



INTRODUCTION

- **Benito Antonio Martínez Ocasio** (born March 10, 1994), known professionally as Bad Bunny, is a Puerto Rican Reggaeton and Latin Trap who has captivated audiences worldwide with his unique blend of music, fashion choices, and provocative performances.
- Became famous 2016 with his song "Diles", which led to a deal with Hear This Music.

LITERATURE REVIEW

1. **Reggaeton:** Dancehall and reggaeton emerged as a voice to fight against poverty, and racism, inherited a strong rhythmic orientation, commonly termed "riddim" and focused through a combination of misogyny and homophobia (Samponaro 491).
 - a. **Different messages:** "it is acceptable to enjoy the "established" racial music of the past but not the new, unrefined counterpart of the present" (Samponaro 494). This statement argues that one should not associate the music genre of reggaeton with negative influences such as violence or racism just because the lyrics include explicit parts in the song. In other words, listeners should listen to the song based on what message the singer wants the listener to understand.
2. **Bad Bunny's Music Through Sociological Lens:**
 - a. *Serves as a platform for exploring sociological themes and perspectives.*
 - b. His lyrics often *touch upon social issues* such as inequality, identity, and resistance, reflecting broader societal concerns. For instance, "he celebrates resilience in the face of adversity, resonating with sociological discussions on social inequality and community solidarity" (Smith, 2019). His collaboration with artists from diverse cultural backgrounds underscores the interconnectedness of global cultural flows, aligning with theories of globalization and cultural hybridity (García, 2020).
3. **Appearance and Gender Performance:**
 - a. **Fashion:** any cultural element can be read as a language, system of signification and context in which — and in relation to — an element acquires meanings (Di Sandro 2020).
 - i. Bad Bunny's fashion choices challenge traditional gender norms and notions of masculinity. He embrace styles typically associated with femininity, such as wearing nail polish and skirts, reflects a rejection of hegemonic masculinity and an embrace of gender fluidity (Martínez, 2018). Drawing on sociological theories of *gender performativity* (Butler, 1990), Bad Bunny's appearance becomes a form of resistance against rigid gender binaries, inviting his audience to reconsider preconceived notions of gender and identity.
4. **Performance and Cultural Representations:**
 - a. Bad Bunny's performances embody cultural representations that defy simplistic categorizations. Through his music videos, live shows, and public appearances, he challenges stereotypes and offers alternative narratives of Latinx identity. By centering his own experiences and perspectives, he contributes to broader discussions on representation and diversity within the music industry and beyond (Vega, 2021). His performances serve as sites of *cultural production* where complex social dynamics are negotiated and contested, echoing sociological theories of cultural production and consumption (Peterson, 2005).
5. **Impact of Gender Roles and Gender Fluidity:**
 - a. The impact of gender roles, masculinity, and gender fluidity on Bad Bunny is profound. His rejection of traditional *masculinity* and embrace of *gender fluidity* have sparked conversations about gender norms and identity in Latinx communities and beyond (Díaz, 2020). By embodying a more expansive conception of masculinity, Bad Bunny empowers fans to challenge societal expectations and embrace their authentic selves, contributing to broader shifts in cultural attitudes towards gender and identity (Gutiérrez, 2019).
 - b. **Fashion and Gender:** Wearing a mini-skirt, a different, possible scenario could open: despite the feminists fights, sexists people would interpret it as sexual harassment and such discriminating connotation could justified the received violence (Di Sandro 2020). A woman skirt can have various meanings but, different styles also signify different things. Bad Bunny usage the skirt symbol in his song, "Andrea" to show that woman can suffer from discrimination.
6. **Bad Bunny's Songs Analysis:**
 - a. **"El Apagon":**
 - i. **Social Issues:**
 1. Blackouts occurred after Hurricane Maria struck Puerto Rico in 2017
 2. Tourists invading Puerto Rico land
 3. High cost of living which leads to migrating
 - b. **"Andrea":**
 - i. **Social Issues:**
 1. ACLU report Puerto Rico having the highest per capita rate of women over 14 being killed by their partners in the world
 2. Lack of Upward Mobility for women

THEORETICAL FRAMEWORK

1. **George Simmel Theory:** *Fashion in society* represents a way to combine in uniform spheres of activity where it is sought to achieve a trend that leads to *social equalization*. Two forces that act in every social relationship: The individual seeks to join society through imitation and other way is to dissociate ourselves from others and undo the social network through distinction. However, social life is unstable. *Fashion represents our identity*.
2. **West and Zimmerman Theory:** *"Doing gender"* is defined as involving the everyday performance of "a complex of socially guided perceptual and interactional that show expressions of masculine and feminine 'natures.'" When we view gender as an accomplishment, an achieved property of situated behavior, our attention shifts from internal matters to the individual and focuses on interactional and, ultimately, institutional arenas" (p. 126). Primarily focused on understanding how people created gender differences, rather than merely "gender."
Bad Bunny actively disrupts conventional expectations of how men should look, dress, and behave. He challenges and emphasizes the active construction of gender through individual actions and behaviors.
3. **Conflict Theory:** Bad Bunny's protest songs can be explained through the stratification and discrimination that different groups in society have faced throughout history.
4. **Feminist Theory:** *Intersectionality of Gender* with other social categories highlighting the unique challenges faced by marginalized men from various backgrounds (Hooks, 2004). By challenging male gender norms and promoting gender equality, feminists aim to create a society where people of all genders have equal opportunities and are free to express themselves authentically without fear of judgment or discrimination (Connell & Messerschmidt, 2005).
Bad Bunny challenged norms to advocate for more inclusive and free environment for all genders to express himself.

RESEARCH QUESTIONS

1. To what extent is Bad Bunny's influence approved or rejected by society? By sociologist?
2. How has Bad Bunny based his music, appearance, and performance on sociological theories?
3. How have gender roles, masculinity, and gender fluidity impacted Bad Bunny?

Bad Bunny Influence in American Culture

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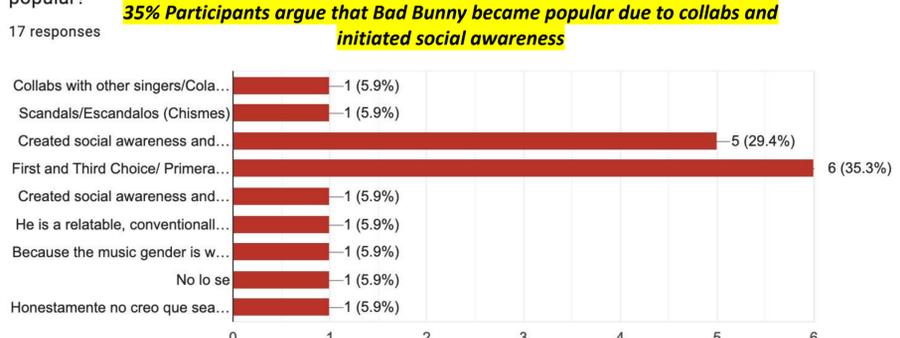
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METHODOLOGY

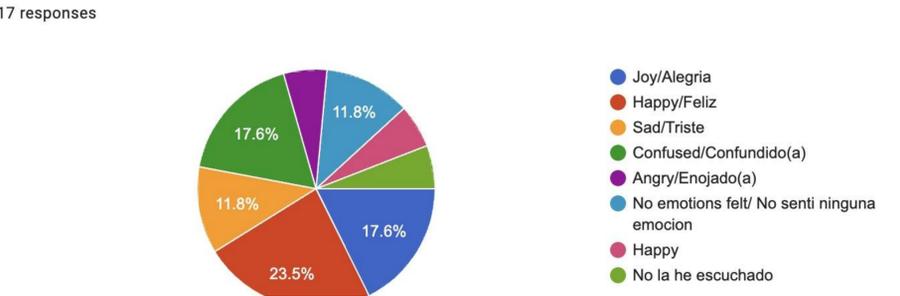
1. **Quantitative Method:** Distribute a survey to learn about participants perception on Bad Bunny's Music and fashion.
2. **Qualitative in depth interview** -A qualitative approach was utilized to learn in-depth about their preferences and reactions of participants on Bad Bunny's Music.

DATA

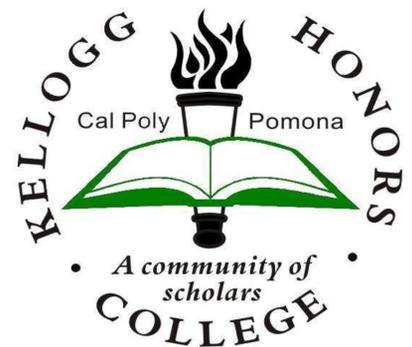
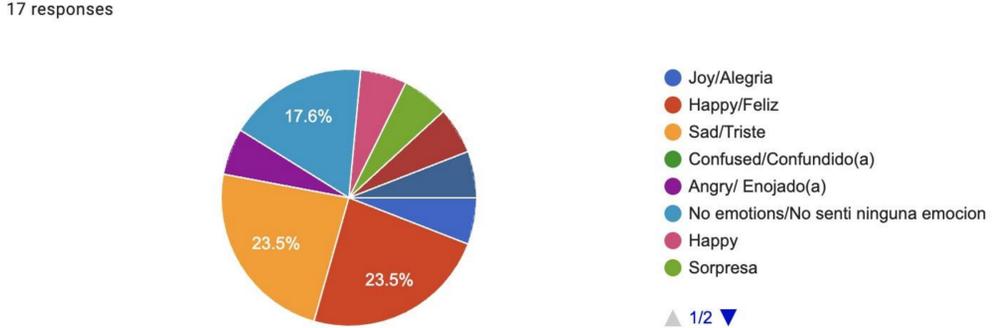
In your personal opinion, why do you think Bad Bunny became the most popular artist?/En tu opinión personal, ¿por qué crees que Bad Bunny se hizo el artista mas popular?



What emotions do you felt when you first listen to the audio only of the song "El Apagon"?// Que emociones sentistes cuando escuchastes el audio unicamente de la cancion del "El Apagon" por primera vez? https://youtu.be/1TCX_Aqzoo4



What emotions did you encounter when watching "El Apagon" official video and documentary?https://youtu.be/1TCX_Aqzoo4

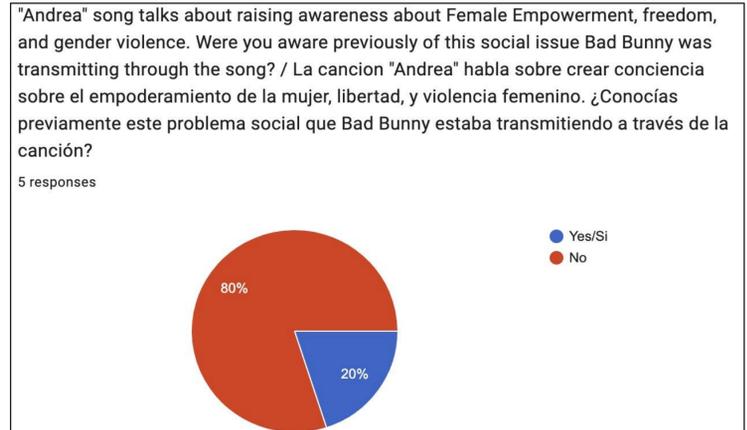


What makes you want to listen to Bad Bunny songs? / ¿Qué te hace querer escuchar las canciones de Bad Bunny?

5 responses

- He makes super good reggaeton beats and makes everything hype, even if the lyrics are sentimental
- The song and the beat and the energy
- El ritmo y pues el género
- the beat and frequency in how much it is played at clubs
- The beat and rhyme

100% of Participants listen to Bad Bunny Music because they like the beats, rhyme, and the frequency of how many times is being played/heard



80% Participants aren't aware of social issues mentioned in the song "Andrea"

DISCUSSION

To some extent, society both approve and reject Bad Bunny. 100% of Participants argue that Bad Bunny appearance is respected and approved because they consider his clothing appearance as << aesthetic, unique, colorful, and detailed >> . 90% of Participants emphasize that Bad Bunny song, "El Apagon" is a serious song that makes awareness about Puerto Rico's social issues and that it is appropriate to dance to in nightclubs, bars, and parties. The other 10% argues that the song should not be appropriate to play in environment of partying because the song talks about serious social issues that Puerto Rico is going through that causes sadness to Puerto Rico's citizens. 40% of Participants felt a mixed of being Happy and Sad when listening to the song, "Andrea".

More than 95% of Participants, argues that at times they reject Bad Bunny because of his use of explicit language and use of overtly sexual themes in his music. Participants reasoning is that the explicit language is music that is not appropriate for minors and childrens to listen.

Bad Bunny advocates for gender equality in where no one is discriminated and everyone is free to express how they want. He also wants to change society gender expectation and norms but, he invoked for people to disagree with him because of his use of explicit language and overtly sexual themes in his songs. While he may not explicitly frame his work in terms of sociological theories, his music, appearance, and performances reflect and contribute to broader sociological discussions about gender, identity, inequality, globalization, and youth culture. Bad Bunny's impact on gender roles, masculinity, and gender fluidity is multifaceted, challenging traditional norms while empowering others to embrace their own identities and expressions. Sociologists will not be in favor or against Bad Bunny due to both wanting to advocate for change. Bad Bunny is successful and expected to be an artist to make history. Future Research should do a Longitudinal Research examining the reasoning why fans love Bad Bunny in a concert setting. Also, explore various nightclubs or concert as to why they played certain Bad Bunny songs over others.

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