

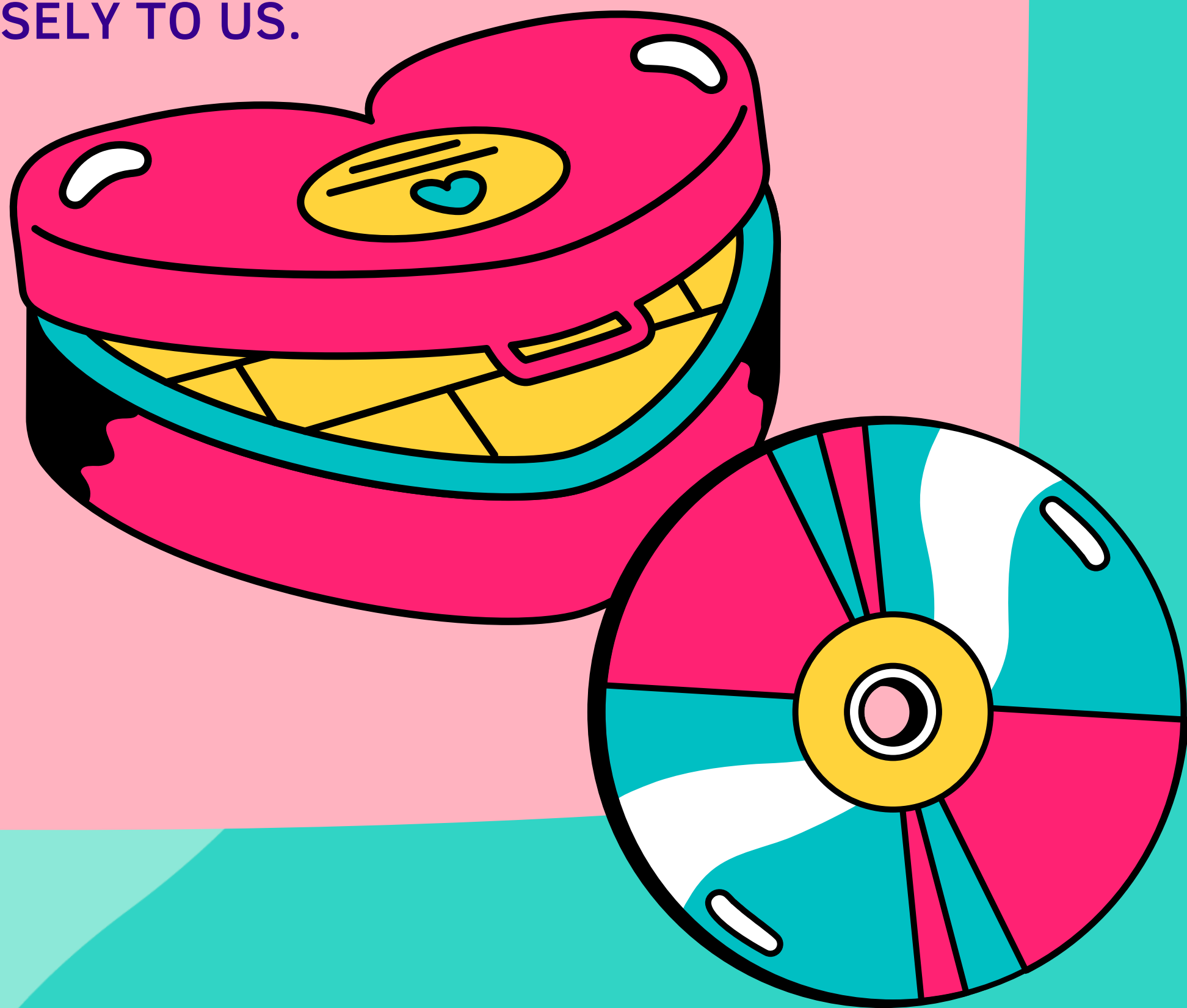


BAD BUNNY

An Influencer Worth Listening To

By German Ortega

IT'S NO QUESTION THAT ARTISTS TODAY HOLD PLATFORMS THAT INFLUENCE HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE GLOBE. MANY FAIL TO REALIZE THE POSITIVE TRAJECTORY THAT THEY CAN PROPEL FOR THEIR AUDIENCE, HENCE FEW TAKE CONTROL OF THEIR PLATFORM FOR THE BETTER. BAD BUNNY IS ONE OF THE FEW ARTISTS THAT USES HIS MUSIC TO RAISE AWARENESS FOR ISSUES AFFECTING VARIOUS MARGINALIZED GROUPS, AND HE REMAINS A PROMINENT FIGURE IN THE MODERN MOVEMENT TO LIVE LIFE TO THE FULLEST. THROUGH HIS MUSICAL LYRICS, INSTAGRAM POSTS, AND SOCIAL ACTIVITIES, BAD BUNNY HAS USED HIS PLATFORM TO ALLOW YOUNG INDIVIDUALS LIKE MYSELF TO FEEL COMFORTABLE DOING THINGS WE LOVE AND ADVOCATING FOR ISSUES THAT RESONATE CLOSELY TO US.



PRIOR TO HIS ALBUM RELEASE, YHLQMDLG (YOHAGO LO QUE ME DA LA GANA) [TRANSLATED TO: I DO WHATEVER I WANT], I IDENTIFIED AS SOMEONE WHO STRUGGLED TO EXPRESS MY VOICE AND, MORE IMPORTANTLY, PURSUE MY OWN PASSIONS. YET, THIS ALBUM WAS THE FIRST PRODUCED BY BAD BUNNY WHERE HE ENCOURAGED HIS AUDIENCE TO LIVE LIFE AS IF THERE WAS NO TOMORROW; THAT IS, TO PERFORM THE THINGS IN LIFE WHICH WE TRULY ENJOY REGARDLESS OF THE CIRCUMSTANCES, CONSEQUENCES, OR SPECULATION OF OTHERS. TIME AND TIME AGAIN, I FELT MYSELF BEING ENCOURAGED TO START GOING OUT MORE WITH FRIENDS, TRYING NEW HOBBIES, AND FORGETTING THE JUDGMENT OF THOSE AROUND ME. I BEGAN TO GAIN THE CONFIDENCE TO EXPRESS MYSELF TO OTHERS AROUND ME AND BEGAN TO RAISE AWARENESS ABOUT ISSUES THAT, LIKE BAD BUNNY, I FELT WERE IMPORTANT TO DISCUSS. FROM PUERTO RICO'S INVOLVEMENT WITH THE U.S, TO WOMEN BEING UNNECESSARILY SEXUALIZED. I ACKNOWLEDGE THE IMPORTANCE OF TALKING ABOUT THESE ISSUES. BAD BUNNY'S PLATFORM HAS ENCOURAGED ME TO BUILD A ROUTINE IN MY LIFE WHERE I FEEL HAPPY, CONFIDENT, AND THRILLED ABOUT EACH DAY. IN FACT, MY MORNING GYM ROUTINE HAS BEGUN TO HELP ME FEEL CONFIDENT IN MY BODY AND STAY FOCUSED ON LIVING A HEALTHY LIFESTYLE. ADDITIONALLY, I BECAME MORE INFORMED WITH ISSUES THAT BAD BUNNY WOULD PROMOTE IN HIS SONGS, WHICH INCLUDE GENDER INCLUSIVITY, RACISM, AND STEREOTYPES REVOLVING AROUND THE LATINX COMMUNITY. THIS ENCOURAGED ME TO TAKE COURSES AT SCHOOL TAILORED TO THESE NEW PASSIONS.

ALL IN ALL, IT IS CLEAR THAT BAD BUNNY HAS PROPELLED A POSITIVE CHANGE IN MY LIFE AND FOR THE LIVES OF MANY OTHERS MY AGE. HIS MUSIC AND PLATFORM IS USED TO ENCOURAGE HIS AUDIENCE TO MAXIMIZE THE OPPORTUNITIES THEY HAVE AND NEVER FORGET ABOUT THE ISSUES THAT AFFECT MARGINALIZED GROUPS. THROUGH HIS SONGS, BAD BUNNY HAS SHAPED THE WAY I LIVE MY LIFE AND THE ACTIVITIES I ENGAGE IN. HIS IMPACT ON ME IS ONE THAT RESONATES WITH ME AND I'M SURE RESONATES WITH OTHERS MY AGE.

