

BILINGUALISM AS THE KEY TO SUCCESS: A CASE STUDY OF JENNIE KIM AS A MULTITALENT FIGURE

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ABSTRAK

The results of this research concluded that language as a means of communication is important for conveying thoughts, ideas, and feelings in society. In a global context, English functions as a medium that enhances intercultural interaction. Bilingualism, the ability to use two languages, has become an important phenomenon in the 21st century, especially in the entertainment world. The results obtained from this study indicate that bilingualism plays a role in celebrity careers, focusing on Jennie Kim. Jennie's bilingualism has led Jennie to obtain many great opportunities in her career and enhance her creativity and professional image as a celebrity. With strong language skills, Jennie has successfully collaborated with famous brands and international artists, and participated in major projects. This study uses a descriptive qualitative approach to explore the impact of bilingualism in the entertainment context, showing that good language skills greatly contribute to career success in this era of globalization.

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INTRODUCTION

Language in general definition is a communication tool used to convey thoughts, ideas, information, and feelings between individuals in a group or society. Language is an important element in human life, language is used as a means of human communication so that humans can interact with other humans (Titi Puspa, et al., 2023). Language can also be interpreted as a communication tool used by humans in everyday life. Language can be

in the form of writing or non-verbal symbols that have been agreed upon by previous people. Language in human life is considered very crucial and has its own uses. Language can be said to be a tool needed by humans all over the world. It can be said that language and humans are one inseparable unit (Almatadya Marinda, Yuniseffendri, 2024). Language is considered a tool and its uses are very much needed by all humans, so that the

existence of language itself as a communication tool becomes very essential. The language that is often considered the unifying language of various people around the world is English. English, which is said to be an international language, actually has or plays a very important role in communication.

In the 21st century, language developments affect several elements, including developments in technology, information, communication, and entertainment. Bilingualism is one of the phenomena that occurred in the 21st century. Bilingualism is a result obtained from the interaction of two people who have differences in language (Nurhayati, 2021). Bilingualism in the general definition can be said to be the ability that a person has to be able to use two languages actively in everyday communication. Bilingualism can occur due to various contexts, namely social, cultural, educational, and involves the ability to speak for different levels of understanding. Bilingualism cannot be said to be the same as a whole. This is because bilingualism has its own types. Individuals who are able to master both languages with the same level of skill in speaking, listening, reading, and writing. This bilingualism is called balanced bilingualism, where both languages can be used effectively in various situations and conditions. As for dominant bilingualism, where individuals are more proficient in only one language. This bilingualism usually makes one language the

primary language that is used very often, while the other language is only used in certain contexts. Bilingualism that is acquired from an early age, usually in a family environment or community environment that uses two languages, is called early bilingualism. Additive bilingualism is the ability of bilingualism possessed by individuals where the individual masters a second language without sacrificing the first language.

Bilingualism in the context of the entertainment world, especially for someone who works as a global singer, is of course one of the very functional elements for the singer himself. According to (Sari and Aminatun, 2020) many people have used English as a support for their life goals. They consider English to be very functional so they believe that by mastering English, some problems can be solved. English itself is very essential for every human being who lives in the era of globalization like today. An era where English is one of the keys to success and helps humans to make their lives easier. The ability to speak English can help people compete with others, this makes people who are good at English get additional value (Susi, 2024). This also applies to global singers, singers who have the ability to speak more than one language are considered attractive.

This article discusses the analysis of the role of bilingualism in the entertainment world, especially in the world of kpop. Kpop

is a term that comes from the Korean wave, which is a type of popular music in South Korea, which has a fast and energetic tempo which includes modern dance (Annisa Nurul Puspawati and Susi Yunanti, 2024). Bilingualism itself has a very crucial role in shaping the abilities of a singer on the international stage. Bilingualism has become a phenomenon that has been experienced by many global kpop singers, including BLACKPINK member Jennie Kim. Jennie Kim's bilingualism has played a very important role in the success of Jennie Kim's career as a global kpop singer. Jennie Kim's ability to speak Korean and English has opened up huge opportunities which also increase Jennie Kim's creativity, and bilingualism has been able to build a professional image as a celebrity.

Bilingualism skills in kpop singers who are not of mixed blood are very difficult to find. The accents of Asians, especially South Koreans, are of course very different from native speakers. Unlike other kpop singers, this member of the BLACKPINK group has excellent bilingualism skills. Although Jennie Kim is not of mixed blood like other kpop singers who are fluent in English because most of them are of mixed blood. Jennie Kim's bilingualism skills were obtained because as a child she often traveled to countries that use English.

Based on the background that has been explained above, it can be formulated that the

problem is that bilingualism has a role in several elements, one of which is a very important role in the entertainment world. The data sources that will be used in this study are previous documents that are relevant to the research to be carried out.

The first relevant study conducted by Almadatya Marinda & Yuniseffendri (2024) with the research title "Analysis of Top Artist Bilingualism in the Podcast 'Is studying abroad necessary?': Sociolinguistic Study". The results of this study explain that a person does not only have one language that is used to communicate with each other, more than one language can be spoken in one sentence. This proves that bilingualism is very much needed and has an influence on both artists. This study uses a qualitative descriptive method. Qualitative research is a study that is carried out by understanding a phenomenon that exists in primary data which is then described using words with a natural method (Moleong, 2014). The data collection technique used in this study is to use the listening and recording technique. The listening and note-taking technique in this study was carried out by listening to the podcast 'Is it necessary to study abroad?'

The second relevant study was conducted by Sinta Wati and Sinta Rosalina (2023) with the research title "Analysis of Bilingualism in Indonesian Language and Literature Education Students 6D at Singaperbangsa University, Karawang". This

study uses a qualitative approach method with descriptive analysis. The subjects of this study were Indonesian language and literature education students 6D at Singaperbangsa University, Karawang. The data obtained in this study were in the form of voice recordings and observations. The results of this study show that the forms of speech in students are very diverse. In relation to the concept of bilingualism, it is not necessary to use both languages, but it is sufficient to know the two languages. The results of this study assume that establishing familiarity is very important to obtain bilingualism. Relevant research between the first and second studies both discuss bilingualism, but there are differences in the objects of research and the objects of study carried out where the first relevant study uses notes, while the second relevant study uses recordings.

RESEARCH METHOD

The data collection technique used in this study is the Library Research technique, using the data collection method used in this study, namely: 1). By reviewing magazines, content on the TikTok application, online news, and other supporting documents. 2). The sample in this study is Jennie Kim who is also a case study in this study. The data analysis technique used in this study is qualitative data analysis. The qualitative method is a research method carried out to examine an object/phenomenon by collecting

data sources purposively, this data analysis can be qualitative inductive and the results of descriptive research show a picture of the analysis data (Sugiyono, 2018). This type of research is included in descriptive qualitative research with library research data collection, namely this library data collection technique is a data collection process carried out by collecting information and data with the help of various materials both in the library and the internet such as reference books, research results related to the problem to be solved (Rita Kumalasari, 2021). Thus, library research is a type of research whose research process focuses on aspects of collecting in-depth information from various existing literature such as books, notes, magazines, journals, and supporting documents, even videos and content related to the object being studied. Library research data collection techniques do not require field research. Library research is a method of reviewing text as its main element.

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RESULT AND DISCUSSION

Sociolinguistics is a combination of sociology and linguistics. Sociolinguistics is a science that discusses and develops theories regarding the relationship between society and language (Rosfazila Binti Abd Rahman & Abdul Razif Bin Zaini, 2020). In sociolinguistics there are several interesting aspects, one of which is bilingualism.

Jennie Kim's Bilingualism

Jennie Kim's bilingualism is the ability to speak more than one language, including Korean, Japanese, and English. In several interviews and events in various countries attended by Jennie Kim, her bilingualism can be seen when Jennie Kim speaks to answer several questions asked by the interviewer. One of the interviews conducted by Jennie Kim was in an ELLE magazine interview in 2022 where Jennie was able to answer several questions clearly and fluently in English. Here are some questions asked by ELLE to Jennie: "When do you feel most creative" Jennie answered frankly "I feel creative every day, when I do anything. But recently I felt creative when working on an album for BLACKPINK, namely the BORN PINK album. Hangout with members

and Teddy ". Another interview conducted by Jennie Kim in Korean was at the event 'Apartment 404' Jennie, who is a native South Korean citizen, is of course very proficient in Korean. In addition, Jennie at the BLACKPINK concert in Korea was able to actively communicate with fans without any obstacles. Jennie's bilingualism in Japanese can also be seen from several concerts she has performed there. Jennie can fluently greet Japanese fans at her concert.

The Impact of Bilingualism on Jennie's Career

Bilingualism in Jennie's career as a celebrity brings many advantages in various ways. Jennie's bilingual ability has succeeded in bringing Jennie to the international market. This can be seen from several collaborations with famous brands such as Chanel. Jennie started her contract with the brand in 2017 until now. This shows that Jennie has an appeal that makes Chanel make Jennie's contract very long. Jennie's bilingualism certainly cannot be denied in contributing while Jennie was the Brand Ambassador of the brand. Jennie can easily communicate with related parties. In several events held by Chanel, where Jennie was present as a representative of the brand. Jennie's bilingual ability helps to understand some of the questions asked by journalists during the event. Apart from Chanel, the brand that collaborates with Jennie is Calvin Klein. Jennie made her debut as Calvin Klein's Brand

Ambassador in May 2023. Jennie appeared in a campaign themed 'Calvins or Nothing'. No different from the event held by the Chanel brand, Jennie was easily able to understand all the questions asked by journalists regarding the Calvin Klein brand that had contracted her. In the interview, Jennie talked about her personality. Jennie said 'Well, everyone who knows me will agree with me that when I am off stage I am very shy and quiet, maybe. But yeah, that disappears when I am on stage. There is this BLACKPINK Jennie mode that I put on'. From Jennie's confident statement in English, which made reporters even more interested in asking further questions. Jennie also managed to attract the attention of Porsche. Porsche is known to come from abroad, allowing Jennie to answer interview questions asked by Porsche. Of course, the interview will be conducted using English. From several examples that have been explained above, the role of bilingualism makes it very easy for Jennie as a celebrity to conduct interviews and visit events that require English language skills. This can also make it easier for Jennie to communicate without the help of a translator. Making the interview feel more alive because of Jennie's bilingual abilities.

Bilingualism also plays a role in helping Jennie to do big collaborations with some of the world's famous celebrities. Celebrities who collaborate with Jennie

include Dua Lipa. Dua Lipa not only collaborated with Jennie alone, but collaborated with all members of BLACKPINK. The collaboration was carried out in 2018. The collaboration was to sing a song titled 'Kiss and Make Up'. Jennie's bilingualism ability certainly played an active role in communicating with Dua Lipa in order to create an extraordinary performance. In addition to Dua Lipa, Selena Gomez also collaborated with BLACKPINK in 2020. The two singers performed and sang a song titled 'Ice Cream'. During this collaboration, BLACKPINK and Selena Gomez made a video call where both expressed their gratitude for this collaboration. Selena Gomez, who is a singer from Texas, of course can only speak English. When making the video call, Jennie, who has bilingual skills, was needed to communicate and answer all questions asked by Selena. Jennie also made her Hollywood debut by playing a role in a series made by HBO. HBO is an American television network owned by Warner Bros. The series starring Jennie also stars Lily-Rose Depp, The Weeknd, Rachel Sennott, Suzanna Son, Troye Sivan, Hari Nef, Sophie Mudd, Moses Sumney, Hank Azaria, Jane Adams, Dan Levy. Eli Roth, Da'Vine Joy Randolph. Alexandra Nikifotova, Aleksey Yarovenko, Melanie Liburd, Anastasia Tyunina, Olga Kuzmina, Dmitri Labush, Yuriy, Itskov, Egor Bakulin, Vladimir Maslakov, Olga Belyavskaya, and Kimberly Hunt. The series

starring Jennie is titled *The Idol* which was released in 2023. This English-language series certainly requires Jennie to memorize English scripts. Jennie's bilingual ability makes it easy for Jennie to memorize and play the role well.

Jennie's bilingual ability is an open secret that is known to everyone. Global stars employ specialized tactics to cultivate a positive public image, emphasizing authenticity and active engagement to foster intimate connections with their fan base, as noted (Tofani, 2023). Talking about English, of course the interesting thing that always gets attention is the accent used by the speaker. This also applies to Jennie. Fans know Jennie who is fluent in English with a New Zealand accent, better known as the kiwi accent. The kiwi accent is a vowel in New Zealand that is often spoken in a more relaxed and open manner.

CONCLUSION

This research confirms that bilingualism plays a very crucial role in the success of a singer's career, especially in the K-pop industry which is increasingly global today. Through analysis of Jennie Kim's bilingual skills, it was found that her proficiency in Korean, Japanese and English not only broadened her reach in the international market, but also increased her appeal and creativity as a celebrity. The bilingual implications of these findings show

that language has a very functional role for life in the world of entertainment. By mastering bilingualism, someone, especially someone who works as a celebrity, has a significant competitive advantage in various fields, including entertainment and international communications.

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