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Persona, Shadow, and Ego; BTS's Map of the Soul: 7 and Carl Jung's Archetypes

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ABSTRACT

Professor Murray Stein wrote a book named Jung's Map of The Soul: An Introduction which goes into detail about the unknown territory, also called the human psyche. Through the discovery of the psyche, Jung came across different archetypes like Persona, Shadow, and Ego or Self which are observed in this study. Although there are many other archetypes, this study concentrated on these three and for this purpose, a K-pop group BTS was chosen to analyze these archetypes. Their album Map of The Soul: 7 incorporated these archetypes and they were observed through the lyrical analysis of specific songs present in their album. Although the literature for both the k-pop group and the theory of psyche was less, this qualitative descriptive research provides a direction for future researchers who can make use of other archetypes and find them in the whole discography of the boy group BTS and can make an extensive study of the effects of these archetypes in their lyrics.

Keywords: Archetypes, Persona, Shadow, Ego, Self, Bangtan Sonyeondan (BTS), Korean Pop Music (K-pop), Psyche, Map of The Soul.

Introduction**Carl Jung and Map of the soul**

Dr. Murray Stein (2006) wrote a book named "Jung's Map of the Soul: An Introduction" which is based on Carl Jung's concept of the map of the soul and it talks about the human psyche and its archetypes. The psyche is the unknown and the map is used to discover and understand the psyche. It is through this discovery of the psyche that Jung was able to explore the unconscious. Jung agreed with Freud's psychoanalytical theory about id, ego, and superego and build upon it. While he agreed that the unconscious plays a great role in building some patterns of behavior and personality, Jung also added collective consciousness as well. The collective unconscious is the part of the unconscious mind that is inherited and not made. A person is born with some character traits which are a part of the collective unconscious. From his own experiences and experiments, Jung drew up a map that explains the working of the psyche. While this is a map of the human soul, this map is not absolute and can only act as a guide for the lost. It cannot be expressed in terms of rationality and territory. So, while it may show a general path to others, it doesn't give out any specific details since that is to be experienced by oneself.

Carl Jung categorized the human psyche into three components; the ego, the personal unconscious, and the collective unconscious. The archetypes or the patterns of behavior are said to be in the collective unconscious. Many archetypes exist in a human being and are not fixed or static and so can change over time. These are used to describe one's self and consist of four major archetypes. These include persona, shadow, anima/animus, and the self or ego (Zarim, 2019). The persona is the way we present ourselves to the world. The shadow is our unconscious

self that is hidden from everyone and the ego is the realization and acceptance of the archetypes (Cherry, 2020).

The present research attempts to see these archetypes in the biggest k-pop group in the world named BTS. These archetypes explain the human psyche and to see the psyche behind the biggest boyband in the world right now, BTS is considered as the research subject, and the lyrics which best describe the different archetypes are taken to be analyzed. Their album talks about their struggles in the spotlight and how due to this popularity, the masks they wear are increasing and with them, their shadow is also getting bigger and enveloping them. Towards the end, they realize the existence of these archetypes and accept that part of themselves which leads to the process of self-actualization.

BTS (Bangtan Sonyeondan)

K-pop songs which were in the start, just a part of a musical genre, created and performed by Koreans, have now become a global musical form that is enjoyed by people all over the world and different nationalities (Sihombing & Hermanto, 2021). It wouldn't be wrong to say that K-pop wouldn't be that famous without its catchy, deep, and meaningful lyrics. Although the lyrics of K-pop are upbeat and happy, it doesn't mean that they don't have a deep meaning behind them. The fans of K-Pop understand the meaning behind a song and it makes them motivated to get through rough times. An example of such songs is by BTS in which topics about dreams, hope, anxiety, pressures on the younger generation, and the issue of loving oneself are discussed frequently. BTS stands for Bangtan Sonyeondan or 'Bulletproof Boys' and is a K-pop group that has been steadily gaining popularity in the world. Today, they have reached new heights with the Hallyu Wave and are considered the biggest boyband in the world. They are famous for having distinct and complicated storylines in music videos along with relatable and inspirational lyrics (Zhou, 2019).

The band consists of seven Korean boys who debuted in 2013 and talk about the themes of suicide, depression, self-love, and societal stereotypes (Romano, *BTS, the band that changed K-pop, explained*). They have a connected storyline called the Bangtan Universe (BU) which shows the struggle of each of the boys and what they had to face to get to where they are today. Their stories are told through their lyrics and that resonates with their fandom called ARMY, also called Adorable Representative M.C for Youth (Herman, 2018). BTS has continuously been using psychological concepts in their lyrics and continues with their album named as *Map of the Soul: 7* (2019) as well.

They have been observed to discuss a new theme with their album which talks about the Jungian concepts regarding the psyche. This points towards the book written by Dr. Murray Stein (2006) titled "*Jung's Map of The Soul: An Introduction*" which talks about different concepts related to psychoanalysis. The album talks about the different faces the members of the boyband have had to make to survive in society and how with the rise in their popularity, the shadow following them has increased as well. This research attempts to explain the influence of these Jungian concepts in the lyrics of BTS's album and relate the lyrics to a particular Jungian theme. For this purpose, selective songs' lyrics were selected that were observed to include the aspects of those concepts and were analyzed to understand the members of the boyband more clearly.

Research Objectives

- The present research aims to identify the different archetypes that were described in Dr. Murray Stein's book *Map of the Soul: An Introduction*.

- The present study studies three archetypes that are found in the selected songs from BTS's album Map of the Soul: 7 and explores the psyche of the members.
- These archetypes are Persona, Shadow, and Self or Ego. (Anima/Animus is not found in the album and hence not discussed).

Literature Review

Music can transcend boundaries and stir up emotions in a person which can be meaningful (Levitin, 2006). Those who can relate to the meaning of the lyrics can truly arrive and share a memorable bond with it and it can become a memorable and indispensable memory for them (Storr, 1992). In this way, music can stay in their lives for a long time and become more than a pleasurable pass time for them (Reddick & Beresin, 2002). That's why the audience gathers around and listens even to songs and music which they don't understand but whose lyrics resonate with them. In a language people don't understand, people still make an effort to listen and celebrate the meaning of the song. BTS is one such band whose music speaks to people all around the world. People feel hope and a kind of re-birth by listening to the band's songs and realizing that to attain their dreams, they need to strive for them. There is a lot of metaphorical entailment in the songs of BTS which speak of many different topics such as hope, dream, and struggles of life (Fauqi & Eva, 2020). Not only that, but there are various themes explored in the songs of BTS like those of self-love and dreams of people their age (Wiradarmo, 2019).

In their new album, the themes are about the discovery of the soul. The album talks about the different faces of the members as idols, as members of the group, and as individual artists. They talk about the struggles behind their success and the discovery of their true self. The discovery of self was a concept given by Carl Jung who designed a map of the soul to understand the workings of the human psyche (Stein, 2006). Dr. Murray Stein explained in his book the four major archetypes which are persona, shadow, ego, and the anima/animus of the collective unconscious which make up a person's personality (Fritscher, 2020). Through the process of accepting the persona and the shadow, the ego can be integrated which in turn calls for the process of individuation. These archetypes seem like a journey to the discovery of one's self and the process of individuation to be reached through the collective unconscious (Cherry, 2020). This is overall a spiritual process towards reaching one's true self and has spiritual links towards reaching the deepest parts of one's self (Glazer, 2019). These archetypes seem to be explored in other works as well like the rock band 'Tool' also references the Jungian themes and explores the effects that the different archetypes have on their music (Pagano, 2021).

Archetypes

Archetypes, as described by Jung are the inborn behaviors or personalities that are inherent in every human being. They are the same and present in every human being so there is no uniqueness to them (Stein, 2006). These archetypes are a part of the collective unconscious where a human's personality traits are present and hold a place in the formation of a human's personality (Cherry, 2020). Carl Jung described many different archetypes but held more value for four. These include Persona, Shadow, Self or Ego, and the Anima/Animus. This research gives more importance to the first three archetypes.

Individuation

Jung's theory creates a link to see the unconscious through the conscious mind so that to know oneself, one has to bring the deepest part of themselves to light (Hinton, 2008). The process by which a person brings their deepest part, their unconscious to light is known as individuation. It

is the process through which all parts of the human psyche are explored and accepted. With the integration of ego, individuation is realized in which a person becomes conscious of their actions and develops full consciousness (Stein, 2006). According to Jung, individuation is the psychological growth and development of both persona and ego. One has to reach a certain age and level of maturity to realize this process (Fordham, 1958). The end goal for this process is the realization or the emergence of the self which means accepting every part of one's self, even the hidden ones. The integration of the archetypes is what leads to the development of the consciousness in an individual (Stein, 2006).

Persona

The word 'Persona' means 'actor's mask' and it is derived from a Roman word. By putting on a mask, a person assumes a certain role and identity which is projected through that mask to be accepted in society. The significance of the word shows its role in society. The persona of a person is the mask they wear to function in society and the outside world (Stein, 2006). For example, a person will talk differently at home than at school or work. He has different personas through which he interacts with others and these are all a part of him. He wears different social masks to suit certain situations (Cherry, 2020). Persona is simply how and what we show to the outside world. These masks might show how we act with others but are not necessarily who we are (Hopcke, 1995). Jung also says that a problem arises when we become lost in our personas and lose track of who we are (Stein, 2006).

According to Jung, a person may adopt a persona either because of the social requirements and expectations of society or because of a person's societal ambitions (Stein, 2006). Since man is a social animal and needs to get along with others masks are needed to get by and fit in the society (Kabir, 2021). A persona can be a way to conceal and reveal a person's conscious thoughts all at the same time. Persona can be in between what the society expects of an individual and how the individual is like (Pascal, 1992).

Shadow

There is a time when a persona has to meet the shadow. The shadow is our unconscious self which is repressed and includes things that are not allowed by the persona. It is the masked part of our personality that is repressed (Stein, 2006). It includes what an individual does not accept as a part of themselves and they repress them either unconsciously or consciously. People want to hide some traits about themselves which tend to be negative and against their personas which are accepted by society (Vargas, 2020). The shadow only comes out in specific situations and is generally hidden away. For example, Traumas can be repressed as a form of self-defense and so can other things which hurt an individual (Pagano, 2021). The things not realized by the ego also fall into the unconscious of the shadow. For example, if one acts against their ego, those character traits are moved to the shadow and can include traits like guilt, shame, disappointment, etc. (Stein, 2006). Shadow cannot be got rid of so, accepting its existence helps discover one's self which is very difficult to do as it is hard to accept the dark traits of yourself (Vargas, 2020). This archetype is useful in psychotherapy to make the clients aware of their shadows and help them accept them but it is very difficult to achieve (Lin, 2018). The integration of the persona into the shadow by accepting the shadow as a part of one's self is included in the process of individuation (Stein, 2006).

The Self or Ego

In Jungian themes, ego is presented as the conscious self of an individual. Ego is what an individual understands about themselves consciously (Vargas, 2020). The ego is neither good nor bad but is important for the psychological growth of one's self (Pagano, 2021). The ego accepts both the good and bad parts of the human self and when it is actualized, individuation begins. It is derived from the Latin word 'I' and explains consciousness as perceptions of our feelings. It is through the ego that one can see their psyche and become conscious of it so it is the center of consciousness through which a person becomes aware of himself (Stein, 2006). After a certain amount of time, ego and consciousness become adjusted to a person's cultural background and grow. Though ego and self are used synonymously, they have some differences between them. The self, constitutes all the unconscious and the conscious parts of the human psyche as they all make up a self. The self holds the whole psyche together much like how ego holds consciousness together. The function of the self is to unify and balance the psyche system. Self can be an image of ego or the ideal image of the ego. The emergence of self is what Jung considers the individuation process (Stein, 2006). This research won't separate the two but consider them as the same concepts or archetypes. While the previous research works focused on the aspects of exploring these archetypes in different forms of literature, this research focuses on the effect of these archetypes on the members of the BTS through their song lyrics. While analyzing, the researcher tried to understand the psyche of the members through their lyrics all the while exploring the effectiveness of these archetypes.

Methodology

Procedure

The research is descriptive qualitative research in which lyrics from an album are analyzed from the perspective of Dr. Murray Stein's book. Qualitative research is the type of research which deals with language learning and making sense of language. The language used or learned is made in the context it's used in. From there, the meaning is constructed and interpreted (Paltridge, Brian, & Aek Phakiti, 2015). Since the research type is qualitative, lyrical analysis is preferred since qualitative research deals with the analysis of words rather than statistics. (Daymon & Holloway, 2002). The research is descriptive which deals with observation as a mode of data analysis and helps find out the relationship between two variables (Leedy & Ormrod, 2016). Hence, BTS's lyric analysis is done to describe and interpret the meaning behind them. The songs which are analyzed are 'Persona', 'Dionysus', 'Shadow', 'Black Swan', 'Filter', 'UGH', and 'Ego' as they are deemed by the researcher to showcase better incorporation of the Jungian themes. For analysis, the researcher has made use of different newspaper articles, interviews, fan websites, and blogs to analyze the literature on BTS is relatively less and the group is relatively new to the music scene. The researcher also tried to find out the psyche behind the lyrics written by the members of the boy band.

Analysis

The songs which were best perceived by the researcher to have presented the archetypes are analyzed. These include Persona, Dionysus, Shadow, Black Swan, On, Filter, UGH, and Ego. In 'Intro: Persona', RM (the leader) talks about the different faces he puts on in front of others and his fans and how between all of his faces, he has lost his real self. He questions who he is and questions the meaning of his existence. He does not negate the different personas he has but questions about his real self that he has lost amidst all his faces. Between his persona as RM and his real self Namjoon, he is finding his soul and his real self. That's why he asks the question,

'Who am I?' RM struggles with both his persona and his real self and it is expressed through this song *"Who am I? The question I had my whole life"* (Genius English translations, 2019). A similar subject can be found in their previous songs like 'Idol', 'Airplane part 2' and 'Truth Untold'. The song 'Filter' talks about the different filters a person has or the different masks a person wears while interacting with others. So, while accepting the personas, the member Jimin talks about the different personas he can change to suit the other person's needs *"Mix the colors in the palette, pick your filter/ Which me do you want?"* (Genius English translations, 2020). The different filters he uses with others are what makes him and these filters become a part of him. 'Dionysus' is a reference to the Greek god of wine and fertility and the song talks about accepting the personas each member has and still striving to make their music. They accept the fact that they are the members of BTS and as artists. They break free from their personas and become conscious of all of their different sides so it is a song of celebration of their breaking free of persona. By doing this, they are closer to 'the door of the world' or in other words, they are closer to their soul *"Born as a K-pop idol/ Reborn as an artist/ Reborn as an artist, reborn as an artist"* (Genius English translations, 2020). They are 'reborn' as they get closer to the process of individuation as described by Carl Jung.

The song 'Interlude: Shadow' talks about the unconscious part of our self which grows with our persona. It is the repressed part of our psyche which is not allowed to come to the surface due to persona *"People say, there's splendor in that bright light/ But my growing shadow swallows me and becomes a monster"* (Genius English translations, 2020). The more light there is in a person's life, the more his shadow or the dark will increase. In the song, SUGA talks about the insecurities and uncertainties that come their way as their shadow increases along with their persona, and the song ends with him realizing that the persona and the shadow are the same things *"Yeah you are me, I'm you, now you do know/ We are one body, sometimes we will clash/ You can never break me off, this you must know"* (Genius English translations, 2020). With the dialogue between Suga and his shadow, he realizes that they are both the same and will never be separated from each other.

In the song Black Swan, the shadow takes over and BTS confronts that shadow directly. They talk about the death of artists and become reborn again all the while confronting the deepest part of themselves where they find themselves again. *"If this can no longer resonate/ No longer make my heart vibrate/ Then like this may be how/ I die my first death"* (Genius English translations, 2020). The song talks about rebirth amidst all the chaos with the shadow. With the song, 'ON', BTS is ready to fight for the sake of reaching individuation and finding themselves. Even if their feet are trapped, they will still move on. Even if they fall, again and again, they will get back up and move forward. *"Even if I fall, I come right up, scream/ That's how we've always been"* (Genius English translations, 2020). To achieve the goal of understanding ourselves, we need to include the unconscious in it and become 'insane to be sane.'

'UGH' talks about how in the face of a hypocritical and violent world, people hide behind their masks but a person has to remain resilient in the face of such things and continue progressing ahead. *"Someone gets hurt at someone's actions/ Someone becomes gloomy at someone's speech and behavior/ Someone's spur of the moment becomes someone's moment/ Someone's rage becomes someone's life"* (Genius English translations, 2020). The final song in the album is named 'Outro: Ego' which talks about the regrets of life and accepting that they can't do anything to change the past and the only option they now have is to look forward to the future *"Yeah, I*

don't care, it's all/ Choices by my fate, so we're here/ Look ahead, the way is shinin'" (Genius English translations, 2020). J-Hope talks about the journey towards his conscious self and how ego helped achieve a consciousness towards oneself. Through the integration of ego, individuation can be reached.

BTS's journey started from persona, passed through shadow, and then through the integration of the two, ego was achieved where a person was conscious about his decisions and his self (Vargas, 2020). This integration is also known as individuation which is only possible if a person accepts himself and continues to grow. This journey of BTS's personal unconscious is explored in their album where they are reborn as new individuals.

Since BTS came from a then small company, they had to face a lot of difficulties while trying to rise to the top. From the harsh training and idol system of Korea to not being given respect and being ill-treated, the members have suffered through it all. Still, they persevered, and today have reached new heights of success. But the process was not very pleasant and this album is a reflection of their struggles. Since their debut, the members actively participated in writing their own lyrics which showed their feelings and opinions about different social, political, and mental health issues faced by society (Sihombing & Hermanto, 2021).

Black Swan talks about the death of an artist which alludes to the death of the thrill and the fun the members used to feel when making music. Persona questions their real identity which seems to have become lost amidst the haze of success and masks. Filter talks about the different faces made by the members themselves to survive and questions which filter is the real one and which one would suit them. Dionysus accepts every part of themselves and enjoys the process of them becoming artists and being reborn. It tells the members to become crazy and become drunk in their art. Shadow makes the members realize that there is something that they have left behind which continues to haunt them. Even at the lonely top, their shadow follows them and reminds them of its presence.

ON challenges the confusion and struggle that they have felt for all those years after their debut and the struggles in attaining their dreams. It attests to Jung's perspective that to become sane a person has to become insane. UGH criticizes the personas of other people who live with their masks on and have forgotten who their real identity is. Finally, Ego accepts all the good and the bad parts of their journey and assures the members that instead of worrying about the life they've led and the mistakes they've made, move ahead towards the future as the things they've done can no longer be changed. No matter how dearly they want to go to the past and re-do things, they can't so, enjoy what they have in the present. Throughout the journey of the past eight years, the members have grown, made mistakes, and suffered but they still held on and made their way and that, became their map of the soul and a part of their psyche. All those events are what led to the emergence of their self and their individuation process.

Conclusion

Carl Jung's theory about the human psyche made an important mark in psychoanalysis. He described many archetypes to try and explain the workings of a human psyche and gave a map of the soul which could serve as a guide for the better understanding of one's self. The archetypes describe the different phases of the human psyche including the unconscious, collective unconscious, and the conscious. The present study discussed how different songs from BTS's album *Map of The Soul: 7* portrayed some major archetypes like Persona, Shadow, and Ego or Self. It showed how these archetypes portrayed the struggles of the members of the boyband in

finding their true selves and reaching individuation. It showed how they let go of their old identities gave birth to a new one and were reborn. The members faced their problems and personas while also fighting with their shadows to move ahead and integrate their ego or self into their conscious self.

This research aimed to explain the major archetypes of the human psyche but was only able to find three of the major archetypes. For future research in this field, it is recommended to take the whole of BTS's discography into account to understand all the other archetypes like Anima/Animus, the Mother, the Father, and the Child, the Hero, the Caregiver, the Wise Man, the Orphan, the Innocent, the Trickster, the Rebel, and the Wounded Child. More extensive research can be conducted on the archetypes by taking into account all the discography of BTS. Since there was little literature found both on the theory of the human psyche and BTS itself, the literature review consisted mostly of Dr. Murray Stein's book and certain cultural articles, fan sites, interviews, and blogs to get the relevant literature regarding BTS. Other music groups apart from BTS may have also incorporated these Jungian themes which can be explored as well.

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