

## SLANG WORD TYPES IN TWO FAMOUS ENGLISH SONGS OF BLACKPINK

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**Abstract:** *The aim of the research is to investigate slang word types in two famous English songs of Blackpink entitled “Ice Cream” and “Bet You Wanna”. A descriptive qualitative method is used in this research. Theory of slang words related to speaker-oriented sociological properties advocated by Mattiello (2008) is applied to analyze the data. The research results showed that there are three types of slang words found namely Debatement with 2 data, Group-and subject-restriction with 22 data, and Secrecy and Privacy with 47 data. In conclusion, we can see here that the most used slang words in two famous English songs of Blackpink entitled “Ice Cream” and “Bet You Wanna” is Secrecy and Privacy.*

**Keywords:** *Slang words, Mattiello, Song, Blackpink.*

## INTRODUCTION

Nowadays language is used vary in communication. One of the most variations of language used today, especially by Gen Z is slang words. *New York Post* website reported that in the US, Google searches for “Gen Z slang” are up 123% and curiosity about “Gen Z words” has increased by 86%, according to data from communication and growth firm Movchan Agency. It showed that many of young people use slang words to communicate in their daily life. Not only in everyday life, slang words are very common to be found in song lyrics today. It can be in many genres of the songs, but Hip Hop and Rap songs are the genre used it very often. According to Melanie W. (2014) slang is a crucial part of every language used by different groups to send a social signal to indicate informality, irreverence or defiance, to add humor or to mark someone’s inclusion in, admiration for or identification... slang is mostly used by the youth so that it is also an important part in the music scene especially in the genre of Hip Hop and Rap music (p.3).

As we know today, Hip Hop and Rap music is very well-known and fond by many people. One of the popular groups which do Hip Hop and Rap music is Blackpink. Blackpink is a South Korean girl group known as the biggest girl group in the world. Blackpink members consist of Jisoo, Jennie, Rose and Lisa. As quoted in Wikipedia website, it is said that Blackpink is exploring themes of self-confidence and female empowerment. Their songs are always be a top song in many countries. In Wikipedia, it is said that Blackpink became one of the Korean female group to enter the UK Single Chart and received a certification in US with “Ddu-Du Ddu-Du” song. Besides, its music video was the first that pass two billion views on YouTube. Blackpink also made a history for becoming the first Asian musicians who have a performing in a Coachella; the biggest music festival in the US. As their popularity becomes increasing, they collaborated with international singers by releasing English songs which also gained lots of attention and awards.

“Ice Cream” and “Bet You Wanna” are the two of Blackpink’s English songs which very famous that collaborated with international singers. In Wikipedia said that “Ice Cream” is a song that Blackpink

collaborated with Selena Gomez—a famous American Singer. Then, “Bet you wanna” is a song that Blackpink collaborated with Cardi B.—a famous American rapper. Those songs are received international recognition for example “Ice Cream” made it to number 13 the US Billboard Hot 100, reached 79.08 million views in its first 24 hours released on YouTube, nominated for Best Collaboration at MTV Europe Music Award, Music Video of 2020 at the People’s Choice Awards, Best K-Pop at the 2021 MTV Video Music Award. Besides, “Bet You Wanna” reached number 4 in Singapore and Malaysia Music Chart, number 14 in South Korea and the top 100 in Australis, Canada, Ireland, Japan, Portugal, the UK and Wallonia. It is clear that those two English songs of Blackpink attract people’s attention. So that, it is the reason this research carried out in those two famous English songs of Blackpink. Besides, if we see the previous researcher related to Blackpink’s songs, the common analysis are about the figurative language in Blackpink songs. As in the following previous researches.

The previous research entitled “Language Style Used in Blackpink’s Song Lyrics “The Album” Records 2020” from M. Jannah, S. Sudirman and Qomar Hanifah A. (2022) focused on the use of language style in Blackpink’s song lyrics of “The Album” records 2020. Their research purposes were to explain types and investigate the dominant type of language style in Blackpink’s song lyrics in “The Album”. The method used in their research is a descriptive qualitative method. The result of their research found that there are 33 types of Rhetorical and Figurative Language Style namely 9 Hyperbole, 1 Litoses, 1 Paradox, 10 Simile, 8 Metaphor, 2 Metonymy and 2 Allegory. The dominant type of language style are Simile, Hyperbole and Metaphor.

Another previous research is research entitled “Metaphors in selected Blackpink’s song lyrics” carried out by M.P. Bernadetta, E.R. Linuwih, and Y. Kurniawan (2023). This research focused on examining metaphors in selected Blackpink song lyrics. The aims of the research are identifying types of metaphor syntactically based on Abdul Wahab theory (1986) and analyzing the metaphorical meanings of selected Blackpink meaning based on Lakoff and Johnson’s source and target theory (1980). The method of the research is a descriptive-qualitative method. The research results showed subjective nominative metaphor, objective nominative metaphor, predicative metaphor and sentences metaphor found in five selected Blackpink song lyrics. Furthermore, the most used metaphor is phrase metaphor, the second is predicative and the third is subjective metaphor. The metaphor found in the research have abstract terms with the real meaning.

The third previous research is “Figurative Language Used in Blackpink Featuring Selena Gomez’s Song Lyric “Ice Cream”; A Discourse Analysis” from S.T. Gunawan, D. Hidayat, A. Alek, and N. Husna (2021). Their research investigated about how figurative language features carry and influence the meaning behind Blackpink -Selena Gomez’s song Ice Cream. The descriptive qualitative method used in this research. The results of their research described that metaphor was the most used figure spotted in the musical discourse with 48%, the second is simile with 28%, hyperbole with 12% and repetition 12%. The result indicated that the song was intended to convey the song lyrics with no real-context meanings which may cause misleading messages of the songs to the listeners if they don’t understand the songs as whole.

The present research has a different focus from the three previous researches above although the present research used the same data which are Blackpink’s songs. The present research investigates the types of slang words sociologically from speaker-oriented properties advocated by Elisa Mattiello in Blackpink’s songs. This is a new one compared to the three previous researches above that investigated figurative language used in the Blackpink’s song lyrics.

## **THEORETICAL REVIEW**

Elisa Mattiello (2008) proposed that slang sociology is widely discussed topic and the aspects depict various of the sociological characterization (p.211). There are 2 sociological properties namely Speaker-oriented properties and Hearer-oriented properties. Here are the classification of Speaker-Oriented properties means qualify the speaker as belonging to some distinct group, proposed by Mattiello (2008: p.211):

1. Group-and subject-restriction

In this classification, speakers who adhere to a specific group share the other members interest, concerns, values, pastimes and habit which presuppose similar conversational topics and related areas for discussion...they use it as a marker of social identity and group exclusiveness and expressing values, experiences between group members (pp.214-215).

2. Secrecy and privacy

Used when speakers have an intention to inform a secret message, so it can minimize the potential intrusion of non-users, especially from public or parental authority...this slang words used by marginal and isolated subgroup, they create the restricted language code and assume a high degree

of shared contextual experience between speaker and listener, but at the same time it is secret from the outsiders to decode it (p.216).

3. Informality and debasement

This is the general slang words to break with neutral standard language and to reduce the level of discourse to familiar or low speech. The speakers’ intention to refuse conventions and their need to be informal, to ease social exchange and induce friendliness. Besides, debased means to familiar, to intimate friendly language which use in common relaxed conversations (pp.216-217).

4. vulgarity and obscenity

Means use dirty, swear or taboo words to exhibit their strength, power and virility (in the case of boys), to boast with their peers, to show something when parents or teachers are not there (p.218).

5. Time-restriction, ephemerality and localism

Related with the collocation of slang expressions in time and space. It may be associated with the speaker’s age. Time-restriction are some slang words that typical of a generation or age group. When people grow older and no longer belongs to this group, they stop using it. While, ephemerality means some words have been slang for a very long period of time and continues to be used now, though in the slightly different sense. But there are some ephemeral not recorded in dictionaries. Still, it considered one by people. The last is localism means that slang words associated with a specific region (pp.220-221).

Elisa Mattiello (2008) said that speakers used slang words is to expose their affiliation to a group and imply that choosing words belong to specific group affiliates in order to maintain a bond and solidarity with them. Furthermore, not to conform to people who do not belong there (p.214).

**RESEARCH METHOD**

A descriptive-qualitative method is used in this research. It indicates that in this research the researcher collects the data by herself. Besides, data for this research are in words. According to Cresswell (2014, p.255), he stated that the researcher is the primary instrument in data collection rather than some inanimate mechanism... the data that emerge from a qualitative study are descriptive. It means data are reported in words.. or pictures rather than in numbers.....

The source of data for this research are two famous English songs of Blackpink which the song lyrics are relevant with this research. The first song entitled “Ice Cream” featuring Selena Gomez which released on August 28, 2020 and the second song entitled “Bet You Wanna” featuring Cardi B. which released on October 2, 2020. Those two songs are part of Blackpink album entitled “The Album”.

Several steps taken in collecting data. The first step is the researcher listened to the song entitled “Ice Cream” and “Bet You Wanna”. The second step is while the researcher listened to the music, the researcher tried to pay attention to the song lyrics too. The third step, the researcher wrote the song lyrics counted into slang words advocated by Mattiello (2008) in a list. The fourth step, the researcher listened and focused to the song lyrics once more. Next, the researcher rechecked the data again. The last, the researcher displayed all the data in the table. After the data collection, the researcher investigated and classified the data by using theory of slang words based on speaker-oriented sociological properties advocated by Mattiello (2008). Then, the researcher made a conclusion.

**RESULT AND DISCUSSION**

**Result**

The results of analysis showed in the following table:

*Table 1. Data Findings*

No.	Data	Type of Slang Word
1.	<b>Imma</b> make it better sip it like a Slurpee	Debasement
2.	<b>Brrr brrr</b> frozen	Debasement
3.	<b>Snow cone</b> chilly	Group-and subject-restriction
4.	Snow cone <b>chilly</b>	Group-and subject-restriction
5.	Get it free <b>like Willy</b>	Group-and subject-restriction
6.	In the jeans <b>like Billie</b>	Group-and subject-restriction
7.	You be <b>poppin’</b> like a wheelie	Group-and subject-restriction
8.	You be poppin’ <b>like a wheelie</b>	Group-and subject-restriction
9.	Play the part <b>like Moses</b>	Group-and subject-restriction
10.	Keep it fresh <b>like roses</b>	Group-and subject-restriction

11.	Ice cream <b>chillin' chillin'</b>	Group-and subject-restriction
12.	You're <b>the cherry piece</b> just stay on top of me so	Group-and subject-restriction
13.	Mona Lisa <b>kinda</b> Lisa	Group-and subject-restriction
14.	Tell me where you <b>wanna</b> go	Group-and subject-restriction
15.	Ah I'm <b>gon'</b> make you go blind	Group-and subject-restriction
16.	'Cause I don't <b>wanna</b> wait anymore	Group-and subject-restriction
17.	You <b>wanna</b> touch, wanna touch	Group-and subject-restriction
18.	You <b>wanna</b> run with my love	Group-and subject-restriction
19.	Something ' <b>bout</b> me's takin' you higher	Group-and subject-restriction
20.	And it ain't ever <b>gonna</b> go out	Group-and subject-restriction
21.	But you <b>gotta</b> chase me	Group-and subject-restriction
22.	<b>Wanna</b> look down	Group-and subject-restriction
23.	Boy, better take it up <b>so damn</b> high	Group-and subject-restriction
24.	<b>Lookin'</b> so thick	Group-and subject-restriction
25.	Come a little closer cause you looking <b>thirsty</b>	Secrecy and privacy
26.	Imma make it <b>better sip</b> it like a Slurpee	Secrecy and privacy
27.	Imma make it better sip it like a <b>Slurpee</b>	Secrecy and privacy
28.	Even in the sun you know I keep it <b>icy</b>	Secrecy and privacy
29.	You could <b>take a lick</b> but it's too cold to bite me	Secrecy and privacy
30.	<b>Look so good</b> yeah look so sweet	Secrecy and privacy
31.	Look so good yeah <b>look so sweet</b>	Secrecy and privacy
32.	<b>Looking good enough to eat</b>	Secrecy and privacy
33.	Coldest with this kiss so he call me <b>ice cream</b>	Secrecy and privacy
34.	<b>Coldest with this kiss</b> so he call me ice cream	Secrecy and privacy
35.	Catch me in <b>the fridge</b> right where the ice be	Secrecy and privacy
36.	Catch me in the fridge right where <b>the ice</b> be	Secrecy and privacy
37.	Baby you deserve <b>a treat</b>	Secrecy and privacy
38.	You can <b>double dip</b> cause I know you like me	Secrecy and privacy
39.	But I'm <b>sweet</b> for you come put me in a cone	Secrecy and privacy
40.	But I'm sweet for you <b>come put me in a cone</b>	Secrecy and privacy
41.	You're the only touch yeah they get me <b>melting</b>	Secrecy and privacy
42.	He's <b>my favorite flavor</b> always gonna pick him	Secrecy and privacy
43.	You're the cherry piece just <b>stay on top</b> of me so	Secrecy and privacy
44.	Get it <b>flip it</b> scoop it	Secrecy and privacy
45.	Get it flip it <b>scoop it</b>	Secrecy and privacy
46.	<b>Do it like that</b> ah yeah ah yeah	Secrecy and privacy
47.	<b>Keep it movin'</b> like my lease up	Secrecy and privacy
48.	Think you <b>fly</b> boy where ya visa	Secrecy and privacy
49.	Needs an <b>ice cream man</b> that treats her	Secrecy and privacy
50.	<b>Ice on my wrist</b> yeah I like it like this	Secrecy and privacy
51.	<b>Get the bag</b> with the cream	Secrecy and privacy
52.	Get the bag with <b>the cream</b>	Secrecy and privacy
53.	(Ah I'm gon' make you <b>go blind</b> )	Secrecy and privacy
54.	Take me to <b>your paradise</b>	Secrecy and privacy
55.	You wanna <b>run with my love</b>	Secrecy and privacy
56.	Give me an <b>all night hug</b> , I bet you wanna	Secrecy and privacy
57.	Something 'bout me's <b>takin' you higher</b>	Secrecy and privacy
58.	And you ain't ever <b>gonna come down</b>	Secrecy and privacy
59.	I'm <b>lighting your fire</b>	Secrecy and privacy
60.	Take <b>the car keys</b>	Secrecy and privacy
61.	<b>Drive me crazy</b>	Secrecy and privacy
62.	Cardi <b>a good catch</b>	Secrecy and privacy
63.	<b>Turn on</b> , please me, but don't ever play me	Secrecy and privacy
64.	<b>Time to shine</b> , I bust down the AP	Secrecy and privacy
65.	The <b>stakes</b> is higher	Secrecy and privacy
66.	On God <b>like I'm in the choir</b>	Secrecy and privacy
67.	I bet you if you make me <b>sweat</b> ,	Secrecy and privacy
68.	I'll still be <b>on fire</b>	Secrecy and privacy

69.	Better <b>bet higher</b>	Secrecy and privacy
70.	<b>Up in the sky</b> , ahh	Secrecy and privacy
71.	Boy, better take it up so damn <b>high</b>	Secrecy and privacy

After analyzing the data, it is found that there are three types of slang words according to speaker-oriented sociological properties advocated by Mattiello (2008) namely Debasement with 2 data, Group-and subject-restriction with 22 data, and Secrecy and Privacy with 47 data. We can see here that the most used slang words in two famous English songs of Blackpink entitled “Ice Cream” and “Bet You Wanna” is Secrecy and Privacy.

**Discussion**  
**Debasement**

**Table 2. Debasement**

No of Data	Data	Type of Slang Words
1.	<b>Imma</b> make it better sip it like a Slurpee	Debasement

The word “Imma” is counted to Debasement because through that word we can see the speaker’s intention is to decrease the level of discourse to a familiar speech due to make a close friendly language in usual conversation. It is in accordance with theory of slang words proposed by Mattiello (2008) that ...the general slang words to break with neutral standard language and to reduce the level of discourse to familiar or low speech...debased means to familiar, to intimate friendly language which use in common relaxed conversations (p.217).

**Table 3. Debasement**

No of Data	Data	Type of Slang Words
2.	<b>Brrr brrr</b> frozen	Debasement

The word “Brrr brrr” is counted to Debasement because through that word we can see the speaker’s intention is to decrease the level of discourse to a familiar speech due to make a close friendly language in usual conversation. It is in accordance with theory of slang words proposed by Mattiello (2008) that ...the general slang words to break with neutral standard language and to reduce the level of discourse to familiar or low speech...debased means to familiar, to intimate friendly language which use in common relaxed conversations (p.217).

**Group-and subject-restriction**

**Table 4. Group-and subject-restriction**

No of Data	Data	Type of Slang Words
7.	You be <b>poppin’</b> like a wheelie	Group-and subject-restriction

The word “**poppin’**” is counted to Group-and subject-restriction because the word “**poppin’**” itself is popular in many of top charted Billboard. As in the dictionary.com website said that “The breakout of poppin’s popularity as a modern slang term came in 2007. In quick succession, three major hip-hop artists charted songs with poppin’ in either the title or the hook: Chris Brown’s “Poppin’,” which reached #15 on the Billboard charts in March, 2007; Lil Mama’s “Lip Gloss,” which peaked at #16 in June, 2007; and T.I.’s “Big Things Poppin’ (Do It),” which hit #9 in August, 2007.” It means through that word we can see the speaker’s intention is to adhere to a specific group that expose the speaker’s social identity and group exclusiveness, show their value and experience. It is also related with theory of slang words proposed by Mattiello (2008) that Group-and subject-restriction means speakers who adhere to a specific group share the other members interest, concerns, values, pastimes and habit which presuppose similar conversational topics and related areas for discussion...they use it as a marker of social identity and group exclusiveness and expressing values, experiences between group members (pp.214-215).

**Table 5. Group-and subject-restriction**

No of Data	Data	Type of Slang Words
11.	Ice cream <b>chillin'</b> <b>chillin'</b>	Group-and subject-restriction

The word “**chillin'**” is counted to Group-and subject-restriction because the word “**chillin'**” itself is popular in many young people to say that they go hanging out with friends. As in the usdictionary.com website stated that “Over time, this expression became more popular among young people of all races and backgrounds, particularly in the 1990s and 2000s. Today, "chillin" has become a ubiquitous term in youth culture and is often used to describe a range of social activities, from spending time at home to going out with friends.” It means through that word we can see the speaker’s intention is to adhere to a specific group that expose the speaker’s social identity and group exclusiveness, show their value and experience. It is also related with theory of slang words proposed by Mattiello (2008) that Group-and subject-restriction means speakers who adhere to a specific group share the other members interest, concerns, values, pastimes and habit which presuppose similar conversational topics and related areas for discussion...they use it as a marker of social identity and group exclusiveness and expressing values, experiences between group members (pp.214-215).

**Secrecy and Privacy**

**Table 6. Secrecy and privacy**

No of Data	Data	Type of Slang Words
30.	<b>Look so good</b> yeah look so sweet	Secrecy and privacy

The word “**Look so good**” in this sentence is not referred to the real ice cream but it referred to the attractive man. So, it is counted to Secrecy and privacy because the speaker has an intention to convey a secret information and hidden the message through the word used. The message will be understood by the one who has the same experience with the speaker. According to theory of slang words proposed by Mattiello (2008) that Used when speakers have an intention to inform a secret message, so it can minimize the potential intrusion of non-users, especially from public or parental authority...this slang words used by marginal and isolated subgroup, they create the restricted language code and assume a high degree of shared contextual experience between speaker and listener, but at the same time it is secret from the outsiders to decode it (p.216).

**Table 7. Secrecy and privacy**

No of Data	Data	Type of Slang Words
31.	Look so good yeah <b>look so sweet</b>	Secrecy and privacy

The word “**look so sweet**” in this sentence is also not referred to the real ice cream but it referred to the attractive man. So, it is clear that “**look so sweet**” counted to Secrecy and privacy because the speaker has an intention to convey a secret information and hidden the message through the word used. The message will be understood by the one who has the same experience with the speaker. According to theory of slang words proposed by Mattiello (2008) that Used when speakers have an intention to inform a secret message, so it can minimize the potential intrusion of non-users, especially from public or parental authority...this slang words used by marginal and isolated subgroup, they create the restricted language code and assume a high degree of shared contextual experience between speaker and listener, but at the same time it is secret from the outsiders to decode it (p.216).

**CONCLUSION AND SUGGESTION**

The research result revealed that there are 71 data of slang words found in two famous English songs of Blackpink entitled “Ice Cream” featuring Selena Gomes and “Bet You Wanna” featuring Cardi B. From 71 data, it is classified with theory of slang words based on speaker-oriented sociological properties advocated by Mattiello (2008) into *Debasement* with 2 data, *Group-and subject-restriction* with 22 data, and *Secrecy and Privacy* with 47 data. The dominant slang words appeared is *Secrecy and Privacy*. The results implied that the songwriter used many slang words of *secrecy and privacy* to inform the message of inclusivity that there is a subgroup that tries to express their message with the others who have the same

experience and knowledge. So, if people want to understand the real message of the songs, they should analyze the context of the songs.

For the next researcher who wants to do research about slang words, the present researcher suggests to do a research of slang words from the hearer-oriented sociological properties proposed by Mattiello (2008). Besides, the next researcher can do a research of slang words in another source of data such as short stories, novel or movie.

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