daniar, A., & Marta, R. F. (2022). Semiotic analysis of the love myself message in the BTS song lyrics 'Epiphany'. *Journal Communication Spectrum: Capturing New Perspectives in Communication* 12(1), 68-76. <https://doi.org/10.36782/jcs.v12i1.2183>

INTRODUCTION

The world we live in today is growing rapidly, especially in terms of mobility. Life, especially in big cities, is busy with personal life, so urban people are often referred to as individual beings. Humans are increasingly preoccupied with matters relating to the personal lives they live in accordance with the demands of the times and the demands of life they face. Realities like this make people work harder in living their lives, to fulfill their personal lives and loved ones around them.

The growing demands of life from environmental factors and the desire to always show the best side of human beings make human life full of stress. Emotional pressure if experienced by humans continuously can lead to stress (Rakhmat, 2013). The level of stress experienced by each

^{1 2 3} Graduate School of Communication (MIKOM), Bunda Mulia University, Jl. Ki Male, Panunggangan Tim., Kec. Pinang, Kota Tangerang, Banten, Indonesia

* **Corresponding author:** marialarasati@hotmail.com

individual is certainly different depending on internal factors and external factors, namely the surrounding environment. The surrounding environment can be a determining factor in the level of stress experienced by a person increasing or decreasing.

Excessive levels of stress from a person can have a negative impact, especially when the level of stress experienced exceeds one's ability to deal with stress. Stress can lead to worse performance, health and disruption of relationships with other people. Health disorders in question are health problems that can be experienced physically and mentally. One of the mental disorders experienced when experiencing stress levels that cannot be overcome by individuals is depression, frustration, increased anger, moodiness, and the emergence of anxiety (Gaol, 2016). Things like this if left unchecked can lead to a person being triggered to commit suicide (Mukarromah & Nuqul, 2014).

This phenomenon is what makes UNICEF work with a boyband from South Korea, BTS to campaign for love myself. The love myself campaign is dedicated to increasing the opportunities and empowerment of the world's children and young people. The campaign, which has been carried out since 2017 and has been extended until 2022, focuses on voicing an end to violence against children. In addition, this campaign also targets teenagers to love themselves in order to avoid depression which can lead to suicide (Mutiah, 2021). UNICEF South Korea took BTS in this campaign based on the fact that South Korea is among the countries with the highest suicide rates. According to WHO data in 2018, South Korea is one of the countries with a high suicide rate, with a figure of around 14,000 and increasing by 5% every year (labu, 2021). In addition, BTS also has fans who are mostly teenagers and young people of the world so that by cooperating with BTS in this campaign, it will be in accordance with the target of the campaign being carried out.

BTS (Bangtan Sonyeondan) is a South Korean boy band consisting of 7 members, namely RM, Jin, SUGA, J-Hope, Jimin, V and Jungkook. This boyband was formed in 2013 under the auspices of the Big Hit Entertainment agency. In the process of BTS' journey in the entertainment world, BTS managed to enter the international arena, one of which was BTS being nominated for the 2021 Grammy Awards, which made BTS the first South Korean boyband to be nominated for the Grammy Awards. In addition, the singles they make are also recognized and enjoyed by the wider community, such as the songs Dynamite and Butter which made it to the top of the Billboard chart when the single was released (Setyanti, 2021).

Their works through songs are not only related to romance, but they also focus on social issues, one of which is about love myself. The message from the love myself campaign is expressed by BTS in several of their songs, one of which is a song called Epiphany. Epiphany is a song that is included in their album entitled Love Yourself: Answer. Epiphany is sung solo by Jin who is a member of BTS.

By creating songs with the theme of loving oneself, BTS has on several occasions expressed their hope that the meaning of the songs they created can reach their fans so that fans can interpret the song and of course so that it can be a positive thing in the lives of their fans. The power of the message carried by the idol can be a supporting factor for someone to follow what his idol is doing. Fans tend to interpret what they see from their idol both in terms of personality and how their idol conveys a message that is ultimately projected into the reality and expectations of the fans. Idols will feel involved in the content created by their idols and make them role models in their lives (Safira & Badaruddin, 2021).

Song as a medium of mass communication has the ability to transmit or spread messages. One of the elements of communication is the message and the function of communication is to convey the message. The process of consuming songs can also be interpreted as a form of communication. Inside a song consists of music and lyrics. The process of listening to a song can be a communication process, namely the message that is spread from the song can come from the elements of the song itself, namely the music and the text or lyrics (Yuliarti, 2015). In addition, songs can also be a means of interaction between idols and their fans. By giving messages through songs to fans, it can lead to participation from fans (Lestari & Irwansyah, 2020).

The song Epiphany in the lyrics wants to give meaning to the message of love myself which is aimed at the world community in general and especially for BTS fans. The meaning of love myself in the lyrics of the song is interpreted that as a human being personally, one must love himself so that

they can feel happiness in their life. This study wants to analyze the meaning of the message of love myself in the lyrics of the song Epiphany sung by Jin BTS through semiotic analysis.

Semiotics is the study of signs and symbols. The semiotic tradition includes the main theory, namely about how signs represent objects, ideas, situations, circumstances, feelings and so on that are outside the self. This study not only provides an avenue on how to study communication but also has a profound effect on almost every aspect of communication theory (Morissan, 2013).

Communication does not only study about verbal forms, but also through nonverbal forms, one of which is signs and symbols. These signs and symbols have meanings to be conveyed to the public, such as traffic signs, flags, films and songs. It is a sign or symbol that has a message meaning in it. This is the core of the theory of semiotics, where semiotics focuses on the meaning contained in symbols or signs. Semiotics is the study of how people construct meaning for themselves and others.

Semiotics aims to find out the meaning contained in a sign or interpret the meaning so that it is known how the communicator constructs the message. This concept of meaning cannot be separated from certain ideological perspectives or values as well as cultural concepts that are the realm of people's thinking where the symbol is created. The cultural code which is one of the factors in the construction of meaning in a symbol is an important aspect to know the construction of the message in the sign. The construction of meaning becomes the basis for the formation of ideology in a sign (Prasetya, 2019).

Saussure describes the sign as a duality, each having two parts: the signifier, the visible component, and the signified, the invisible component. These relationships allow references to invisible things such as processes, emotions, social roles or units of time and to concrete elements of the world that are not yet present at the present moment (people or things that are yet to come) (Littlejohn & Foss, 2011). According to Saussure, semiotics is the study of the role of signs as part of social life. There is a sign system and a social system that are interrelated.

Self-love is a condition in which a person can appreciate himself that grows from actions that support physical, psychological and spiritual growth. Self-love is something that is dynamic and needs to be built slowly, consistently and seriously. When someone understands and interprets self-love within himself, then the individual will reach an understanding where they can accept everything that is in him, including its advantages and disadvantages. They will have more patience in dealing with themselves and do not need to explain their shortcomings to others because they already understand themselves (Khoshaba, 2012). Self-love can make a person think positively about himself and the life he experiences.

There are 4 aspects of self-love that must be met by a person in order to love oneself, namely self-awareness, self-worth, self-esteem and self-care. Self-awareness is a person's self-awareness of the individual's thought processes, how these thoughts affect individuals and how emotions influence individual actions. Self-worth is the belief that a person has about himself, when a person realizes that he is worthy regardless of his achievements or qualities. A person does not need to meet certain criteria or do anything to feel worthy. Self-esteem is a condition where the individual feels comfortable with his own personality, who he really is, the environment in which he lives and the things he has. Self-care is an action taken by someone to maintain their own health. Health can be in the form of physical and mental health (Mutiwasekwa, 2019).

Explicitly, humans prefer other people than themselves. But implicitly, they like themselves more than anyone else they like, be it their partner or partner, best friend, or child. Explicit preferences build and strengthen interpersonal bonds, whereas implicit preferences ensure automatic liking for oneself which can lead to spontaneous self-defense behavior (Hofmann et al., 2012). That's why humans tend to prioritize and consider other people's assessments of themselves rather than personal desires. Humans need other people in their interactions to strengthen interpersonal bonds.

Epiphany's video clip also implies an invitation to love myself to people. In a study entitled Love Myself Campaign Semiotics Korean Singer Group BTS, the researcher examines the meaning of love myself through the video clip Epiphany using Roland Barthes' semiotic analysis. In this study, it is revealed that the meaning of reflecting on the video clip of Epiphany's song represents appearance which becomes a person's value, so that it makes others not love themselves because they are too

focused on other people's views of their appearance (Lestari & Saidi, 2020). This study has similarities with the author's research, but the author examines in terms of song lyrics, while previous research examines in terms of video clips. In addition, the semiotic analysis used is also different. Previous research used the semiotic analysis of Roland Barthes, while the writer in this study used Ferdinand de Saussure's semiotic analysis.

Similar research was also conducted by Miftahurrezi in a study entitled *Analysis of the Meaning of Motivational Messages in Kpop BTS Song Lyrics Answer: Love Myself*. By using Ferdinand de Saussure's Semiotics analysis, the researcher found that the song *Answer: Love Myself* contains a motivational meaning to love oneself. Self-love is interpreted as a condition where a person can accept, appreciate, accept his own strengths and weaknesses (Miftahurrezki & Anshori, 2021). This study has similarities with research conducted by the author, namely analyzing song lyrics using Ferdinand de Saussure's semiotics. However, previous research focused on the meaning of the message of motivation to love yourself in the song lyrics, while this study focused on the elements and meaning of the message of love myself contained in the lyrics of the song. In addition, the lyrics of the songs used are different, the researchers examined the lyrics of the *Epiphany* song, while the previous research used the lyrics of the song *Answer: Love Myself*.

Not only songs that mean love myself that can be studied, but songs with other meanings can also be analyzed using semiotic analysis. There is research on *Semiotic Analysis of the Meaning of Loneliness in the Lyrics of the Song "Ruang Sendiri"* by Tulus. In this study, the researcher wanted to examine the meaning of solitude meant by Tulus in the song. The result of this research that uses Roland Barthes' semiotic theory is the meaning of loneliness in the song is when someone wants to be free and without their lover. In a love relationship, always being with your partner is not something that must always be needed in a relationship, that in a relationship you also need space for yourself (Nathaniel & Sannie, 2018). The difference with the research made by the author is the semiotic analysis used. This previous research used the semiotic analysis of Roland Barthes while the writer used the semiotic analysis of Ferdinand de Saussure. The similarity of this research is to use song lyrics as analysis material.

Ferdinand de Saussure's Semiotics analysis was also used in the study of the *Construction of Nationalism Values in the Lyrics of the Song "Bendera"*. The results of the study stated that the lyrics of the flag song contained a high meaning of nationalism and showed his love for Indonesia. The Flag Song also constructs love for the homeland and how to maintain the integrity of the Republic of Indonesia (Nugraha, 2016). The difference between this research and the research made by the author is the song lyrics used.

The meaning of motivation in the lyrics of the song "*Merakit*" by Yura Yuanita has also been studied by Shavira. This study aims to analyze the meaning of motivation to achieve dreams using Ferdinand de Saussure's Semiotics analysis. The results of this study reveal that the lyrics of the song imply that to achieve a dream one must have a firm, optimistic attitude, learn from failure and always live with positive thoughts and attitudes (Ramadhiani & Pramonojati, 2021). The similarity of this research with the research made by the author is the use of Ferdinand de Saussure's semiotic analysis and looking for constructive meaning in the lyrics of the song under study. However, what makes the difference is in terms of the song lyrics used and the meaning that is the focus of the research. Previous research focused on the meaning of motivation to achieve dreams while the author's research wanted to find the meaning and elements of love myself contained in the lyrics of the song *Epiphany*.

The lyrics of the popular dangdut song "*Cinta Satu Malam*" in 2019 have a representation about free sex. This popular song sung by Melinda represents the phenomenon of free sex as a social reality in Indonesian society and shows a shift in language values in dangdut songs. This research was analyzed using Ferdinand de Saussure's semiotic analysis (Winduwati, 2012). The research made by the author in this study also uses Ferdinand de Saussure's semiotic analysis, but this study uses different song lyrics from those made by the author.

METHOD

This study uses a constructivist paradigm where this study aims to find the reality of the meaning contained in the lyrics of the song *Epiphany*. The approach used is a qualitative descriptive approach

with semiotic analysis of Ferdinand de Saussure. This is because in this study, the results of this study will be presented with text analysis in the form of a series of descriptive sentences about the meaning of the message of love myself in the lyrics of the song Epiphany. Data was collected by analyzing the text of the lyrics of the Epiphany song and document studies by analyzing various sources relevant to this research. The subject of this research is the lyrics of the song Epiphany which was popularized by BTS and sung by one of its personnel, Jin. Epiphany song lyrics in Korean,

The stages of data analysis in this study were understanding the Epiphany song by listening to the song, video clip and reading the translation of the lyrics in English and then translated into Indonesian. After that, the data was analyzed by determining the signifier and the signified in the lyrics of the Epiphany song. The markers are the lyrics of the Epiphany song which are analyzed line by line in each stanza. After that, the analyzed lyrics will be interpreted their meaning in each line and stanza. After analyzing line by line and by verse, it will determine the conclusion of the meaning of each stanza and the meaning of the entire lyrics of the Epiphany song.

FINDINGS AND DISCUSSION

The song Epiphany is one of the songs on the album Love Yourself: Answer which was released by BTS in 2018. This song is in the genre of ballad, soft rock and Hiphop/rap. Researchers will identify each sign written through the choice of words in this song. The lyrics will be translated into English and classify each line into signifier and signified according to Ferdinand de Saussure's semiotic theory. After that, a detailed analysis will be carried out to find the relationship of meaning so that the message of love yourself is found in the lyrics of the song Epiphany.

Stanza 1

Cham isanghae (very strange)

Bunmyeong nan neoreul neomu nesthaessneunde (I love you so much)

Modu neoegeman jugo neol wihae (I adapt completely for you)

Salgo sipeossneunde (I want to live my life for you)

On the first verse I shows a person's thoughts and judgment of himself (described by BTS's Jin as a singer) where Jin feels he is in a very strange situation. Jin's strange feelings are explained in the second line where Jin feels very much in love with someone, loving someone in this lyric indicates that Jin has people around him who he really loves in his life. In the way of loving the people who are precious in his life, Jin describes it in the third and fourth lines, namely "I fully adapt myself to you" and "I want to live my life for you". The lyric "I fully adapt myself to you" means Jin who is trying to follow what other people want from him. He tries his best to be what other people want him to be totally without exception. As for the lyrics "I want to live my life for you" means Jin who dedicates his life to love for the people he loves and their lives. Everything Jin does is solely for the sake of other people. The focus of Jin's life is other people.

The meaning of this verse as a whole is the condition where Jin is at the point where he realizes that he feels very strange in living his life. The focus in Jin's life is other people. He lives his life solely for the happiness of others. In addition, the life he lives focuses on people's assessment of him which is described in the lyrics "I fully adapt to you". Other people's assessment of him and the demands that other people expect of him make him live life according to what other people want so that he feels safe and there is no negative assessment of him or so that no one feels harmed by him. This stanza describes Jin who wants to look perfect in the eyes of others.

Stanza 2

Geureolsurok nae mamsogui (but because I keep doing that)

Pokpungeul gamdahal su eopso dwae (I can't stand the storm in my heart)

Usgo issneun gamyeonsogui jinja (the real me in the smiling mask)

Nae moeubeul da deureonae (I reveal everything)

On the first line in the second stanza describes the continuation of the first stanza. As Jin continued to do the things mentioned in the first verse, he felt the things described in the second and third lines of the second verse are "I can't stand the storm in my heart" and "the real me is in the smiling mask." "I can't stand the storm in my heart" is a struggle in his heart where Jin wants to do what he really does, not do things according to someone else's will. He feels uncomfortable with himself having to follow what other people want. Deep down, Jin wants to be himself and live his life the way he wants him to be. The meaning of "the real me is in the smiling mask" means Jin who always covers his feelings by showing happiness in front of other people around him, but in his heart he doesn't feel that happiness. The lyric "I reveal everything" means that the whole lyrics in this verse are an expression of the sincerity that Jin really feels.

The whole second stanza in the lyrics of this Epiphany song is the feeling of pressure and discomfort felt by Jin because he has to look perfect in the eyes of others and live his life for a positive assessment of himself. Living life to satisfy others and meet other people's standards of him caused a struggle in his heart, a feeling of torment over the lie he committed by becoming someone he didn't want to be.

Stanza 3

I'm the one I should love in this world

Biccaneun nareul sojunghan nae yeonghoneul (my shining self, my precious soul)

Ijeya kkaedara so I love me (I finally realized, so I love me)

Let's *Bujokhaedo neomu areumdaun geol* (not so perfect but very beautiful)

I'm the one I should love

The meaning of the lyrics in the third verse of the first line "I'm the one I should love in this world" is that Jin begins to realize that loving himself is the most important thing for him instead of having to consider what people around him think about him. Loving oneself in this context means that one must put oneself first, fulfill one's own needs first, both physically and spiritually, allow oneself to make choices as desired, and be able to make oneself happy and then think of others. In the second stanza "my shining self, my precious soul" describes human beings as precious persons. "My shining self" means that every human being has a uniqueness that is different from one another. Humans have the advantage his own talent and charm that set him apart from others. "My precious soul" means that human life is precious, life is a gift from God and humans have no right to take someone's life or take their own life. The lyric "I finally realized, so I love me" means where a person begins to realize how precious he is and his life so that he begins to love and respect himself. "Not so perfect but very beautiful" means that humans always have their own advantages and disadvantages and no one is perfect in this world. In this line, Jin realizes his own flaws and learns to accept those flaws as something that completes him as a person.

The meaning of the whole lyrics in the third verse focuses on one's awareness to love oneself. The self is the most valuable thing that a person has and must be prioritized. Humans live as individuals so that they have to fulfill their own needs before they can care for others. Humans must be able to respect themselves, accept themselves as they are and dare to be themselves and be able to make choices based on their own desires. Indeed, to receive input from others, empathize with others and care about the surrounding environment is a good thing, but when it dominates oneself, which is something that should not be done because someone will forget their identity.

Stanza 4

Heundeulligo duryeowodo apeuro georeoga (even if you feel annoyed and scared)

Pokpung soge sumgyeodwossdeon (walking forward)

Jinja neowa manna (meet the real you that you hide in the storm)

The lyrics in the fourth verse "even if you feel annoyed and feel scared" describe Jin's psychological state where he feels insecure. This feeling can be supported by internal and external

factors. Internal factors are lack of confidence, while external factors are environmental factors. Feeling disturbed in this lyric means criticism from others and other people's expectations of Jin which causes him to be afraid if he can't do well. Even so, he must continue to live his life in a brave way to take the best decisions for his life as described in the lyrics "walking forward". The meaning of "meet the real you that you hide in the storm" is that Jin must know his true identity, find out how he feels and what he really wants in his life. Jin must know the hidden desires between the "storm" of anxiety and fear within him.

In this fourth stanza, we want to give a message that when we are in trouble, when the environment demands us to be as they want us to be and it makes us feel uncomfortable, afraid, not confident with what we have done, we still have to dare to make decisions we think it is the best thing and deal with it wisely. Every human being has problems in his life, but when humans can deal with them well, it will mature and become a valuable experience for humans themselves. When we begin to doubt and feel pressured by what is there, humans can ask themselves what they should do and what they want for the sake of peace of mind.

Stanza 5

Wae nan ireohge sojunghan nal sumgyeodugo sipeossneunji (why would I want to hide my precious self?)

Mwoga geuri duryeowo (what makes me so afraid?)

Nae jinjja moeubeul sumgyeossneunji (so that I hide my true self)

The first line in the fifth stanza describes Jin who is filled with questions in himself at the moment when he feels conscious to love himself. "Why would I want to hide my precious self?" meaning why Jin wants to cover up his identity. After that the follow-up question is on the next line, namely "what makes me so afraid?" meaning the question in Jin and Jin's realization that all this time he was filled with fear while living his life to be himself. As a result of the fear of being yourself it makes Jin unnatural in living his life. He does not want to show his side of himself, his character and thoughts in living his life decisions to others.

These five stanzas describe Jin's awareness of his life which he feels is already quite tiring. The life he lived which he felt was not in accordance with what he wanted. The unhappiness in Jin's life made him wonder, and finally realized that the source of his unhappiness in life was Jin who did not love himself. In this verse he tries to find an answer to what is stuck in his heart.

Stanza 6

Jogeumeun mungtukhago bujokhalji molla (maybe I'm a bit boring and imperfect)

Sujuben gwangchae ttawin an boilji molla (maybe people don't see my shy glow)

Hajiman idaeroui naega got nain geol (but I'm just like me)

Jigeumkkeot saraon nae palgwa from simjang yeonghoneul (my arms, legs, heart and soul that I have lived with until now)

The meaning of "maybe I'm a bit boring and imperfect" is her judgment of herself. Including the verse "maybe people don't see my shy glow". Jin considers himself to be someone who is boring and imperfect, as well as his assessment of others who don't see the good side of him, which is reflected in the lyrics "maybe people don't see my shy glow". The line "but I am just like me" means that humans have been created by God as they are, according to God's will and no human being has the same physical characteristics and character. The explanation of "I am just like me" is found in the lyrics of the last line in verse 6, namely "arms, legs, heart, and soul that I have lived with until now".

These sixth stanza are answers to questions for him found in the fifth stanza. In this sixth stanza, Jin finally realizes that Jin must love himself even though there are imperfections that he feels in him. Jin also realizes that he has his own unique side and strengths that even though others don't see it, it is still a true reflection of himself that he should be grateful for and accept. In this verse, Jin has

decided that he will accept himself as he is and develop his potential without having to stick to the standards that other people and the environment want from him.

The Meaning of Love Myself Messages

Love myself is a condition in which a person loves himself. There are 4 aspects that must be met if humans have loved themselves. Epiphany's song lyrics must include 4 aspects of self-love contained in the lyrics, namely self-awareness, self-worth, self-esteem and self-care.

Self-awareness is a person's awareness that comes from the thought process of the individual. In the lyrics of this Epiphany song, it is described in the second and fifth stanzas. In the verse, it is described how Jin began to realize and began to ask himself that his attitude in living life was not as it should be. This is stated in the lyrics "but because I keep doing that" which expresses Jin's awareness that all this time he has only lived by other people's standards in order to look perfect in the eyes of others. In the fifth stanza, Jin's questions about his life are described which raises the awareness of Jin to love himself.

The next stage is self-worth when a person has confidence in himself. He realized that he was valuable regardless of the shortcomings he had. This is illustrated in the sixth verse where Jin realizes his shortcomings all this time but he will accept those shortcomings. At this stage, Jin also feels confident and confident about his physical condition and the advantages he has despite his shortcomings.

The third stage of self-love is self-esteem which is the stage where an individual feels satisfied with himself and feels comfortable with the conditions that exist in himself and his environment. This is illustrated in the third stanza in the lyrics of the song Epiphany. The third stanza in the lyrics of the song Epiphany states the recognition of Jin's self-awareness that he must love himself, he is comfortable and accepts himself as he is which is contained in the lyrics "I finally realized, so I love me". In this lyric states that he accepts everything that is in himself, and feels satisfied and comfortable with his precious self as expressed in the lyrics "not so perfect but very beautiful" in the third verse.

After going through these three stages, it will enter the final stage which is a person's actions to maintain his health. This stage is the self-care stage found in the fourth verse in the lyrics of the Epiphany song. Physical and psychological health must be maintained as a form of self-love. In verse 4 describes the action that Jin did after he realized that he had to love and accept himself as he is to keep moving forward and still believe in his own abilities. By continuing to move forward, continue to walk through life, not giving up and keeping away from suicidal thoughts, then a person will find the implied meaning of the life he lives in his own way. Humans will find themselves, who they are, and by respecting and loving themselves and their lives, other people will also respect us.

CONCLUSION

Based on the results of the analysis and discussion in analyzing the meaning of the Love Myself message in the lyrics of the Epiphany song, it can be concluded that there is a meaning of love myself contained in the lyrics of the Epiphany song. The lyrics of the song Epiphany sung by Jin BTS want to invite and awaken listeners to love themselves and avoid committing suicide. Epiphany's song lyrics already cover 4 aspects of self-love, namely: *self-awareness*, *self-worth*, *self-esteem*, and *self-care*.

Loving yourself is an important thing that must be done by every human being. Self-love is a medicine for self-psychological conditions and makes humans happy in living their lives. Loving oneself means that humans must put themselves first, meet their own needs first both physically and spiritually, make themselves able to make choices as they wish, and be able to make themselves happy before prioritizing and thinking about others.

In the lyrics of the song Epiphany, BTS wants to convey that one cannot be happy in life if one continues to want to be like other people, focus his life on others, and adjust his life to the standards that other people want. A person who constantly wants to look perfect in the eyes of others and can't accept his true self makes a person stressed and lost in his life. A person cannot find the true meaning of his life and ends up feeling himself insignificant and comparing himself to others who look better than himself. If this continues to happen, what happens is that humans will become stressed and depressed which can lead to suicide.

In order to appreciate the life they have, BTS invites listeners to start loving themselves by accepting themselves as they are, as well as their strengths and weaknesses. Every human being is created unique and valuable if one is aware of and willing to accept all the shortcomings and develop the unique side of oneself and one's strengths. Every human being is valuable to other human beings. Weaknesses exist to complement oneself to be better and become a characteristic of a person.

References

- Hofmann, W., Sedikides, C., Gebauer, J. E., & Go, A. S. (2012). Self-love or other-love? Explicit other-preference but implicit self-preference. *PLoS ONE*, 7(7), 1–6. <https://doi.org/10.1371/journal.pone.0041789>
- labu, A. F. (2021, February 12). Fenomena bunuh diri di Korea Selatan, ini kata pakar epidemiologi sosial. *VOI.ID*. <https://voi.id/berita/32735/fenomena-bunuh-diri-di-korea-selatan-ini-kata-pakar-epidemiologi-sosial>
- Khoshaba, D. (2012). A seven-step prescription for self-love. *Psychology Today*. <https://www.psychologytoday.com/us/blog/get-hardy/201203/seven-step-prescription-self-love>.
- Lestari, A. F., & Irwansyah, I. (2020). Participative fandom by army BTS Indonesia in the digital comic of webtoon apps. *Journal Communication Spectrum*, 10(1). <https://doi.org/10.36782/jcs.v9i1.1872>
- Lestari, S. K., & Saidi, A. I. (2020). Semiotika “kampanye love myself” grup penyanyi Korea BTS (Studi kasus : Video comeback trailer ‘epiphany’). *Jurnal Komunikasi Visual Wimba*, 11(2), 24–37.
- Littlejohn, S. W., & Foss, K. A. (2011). *Teori komunikasi* (9th ed.). Salemba Humanika.
- Gaol, N. T. L. (2016). Teori stres: Stimulus, respons, dan transaksional. *Buletin Psikologi*, 24(1), 1. <https://doi.org/10.22146/bpsi.11224>
- Miftahurrezki, & Anshori, M. S. (2021). Analisis makna pesan motivasi dalam lirik lagu kpop BTS answer: Love myself. *Kaganga Komunika: Journal of Communication Science*, 3(1), 69–81.
- Morissan. (2013). *Teori komunikasi individu hingga massa*. Kencana Prenada Media.
- Mukarromah, L., Nuqul, F. L. (2014). Dinamika psikologis pada pelaku percobaan bunuh diri. *Jurnal Psikoislamika*, 11(2), 31–36.
- Mutiah, D. (2021). Kembali digandeng UNICEF, BTS kini suarakan love myself untuk setop kekerasan pada anak. *Liputan 6*. <https://www.liputan6.com/lifestyle/read/4498944/kembali-digandeng-unicef-bts-kini-suarakan-love-myself-untuk-setop-kekerasan-pada-anak>
- Mutiwasekwa, S. L. (2019). *Self-Love*. Psychology Today.
- Nathaniel, A., & Sannie, A. W. (2018). Analisis semiotika makna kesendirian pada lirik lagu “ruang sendiri” karya Tulus. *Semiotika: Jurnal Ilmu Sastra dan Linguistik*, 19(2), 107–117.
- Nugraha, R. P. (2016). Konstruksi nilai-nilai nasionalisme dalam lirik lagu (Analisis semiotika Ferdinand de Saussure pada lirik lagu “bendera”). *Jurnal Ilmu Ekonomi Dan Sosial*, 5(3), 290–303.
- Prasetya, A. B. (2019). *Analisis semiotika film dan komunikasi*. Intrans Publishing.
- Rakhmat, J. (2013). *Psikologi komunikasi* (29th ed.). PT Remaja Rosdakarya.
- Ramadhiani, S. N., & Pramonojati, T. A. (2021). Makna motivasi pada lirik lagu “merakit” karya Yura Yunita (Studi semiotika Ferdinand de Saussure). *E-Proceeding of Management*, 8(1), 548–560.
- Safira, B. A., & Badaruddin, M. (2021). Cyber traveling and cinematic reality: Experiences of the k-drama fans. *Journal Communication Spectrum*, 11(1), 84–94. <https://doi.org/10.36782/jcs.v11i1.2150>
- Setyanti, C. A. (2021). Masuk nominasi Grammy Awards 2021, BTS cetak sejarah. *CNN Indonesia*. <https://www.cnnindonesia.com/hiburan/20201125015515-227-574053/masuk-nominasi-grammy-awards-2021-bts-cetak-sejarah>
- Winduwati, S. (2012). Representasi seks bebas pada lirik lagu dangdut (Analisis semiotika Saussure pada lirik lagu “cinta satu malam”). *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni*, 1(2), 346–359.
- Yulianti, M. S. (2015). Komunikasi musik: Pesan nilai-nilai cinta dalam lagu Indonesia. *Jurnal Ilmu Komunikasi*, 12(2). <https://doi.org/10.24002/jik.v12i2.470>