Analysis of self-healing reception to the song Beautiful by NCT

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ABSTRACT

Keywords

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Social media is an online forum for interaction, collaboration, and self-expression. Social institutions, systems, values, behavior, and attitudes change as social relations change. All levels of society feel this change, especially teens in transition. This transition makes teens want to find and try something new to discover themselves. Indonesian sociologists estimate that 4.2% of students have considered suicide. Academics, bullying, family, and economic issues also cause teen depression and suicidal thoughts. Recently, many people have discussed mental health. The self-healing method heals wounds. Music is an easy self-healing method. This therapy achieves relief from anxiety and stress. This research uses qualitative analysis with Stuart Hall's reception analysis method, which divides the encoding-decoding process into three positions to determine listeners' reception of Beautiful—hegemonic readers who accept the song's content without resistance. Negotiated Position or negotiation audience may accept the dominant ideology but sometimes resist. Listeners who reject the message are called opposition readers.

1. Introduction

Communication is a fundamental process that involves the exchange of messages between a sender and a recipient, either through direct interaction or with the assistance of an intermediary. According to the *Kamus Besar Bahasa Indonesia* (KBBI), communication is defined as the exchange of messages and information between individuals, wherein the sender aims to ensure that the intended message or news is comprehended by the recipient. Harold Laswell, a renowned American political scientist, has articulated a framework encompassing five crucial elements that underpin the process of communication. These elements include the communicator's intention to convey a specific message, the selection of an appropriate channel or medium for transmission, the identification of the intended recipients of the message, and the anticipation of the resultant effect or feedback (Samsi, 2021).

In contrast to Lasswell's perspective, Theodorson and Thedorson (1969) posit that communication is a dynamic process that involves intentional transmission of symbols to individuals, with the purpose of conveying messages that are subsequently interpreted. In summary, communication can be defined as a dynamic process through which an individual or a group of individuals transmit a message (Hakim & Rukmanasari, 2023). The advancement of technology is accompanied by a significant transformation in communication media. The evolution of communication methods can be traced from direct face-to-face interactions, where messages were conveyed in person, to the utilization of microphones for addressing large audiences, followed by the dissemination of information through newspapers, and finally, the widespread adoption of social media across various platforms.

The process of digitalization is using computers and other digital tools in daily life. Nowadays, everyone uses devices such as mobile phones or laptops to access the internet and even social media (Efendi, 2023). Social media refers to a digital platform or website that facilitates interpersonal relationships, collaboration, and self-expression, allowing individuals to maintain connections. Social

connection, both online and offline, to one other. Individuals can communicate with others through social media platforms, regardless of their geographical location. There are also different ways to interact on social media, such as exchanging messages with audiovisuals (Setiadi, 2016).

This digitization led to the rise of a screen culture that makes social interactions bigger or better. APJII did a survey in 2022 that shows 99.16% of internet users are between the ages of 13 and 18. Then there was 98.64% between the ages of 19 and 34 (Hermawansyah, 2022). From what we have seen so far, not only adults use the internet; kids have been hooked on it since they were very young. Child development researchers say that teens need to express themselves as a way to figure out who they are. With social media like Instagram, TikTok, X, and others, it is easy for this generation to meet these needs (Efendi, 2023).

Ultimately, the use of social media by adolescents results in additional negative consequences, such as diminished self-esteem and insecurity. This case is caused by social media usage, including flexing, lifestyle, and specific accomplishments. As a result, teens frequently conflate their own lives with those of individuals who are opposite to them (Pancarani, 2021). One who experiences this extreme sense of insecurity may be adversely affected by it (Yusri, 2023).

Engaging in self-comparisons with the lives of others automatically causes a sense of insecurity or diminished self-assurance. This particular emotional state signifies a sense of insecurity and anxiety. Individuals may experience feelings of distrust and a sense of inferiority, leading to discomfort and a perception of being inferior. Melanie Greenberg identifies three factors that contribute to feelings of insecurity: the experience of failure or responses triggered by rejection, a deficiency in self-confidence stemming from heightened anxiety surrounding social interactions, and a compulsion to attain perfection. According to the study conducted by (Qatrunnada et al., 2022).

An increase in this feeling of insecurity can result in negative effects for all individuals impacted, including those who are associated with mental disorders like depression and stress. According to Christian Keeling (Yusri, 2023), there is an annual increase of 10-20% in the prevalence of depression among teenagers. In addition, the World Health Organization (WHO) has reported that a global population of 300 million individuals suffer from depression, with 15.6 million cases originating from Indonesia in the year 2019.

Based on findings from the Indonesia National Adolescent Mental Health Survey (I-NAMHS), it has been determined that approximately 33% of adolescents in Indonesia, aged between 10 and 17 years, encounter mental health issues. According to (Gloria, 2022), the prevalence of mental disorders among adolescents within the past year was found to be 5%. According to findings from a sociologist, a notable proportion of 4.2% of students in Indonesia have contemplated suicide. Among university students, approximately 6.9% exhibit suicidal ideation. The occurrence of suicidal ideation and depression among adolescents can be attributed to various factors, including academic pressures, instances of bullying, familial influences, and economic challenges (Rachmawati, 2020)

In contemporary society, individuals are increasingly encouraged to engage in self-healing practices as a means of addressing and resolving internal wounds stemming from diverse sources (Muhammad et al., 2022). According to the research conducted by Bahrien and Ardianty self-healing refers to an inherent mechanism through which individuals are able to facilitate their healing process in a specific manner. Music is one of the methods employed to attain inner peace and facilitate emotional healing. According to (Andhayani et al., 2023) music frequently serves as a means to alleviate fatigue, seek entertainment, or alleviate stress.

According to (Purwa, 2019), music serves as both an instrument for artistic expression and a means of communicating with listeners or the larger community. Originally, music was only utilized for ritualistic worship of the creator, but over time, its purpose has become more and more diverse. Songs are now used for more than just entertainment; they can also be used to treat medical conditions (Ramadhani & Lailin, 2020).

Music plays a significant role in the field of art, as it possesses the ability to effectively communicate messages and induce a sense of peace in its listeners. The unique character that comes with each genre of music encourages enthusiasts to employ these compositions as a substitute for personal therapeutic procedures. Music serves as a medium that allows music creators and singers to

communicate with the listening audience. Meyer (Erisman, 2020) asserts that music serves as a means of emotional communication, facilitating a process of self-healing for individuals.

This study aims to examine the song "Beautiful" by NCT through a comprehensive analysis of its reception, employing Stuart Hall's theory of encoding-decoding. Reception analysis is an academic inquiry that focuses on the interpretation and dissemination of messages to the intended audience. The purpose of this analytical technique is to comprehend the intended communication of the sender to the recipient or audience, with the goal of generating a message that is likely to be accepted or adhered to.

This study will examine the role of songs as a mass communication medium through which singers convey messages to their listeners. The understanding of the song's meaning can be subject to multiple perspectives among audiences. The objective of this study is to analyze the perception of listeners towards the song "Beautiful" performed by a group of performers NCT U. Specifically, researchers seek to find out how individuals interpret the song, considering its potential as a form of entertainment as well as its capacity to serve as a medium for emotional healing or self-recovery.

2. Method

Sugiyono (2013) describes qualitative research as a process that refers to a scientific background by positioning humans as research instruments or tools. The final results of the research will be the results of the analysis of the research. It is stated in the book Quantitative, Qualitative, and R&D Alfabeta Research Methods (Sugiyono, 2013). Another perspective asserts that qualitative research seeks to investigate or comprehend phenomena that manifest within the subjects under study. The examples refer to various aspects, such as behavior, meaning, and actions, which are approached from a holistic perspective. These examples are presented in a narrative format within a specific natural context, as discussed (Ghassani & Nugroho, 2019).

In order to solve a problem, this research employs a descriptive qualitative method, which is defined as a process that involves examining, characterizing, and illustrating the state of the subject or object of study using data that can be seen in the field (Santoso, 2021). In the present investigation, reception analysis was employed. The concept of reception includes the process by which the audience assigns significance to the impressions that are presented or conveyed. Fiske defines reception studies as the process in which the public or audience actively engages in the interpretation of the message conveyed by the communicator or messenger (Ramadhini, 2023).

According to Stuart Hall, reception analysis posits that the audience assumes the role of meaning producer. This implies that the audience actively generates meaning rather than passively consuming media solely for entertainment purposes. The interpretation of a given meaning by the audience varies based on their socio-cultural conditions, educational background, and personal experiences (Fathurizki & Malau, 2018)

The present study aims to ascertain the interpretation of messages received by the audience through the utilization of qualitative research methodologies. This approach has been chosen due to its capacity to gather comprehensive information from informants or respondents (Sari, 2023). Encoding is a process performed by the sender or communicator wherein ideas are transformed into a format that the recipient or communicant can comprehend. In the context of communication, decoding refers to the process of interpreting messages in order to derive meaning that is comprehensible to the intended recipient.

Researchers selected ten individuals for this study using a technique of purposive sampling in accordance with the following criteria: 1) Female or male. 2) 16 to 23 years of age. 3) Are familiar with the Beautiful song by NCT. Literature reviews that aid in the preparation of the research and standardized open-ended interviews with flexible yet standardized questions are employed as data collection methods in this study. The literature review incorporates scholarly journals, news websites, K-pop, and other relevant sources (Hamdani, 2020).

3. Results and Discussion

3.1. Stuart Hall Reception Analysis

Following an assortment of collaborative interviews, the researchers engaged with a cohort of ten informants, observing specific age criteria ranging from 16 to 23 years. It was observed that a significant number of five individuals expressed a strong affinity towards NCT. The individuals in question engaged in the act of actively consuming NCT's music, whereas the remaining quintet comprised individuals who were previously unfamiliar with NCT's musical and visual productions, thus experiencing them for the first time. Upon engaging with Stuart Hall's analytical theory of decoding and encoding, the author has obtained the subsequent findings:

1. Dominant Hegemonic

During this phase, the connotative interpretation of the audience's understanding or reception of the message takes place. This implies that the audience will receive meaning from the message conveyed after consuming its content. This study aims to look into the subjective meaning of audience acceptance towards songs performed by singers. In this specific instance, individuals who neither reject nor completely agree with the content of the song, and who are not demonstrating resistance, are commonly referred to as dominant reader positions.

The findings obtained from interviews collected by researchers with informants who identify as fans of NCT, regarding their perceptions of the lyrics and content of the song "Beautiful," are presented below:

> *"I felt more open to myself, aware of my abilities, loving myself, and never giving up when I heard and saw what the song lyrics meant. This song always makes us reflect on how different every person's role is. Sometimes, something that's in us might not be in them, too. So I don't have to be envious of what other people have done." (Informant I)*

> *"The song came out for me in 2021. Prior to that song came out, I had a lot of failures in my life. It really helped me get back up, get excited, and feel confident again." (informant II)*

> *"In my opinion, because of this song, I feel relaxed because the song has meaning for us to be more ourselves." (Informant III)*

> *"Through its lyrics, this song sends a clear message of motivation and support. This song makes me feel calm because it talks about a beautiful life, as the title suggests." (Informant IV)*

> *"When I listened to this song, I felt happy, from the tune to the lyrics, it was nice to hear." (Informant V)*

NCT shows a message through their song, focusing on the importance of avoiding loneliness and recognizing that each individual possesses an individual story and path. In addition, NCT has expressed that this particular song is intended to deliver positive and energizing simple terms, thus giving entertainment and encouraging a sense of improved well-being among their listeners and fans. Following that, the thought comprises the perspectives of multiple informants regarding their emotional responses upon listening to the aforementioned musical composition:

> *"From my perspective, the message that NCT effectively communicated was noticeable. Two points are the most crucial. Starting with, every individual possesses a unique color. Thus, each individual shows a unique aspect of beauty. Secondly, avoid making comparisons to others. Additionally, we should avoid comparing ourselves to others, as each individual has unique goals." (Informant VI)*

> *"After I heard the song Beautiful and I saw the meaning, it really came across so much that it made me feel comfortable and relieved." (informant VII)*

> *"After I listened to this song, I felt even better because the meaning was delivered, so I felt relieved." (Informant VIII)*

According to the findings of these interviews, each of the people who provided this information believed that what NCT intended to convey through the song Beautiful was successful in doing so. The meaning of NCT's songs was also easily understood by the informants, which had a relieving and

calming effect. Not only do non-Kpop fans enjoy listening to this song, but NCT fans also hear it frequently. Eight informants who participated in the interview process stated that listening to the song Beautiful had a positive impact on them and could help them feel less insecure and anxious.

Also, the informant said the following in response to the researcher's question about their feelings after listening to the song Beautiful:

"I feel like I'm recharging my inner strength and that the song makes me calmer because of its deep lyrics and positive delivery." (Informant I)

"This song could help you de-stress if you're feeling down or confused. with a happy cadence and beat." (Informant II)

"As a listener, I truly connect with this song. In addition, the music video features images that speak to us today—how someone is overcoming anxiety by realizing their dreams. Then, how does this song also let listeners know that, even though we will all have our own paths and share in success, there's no reason to feel depressed or inferior when we see the accomplishments of others." (Informant III)

"This song has been heard a lot, and each time I listen to it, I get moved. When I'm feeling depressed or hopeless, this song truly helps." (Informant IV)

Analysts were able to figure out that the informants were able to experience the feelings that NCT was trying to get throughout the song Beautiful based on the four responses they delivered. It can be concluded by researchers that these eight informants are in a position of Dominant Hegemony, meaning they are able to accept the meaning that NCT conveys and do not reject what they hear in their music videos.

2. Negotiated Postition

During this phase, the communicator formulates a message; however, it differs significantly from the perspective of the dominant reader who receives it. The negotiating reader's position will be to investigate the song's meaning in greater depth. In other words, the message's recipient will create their interpretation of what is said. The audience will thus accept the prevailing ideology, with the possible exception of specific situations where it will be rejected or where it is going to need to conform to particular local cultural norms or beliefs (Khasanah & Kusuma, 2023). Furthermore, this creates an atmosphere where the messages propagated by the media can be compromised, as exemplified by the present study in which songs serve as a means of individual self-healing. In interviews with informants, researchers found the following results:

"At first, it may have been because it contradicted my emotions; therefore, I may have felt normal upon hearing this song. "Perhaps they (NCT) have communicated their message, even though I have yet to develop an emotional connection with them." (IX Informant)

"It does not reduce your burden, it just makes you feel a little better; it's like someone is cheering you up" (X Informant)

The responses, as mentioned earlier, indicate that both of these sources are receptive to the message expressed in the song Beautiful. Nevertheless, each holds a unique perspective regarding the procedure of acknowledging the self-healing nature of song meanings.

3. Opposittional Position

At this point, the communication is about the communicator's literal and implicit meaning to the recipient of the message. However, there will also be a rejection of the message in the opposite or contradictory way. As a result, the audience will reject the message's interpretation and will instead choose to hear it from themselves. Ten informants were interviewed, and neither oppositional positions nor rejection responses to the songs that NCT presented were mentioned. During ten informant interviews, neither oppositional positions nor rejection responses to the songs presented by NCT were identified.

3.2. Create a Discussion

The members of NCT 2021 stated in a live interview on December 14, 2021, that the lyrics of their final track serve as a reminder to all those who are exhausted and broken of their individuality and worth. They advised their international fan base to never give up on pursuing their goals. Furthermore, this song shares a positive sentiment with its audience.

This beautiful song shows a number of sincere messages, including the following: each individual is unique and possesses distinctive qualities; stay away from comparing our personal trajectories to those of others; acknowledge and value the companionship of those in our immediate vicinity; avoid fixating too heavily on past shortcomings; and strive to appreciate the modest qualities that reside within us (Putri, 2023).

Self-healing refers to the phenomenon of wound recovery facilitated by introspective practices, including meditation, exercise, surrendering to a higher power, and introspection (Khasanah & Kusuma, 2023). The objective of self-healing is to develop self-awareness and create constructive cognitive patterns. One approach to achieving this goal involves engaging with preferred musical compositions. Listening to music has been proposed as a potential alternative method for regulating emotions or mood (Muhammad et al., 2022). According to Firmansyah (2022), music has the potential to induce psychological relaxation, alleviate stress, foster a sense of comfort and happiness, as well as serve as a diversion from pain and sorrow (Firmansyah, 2022). As informed source II previously stated, this song assisted him in regaining confidence and motivation following adversity. Informants VII and VIII similarly expressed a sense of comfort and relief subsequent to their experience of listening to the song Beautiful.

There has been a persistent upward trend in the incidence of suicides attributed to depression or other mental health disorders in recent times. For instance, a female student of 18 years of age committed suicide on October 2, 2023, attributing her decision to depression. Furthermore, for psychological reasons, an 18-year-old student also made the decision to terminate his life Implementing this self-healing process is crucial in pursuit of individual mental well-being, in light of this phenomenon. Self-healing is predicated on the notion that the human body is capable of repairing and curing itself through specific inherent mechanisms (Abraham et al., 2022).

A human being requires music on a daily basis for amusement or emotional comfort, as it can induce feelings of joy that are transmitted by the brain and subsequently accompanied by a rhythmic heartbeat that generates a sense of ease. The listener's stress levels may be alleviated by these positive emotions (Firmansyah, 2022).

Adolescence describes a developmental phase characterized by the transition from childhood to adulthood. Teenagers is a period characterized by numerous transformations that individuals undergo. Starting from alterations in the domains of physical, psychological, or social existence. In addition, teenagers is characterized by a pronounced sense of curiosity, leading teenagers to frequently seek opportunities for exploration and knowledge acquisition. This phenomenon gives rise to a range of predominant emotions, including but not limited to sadness and happiness. The experience of sadness frequently emerges and subsequently serves as a catalyst for the manifestation of depressive disorders in individuals (Naswariski, 2021).

Fundamentally, music is a manifestation of the cognitive faculties of the human intellect. Consequently, the vibrational components of amplitude, frequency, and duration within music are subsequently processed by the human cognitive faculties and translated into perceptual attributes such as tone, harmony, timbre, dynamics, and tempo (Djohan, 2020). According to the testimonies provided by informants I and IV, it has been observed that they have derived positive insights from the lyrical content of the song entitled "Beautiful." The song elicited positive emotions in the two informants, resulting in a sense of self-disclosure and increased motivation. During an interview with informant V, it was conveyed that the song Beautiful evoked a sense of self-worth and tranquility due to its tone and soothing rhythm. As a result, eight of the ten informants that the researchers spoke with reported that the song Beautiful had the ability to heal them on its own.

4. Conclusion

Eight out of ten in-depth interviewees provided the same response regarding the song Beautiful by NCT's ability to induce feelings of calmness, positive energy, and relief, according to the presentation of research findings and discussions pertaining to the self-healing reception analysis process for the song Beautiful. Thus, the meaning of the song communicated by NCT is accepted by this hegemonic audience of eight informants who hold a position of power.

However, with their own viewpoints, the remaining two informants occupied the Negotiated position among the audience, though capable of acknowledging the song Beautiful's meaning. Through conducting interviews with the ten informants, the researchers were unable to ascertain the oppositional position. By deriving these conclusions, the researchers established that the NCT track Beautiful elicited in its audience a sense of tranquility, alleviation, and self-aware healing, despite their familiarity with the group.

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