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"*Mantra*" by Jennie Kim: A Semiotic Analysis of Women's Confidence in Song Lyrics

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ABSTRACT

Women's confidence can be represented in modern pop music through the selection of language style to overturn the traditional gender expectations in society. For all this time, women have been frequently haunted by beauty standards framed by media and culture that limit their courage to express themselves. This study investigates how women's confidence is interpreted in the song lyrics of *Mantra* by Jennie Kim, using semiotics theory to unearth hidden meanings. This research aims to uncover the depiction of women expressing themselves in the song lyrics through the analysis of denotation, connotation, and myth. The discussion focuses on the portrayal of women's confidence, delivered in certain choices of expressions. The results of this study seem to indicate that the song's lyrics employ a number of strong images to express women's self-reliance and courage. Moreover, domination and women's power are also emphasized, successfully opposing the gender expectations that have grown to be the basis of society's mindsets. Through semiotics, the song *Mantra* serves as a spell that validates women's self-confidence as a part of their empowerment. The lyrics' use of styles in language attempts to generate and convey the meanings to the listeners.

Keywords: semiotics, women, confidence, lyrics, Mantra.

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Introduction

Women often experience stereotypes in society that limit them from expressing the truth of themselves. For instance, beauty standards in America define pretty women as individuals who have fair skin, blue eyes, and blonde hair (Marrinan, 2019). Meanwhile, in Asia, women who have snow-white skin, slim figures, and an ageless appearance are considered beautiful women (Lyu, 2024). According to him, various traditional constructions about women's appearance make them feel pressured. Gradually, several ways to encourage women to be confident have been developed; song lyrics serve as one of the media to convey the assurance.

Song lyrics in music become one of the evidence that literary works (poetry) have different ways to express their art (Susandhika, 2022). In addition, Saputris (2025) stated that language is a crucial human communication tool that must be well delivered to express ideas, opinions, and emotions. As a medium for conveying emotions, music is considered the simplest tool due to its short duration in representing meaning, both explicitly and implicitly (Amara & Kusuma, 2022). As the singers' desire, each song's lyrics have their meaning and purpose, such as to express the feeling of love, to advocate a particular opinion, and to motivate the listeners. Music has become an object that is frequently used by researchers to analyze with different focuses. As a form of communication, music is another way for humans to communicate verbally to expand their feelings, emotions, or thoughts (Sitorus & Herman, 2019); and also serve as a tool to convey social and cultural values in society. According to previous studies, song lyrics have proven to be a valuable medium in expressing a broad range of topics, such as female representation (Putri et al., 2017; Yazid et al., 2019), self-identity (Keller, 2023), gender stereotyping (Aprilia & Neisya, 2022; Yocum, 2010), and women's empowerment (Neisya et al., 2023; Seno & Wulandari, 2023).

Based on the previous data, there are many song lyrics that represent women's identity, whether positively or negatively. Many researchers focus on female representation in general in their studies. Few works reveal how women's confidence is specifically represented in song lyrics. With the idea that the representation of women's appearance and attitude is influenced by the traditional construction in society, this study focuses on how song lyrics create the encouragement to boost women's self-confidence and how the

arrangement of the lyrics can convey the assurance from the singer. It also offers an analysis of song lyrics that have never been discussed in academic studies.

Related to female representation and women's confidence in song lyrics, *Mantra* by Jennie Kim becomes an interesting object to be analysed. *Mantra* is one of the songs from Jennie's album titled *"Ruby."* Before the album *"Ruby"* was released on March 7, 2025, the song *Mantra* was released first on October 11, 2024 (Genius, 2025). It is the first of Jennie's solo songs following her agency, Odd Atelier, in partnership with Columbia Records, after she decided to leave YG Entertainment in 2023 (Genius, 2024). *Mantra* was among the top 10 best-selling songs in the United States that week, ranked third on the Billboard Global 200 chart, ranked second on the Billboard Global Excluding United States charts, and made the chart at 98 on Billboard Hot 100 in the fourth week of October 2024, making it Jennie's second time to enter the chart (Chin, 2024). According to her interview with Rolling Stone, Jennie stated that *Mantra* reflects female empowerment and encourages them to be more confident (Spanos, 2024). Some singers go against the feminine stereotype by adopting the dominant characteristics through lyrics, fashion, and stage presence (He, 2024). But in this song, Jennie shows her firm and brave side to match its genre, a dance-pop and R&B song (Rawat, 2024) also its lyrics' meaning. Not too contradicting with the women stereotypes, she still maintains the balance between her bold and feminine appearance. Therefore, how *Mantra* represents the expressions of women's confidence through its song lyrics is the main focus of this research.

The meaning in song lyrics is not always delivered explicitly. They often hide under the layers of interpretation of signs. In this case, one of the possible ways to reveal the hidden meaning is with the semiotics approach by Roland Barthes. Barthes (1967, 1972) theorized the concepts of connotation, denotation, and myth in semiotics to uncover how meaning can be delivered in a text. For more clarity, connotative analysis relies on the implicit meaning, which is the connection between the signs and the user's emotions or cultural background; and denotative analysis explains the meaning of a text explicitly, where, in most cases, the meaning is expressed literally and takes the sign's regular meaning (Barthes, 1967). In myth, the signs transform into a new one with connotative meanings, which evolve to denotation, then become a myth (Barthes, 1972). This research also uses several approaches to conduct a deeper analysis of the underlying message in the song lyrics, such as Saussure's (1959) theory

of signifier and signified; Pierce's (1960) work on three types of signs: icon, index, and symbol; Bakhtin's (1981) dialogism on how texts interact with other things around them; Eco's (1979) theory of open and closed texts; and Danesi's (2004) study on the relationship between signs, codes, and messages. Those theories assist in deepening the semiotic analytical process and enrich the interpretation of meanings in the song lyrics. This study attempts to discover the hidden meaning about women's confidence conveyed in the *Mantra* song's lyrics, which can motivate women to be courageous in expressing themselves. Furthermore, this research also aims to further analyze how Jennie utilizes words to build up the perspective of how women express their self-confidence instead of following the typical depiction of women constructed by society.

Methods

The main data of this research consisted of the lyrics of the song *Mantra* by Jennie Kim. The song was intentionally selected because of its popularity and layered meanings. The lyrics were collected from licensed music platforms such as Jennie Kim's Spotify to confirm the accuracy of each word and the reliability of the data. The researcher gathered data by taking notes on the song lyrics from the source. At the next step, the researcher conducted a thorough and complete reading of the lyrics to identify verbal elements such as words, phrases, or sentences that have deeper meanings to be examined through a semiotic approach.

The result and discussion section was filled with the lyrics analysis presented in tables, followed by paragraphs that offered a more detailed explanation of the findings. Each stanza of the song was written and analyzed in a separate table. Each table contained four columns consisting of the song lyrics, denotative, connotative, and mythological meanings. In the discussion, the lyrics were thoroughly explained, aligned with the approach, the song's theme, and the key topics of this research. The overall analysis of the lyrics on a broader scale was written after the analysis of each stanza had been presented. The explanation based on the theories previously mentioned was written in separate paragraphs. The discussion focused not only on analyzing the results but also on making them relevant to the social values conveyed in the lyrics. This structure allowed the analysis to offer a more profound understanding of the denotative, connotative, and mythological meanings in Jennie Kim's song.

Result and Discussion

1. Denotation, Connotation, and Myth Analysis of Women's Self-Expression in *Mantra*

Roland Barthes (1967, 1972) stated his semiotic approach in three parts: denotative, connotative, and mythological meanings. According to him, denotative meaning means the literal message conveyed, connotative meaning includes the additional meanings influenced by the individual emotion or cultural background, and mythological meanings involve a larger scale of understanding that affects perspective on life. This section will further explore the intended meaning conveyed in the lyrics of *Mantra* by Jennie on how women express themselves as a form of self-confidence.

Table 1
Semiotics Analysis on the Lyrics of Mantra Song: Chorus 1

Lyrics	Denotation	Connotation	Myth
This that pretty-girl mantra, this that flaunt you	Spell for beautiful women to show off.	Highlight the power of self-confidence.	Beauty becomes the foundation of women's lives.
Just touched down in LA	Just arrived in Los Angeles.	Depicts the start of a better life.	Los Angeles, a city with a luxurious lifestyle, as a symbol of life-enhancing change.
Pretty girls don't do drama, 'less we wanna	Not involved in the drama, except for the desire.	Full control of their life, including all the problems.	The stereotype of women that they do not get into complex problems.
It'll be depending on the day	Emotional state affects the occurrence that probably happened.	Changes in women's attitudes show a sign of freedom.	Women can freely decide on whatever they want.
Pretty girls packed in a Defender, now I'ma defend her	Women unite to protect one another.	Symbolizes loyalty and guardianship.	Defender, a luxury car, signifies the success of life to watch over each other.
Never let her catch no stray	Contribute to not getting dragged into trouble.	The desire to steer clear of the unwanted dangers.	Protection should be deployed to avoid

			physical and social harm.
This that pretty-girl mantra, she's that stunna	A reminder of the attractiveness that women have.	The ability to call attention because of their beauty.	Appearance becomes the primary aspect of women's lives.
Make you wanna swing both ways	Women can draw attention in both ways.	Women and men can be tempted by the captivating power that comes with women's beauty.	Strong allure leads to confusion of interest levels, romantically or socially, for the two entities.

Note. Lyrics from Jennie's (2025) Spotify.

The first chorus opens with the lyrics "*This that pretty-girl mantra, this that flaunt you*" which illustrates the women's self-confidence to express themselves from the start. This serves as the prologue for the statement that Jennie wants to convey to women. Denotatively, the lyrics provide a depiction of how women have the beauty that they can show off to the public. Literal meaning in the lyrics, such as "*know I'ma defend her*" and "*Never let her catch no stray*" portrayed a situation where women's friendships have a strong bond. Women are determined to protect and support each other to always avoid undesirable matters (Afifah et al., 2023) when they are being themselves. As a manifestation of women supporting women, there are opportunities for them to even ask for help to get guidance or validation for what they receive or encounter. Through the lens of connotative meaning, these lyrics carry deeper values. The idea of "*Pretty girls don't do drama, 'less we wanna*" is not just about women who do not get involved in any issues, but also implies that women have the right to choose things they are or will be dealing with. This includes the form of self-expression in giving opinions or making decisions on everyday challenges, or even in complex situations. In the analysis of mythological meaning that connects with the cultural matters, the use of the name of a big city in the lyrics "*Just touched down in LA*" shows the luxury culture that associates success with being in the city. Los Angeles, as an area full of glamorous culture (Douglas, 2009), makes it the right place for enhancing life. Living life in a high-end city demonstrates self-growth in women that can only be achieved if they believe in themselves, which is the encouragement to have a significant glow up that Jennie wants to communicate to women.

Table 2
Semiotics Analysis on the Lyrics of Mantra Song: Verse 1

Lyrics	Denotation	Connotation	Myth
Mix me with the drama	Ready to be involved in the drama.	Women can be part of the drama, but with their consent.	The absolute power to control social interactions.
Check you like commas	Confront everyone who comes to her.	Capability to watch and select people before interacting.	Friendship must be filtered so as not to lead to negativity.
My clothes are pajamas	Casual outfits for everyday use.	Women can wear anything they want.	No pressure to always wear formal clothes to match the social expectation.
Straight from the cold plunge	Freshly drenched from a cold-water bath.	Resilience that shows up as a manifestation of mental refreshment.	Cold plunge as a symbol of a challenge that can be faced by women with confidence.
Daytime baddie use her mind	Ever-present intelligence.	Total control of appearance and capabilities.	Baddie, as a term for pretty and smart women, cleans the gorgeous but dumb women stereotype.
Quick switch of the fit for the night	Appearance changes.	Flexibility to adapt.	The ability to always look good based on the situation.
Swerving through the lane, we'll be 20 minute late	Driving leisurely on the road with friends, not in a rush.	Break time with friends instead of sticking to strict schedules.	Illustrates the freedom of self-determination in life.
Cause we had to do an In-N-Out drive-by	Stop by a fast-food restaurant.	Enjoying time with peers and having total control over their lives.	Happiness can be found in simple moments.

Note. Lyrics from Jennie's (2025) Spotify.

The denotative meaning in "*My clothes are pajamas*" depicts how women are able to show their true selves, even with a natural appearance and without excessive effort. This indicates that women have broad opportunities to always be themselves, without being pressured by things that burden them. The lyrics "*Straight from the cold plunge*" connotatively imply the transition to being new and brave individuals and stand out after facing a tough time. A cold plunge or cold-water bath is commonly associated with ways to speed up recovery by improving blood circulation (Xiao et al., 2023), boost the immune system (Janský et al., 1996), and elevate mood (Yankouskaya et al., 2023). Therefore, it symbolizes courageous women to show their better selves to face everyday challenges. Moreover, the mythological meaning can be seen in the lyrics "*Daytime baddie use her mind*". The word "*Baddie*" is usually used in American popular culture. It is considered as a person with immorality, but also used to describe attractive individuals. Thus, the lyrics illustrate women who have beauty and intelligence, breaking the stereotype of women who only have a beautiful face but lack of knowledge (Prasetya & Rusputranto, 2023).

Table 3
Semiotics Analysis on the Lyrics of Mantra Song: Pre-Chorus

Lyrics	Denotation	Connotation	Myth
It's not that deep, I'm not that drunk	Nothing needs to be taken too seriously.	Taking care of yourself, not losing control.	The value of light-hearted life, not tied up in heavy matters.
Sometimes girls just gotta have fun	Allowed to just have a great time.	Free to be joyful and free from guilt.	Women's right to enjoy life without judgment from society.
Throw it back, all that ass	The act of swaying part of the body.	The freedom for women to express their bodies.	Women's ability to control their own bodies and attract others.
Me & my sis way too attached	The strong relationship among the women.	Strong bond in their social life because they support one another.	The value of friendship in life.
It's not deep, we're not that dumb	Not a serious matter; not a pressing problem.	Smart enough to consider which one is important and not.	The importance of education in avoiding unwise decisions.

Look at them Bonnies on the run	On an escape.	Fearless and strong personality like Bonnie Parker–the rebels.	The value of a never-ending spirit that never fades to live their own lives.
Inside glowing like the sun	Inner charm that glows in women.	Beauty does not only come from appearance.	The myth of beauty actually comes from the inside.
You gonna feel us everyday	Influences that will be noticed every day.	The fascinating aura that cannot be ignored.	The value of being confident boosts others' impressions.

Note. Lyrics from Jennie's (2025) Spotify.

In the denotation meaning, "*Sometimes girls just gotta have fun*" describes a condition where women have the opportunity to spend time with friends to seek happiness. This precious time becomes an opportunity for women to articulate their thoughts or feelings and reveal their true selves. There is no need to take everything rigidly; women can freely spare their time to feel cheerful. The mention of "*Bonnies*" in reference to Bonnie Parker, a legendary crime partner of Clyde Barrow, who died in 1934 (FBI, 2014), connotatively means a woman with intelligence and courage to cross social norms. The lyrics "*Look at them Bonnies on the run*" associate a woman's risk-taking personality with her active role in society. It indicates fearlessness in women to socialize with people around. The following lyrics, "*Inside glowing like the sun*", imply that there is a light like the sun that comes from within women. Mythically, it illustrates the strong spirit and self-confidence in women, so that it affects the surrounding environment without any coercion. This is aligned with the society's values that beauty is not only seen from the outside, but also comes from the inner self of women (Nurhadi et al., 2023).

Table 4

Semiotics Analysis on the Lyrics of Mantra Song: Verse 2

Lyrics	Denotation	Connotation	Myth
Love what it feel like (feel like)	Satisfaction of being in the situation.	Comfortable life that women have because of their own choices.	The value of freedom to make decisions.

To be off of the grid, like, all night	Life without any limitations for having fun.	Free to be yourself with no pressure or restriction of societal standards.	The value of independence without being attached to traditional rules.
Ohhh with my bit like (bitch like)	Get together with the girls.	Phrase "my bit" ("my bitch") as a sign of companionship with friends.	The importance of having close and supportive peers in life.
We ain't even tryna talk to no one	Not a single desire to engage with other people.	Remain silent instead of jumping into worthless interaction.	Filtered communication as an approach to keep relevant.
Swerve off all the creeps, no weird vibes	Avoid odd people and reject negative spirits from others.	Awareness to ignore people who have no good energy in them.	The value of only being surrounded by kind-hearted individuals.
We ain;t never let it ruin a good time	Never allow anything to interrupt their blissful moment.	Commit to always enjoying life, even though there are many distractions around.	Happiness as an essential part of staying positive.
Ain't nobody gon dim our good light	No one can stop their passion and happiness.	The cheerfulness will never bother or fade away.	The importance of confidence in self-growth.
This them words we living by	The main points of the guidelines to live by.	Collective support from the surrounding to live life.	The idea of life that focuses only on freedom and happiness.

Note. Lyrics from Jennie's (2025) Spotify.

The lyrics "*Swerve off all the creeps, no weird vibes*" denotatively indicate the desire to avoid people who are not right and who are likely to bring negativity to life. This emotion is important for women to have so that they will always be in a positive environment and surrounded by decent people who will not limit them from expressing themselves. Furthermore, the lyrics "*To be off of the grid, like, all night*" have a connotative meaning that symbolizes a life of freedom without any restrictions. The word "*grid*" in the lyrics not only means frame or line, but also describes the boundaries that exist in the societal standards, where people are trapped within. The concept of myth proposed by Barthes further discusses the cultural values that exist in *Mantra*. Calling friends by using the phrase "*my bitch*" in the

lyrics "*Ohhh with my bit like (bitch like)*" shows very close and supportive women friendships; although since the 14th century, the word "*bitch*" used as a metaphor for women regarded as promiscuous (Hughes, 2015). This is in line with the social values that good friendships lead to positive outcomes, so no need to worry about not being seen.

Table 5

Semiotics Analysis on the Lyrics of Mantra Song: Chorus 2

Lyrics	Denotation	Connotation	Myth
This that pretty-girl mantra, this that flaunt you	Time to expose the charismatic existence.	Proudly presents beauty as women's identity.	The value of courage to show ourselves.
Just touched down in LA	Made the way to a big city.	Facing the reality of being in a place for women to stand out.	Mobility to the "City of Angels" as a symbol of dreams and amusement.
Pretty girls don't do drama, no new drama	Having no part in any new conflict.	No time to get into unnecessary scenes.	The value of only experiencing beneficial moments.
We already got a full day	Packed schedule all day.	No spare time to take part in social issues.	The importance of focus in personal life.
Pretty girls that you gon' remember, know that you could never	Lasting memories of the women's appearance.	A remarkable impression in everyone's memories.	Beauty with confidence has the power to be kept in mind.
Nothing ever trigger me	Nothing can provoke women.	Women's calm character to prevent negative matters.	The value of maintaining a steady composure and self-control.
This that pretty-girl mantra, she's that stunna	Emphasized the enchanting appearance.	Describes the infinity of beauty.	Self-confidence as a part of identity.
Everyone knows that she is me	Known as the pretty woman.	Undeniable and identifiable personality.	Beautiful appearance as a way to be recognized in society.

Note. Lyrics from Jennie's (2025) Spotify.

In the chorus 2 of *Mantra*, "*Everyone knows that she is me*" denotatively means that everyone knows that the "*she*" described in the previous lyrics is the woman herself; a woman who is physically and emotionally beautiful, kind, independent, brave, and confident to express herself. The connotative meaning for "*Nothing ever trigger me*" is an emotional attitude that is not easily provoked by words or situations. It implies the presence of peace of mind and a strong mental strength to fight the triggers for feelings of anger or stress within oneself. Jennie wants to convey that women can maintain their emotional state in every situation that they go through. In analyzing the mythical meaning, the lyrics "*Pretty girls don't do drama, no new drama*" show that beauty is not only about being physically attractive, but also being mature and not getting into trouble that might be a waste of time. Therefore, the meaning of the lyrics is complemented by the next message of the lyrics, "*We already got a full day*", as a sign that women are only busy with the more important things in life; there is no time for being a part of wasteful conditions.

2. Manifestation of Women's Confidence in the Lyrics

The song *Mantra* portrays women's self-confidence through bold and self-reliant expressions. After analyzing the lyrics using the semiotic approach, which includes the denotative, connotative, and mythical meanings, the illustration in the lyrics is more focused on how women interact and express themselves as a part of their self-confidence. Not only for personal use, the lyrics also show the support from other women to always have the courage to present themselves. The mention of lifestyle, friends, and the aura that can attract all parties provides a clear depiction of women's lives. The expressions in the lyrics "*Pretty girls don't do drama, 'less we wanna*" and "*It'll be depending on the day*" demonstrate the consistent attitude of women for themselves without relying on the social norms that society believes. In reality, women's emotional state, which is influenced by hormonal instability, builds stereotypes in society that women are weak, so they cannot be involved in wider issues (Nurhayati, 2018). Therefore, the lyrics reveal the consistency of women in building their image to always have the confidence and freedom to choose their identity. Additionally, Saussure's (1959) theory about the signifier and signified is linear with this analysis process. As he stated, the signifier is the actual form of a sign, whether written, spoken, gesture, or image; while the signified is the conceptual representation of its signifier. In essence, something that humans can see or hear is considered as a signifier; then a signified is the

abstract idea in humans' minds when they hear or see that object. The word "*Defender*" is not only a signifier for a type of luxury car, but also carries a broader signified or meaning. Based on this context, the word "*Defender*" illustrates the success in being a protector for others. Women become guardians of one another to ensure that they never feel excluded from society.

There are also other approaches, such as Bakhtin's (1981) study on dialogism, which reveals how text interacts with its surroundings. According to him, dialogism is the way the text is formed through interaction with different voices and perspectives. Song lyrics potentially have a voice that speaks over one another. For example, the lyrics "*It's not that deep, I'm not that drunk*" and "*Sometimes girls just gotta have fun*" give the image of a woman who refuses to always live a solid and rigid life. The lyrics "*I'm not that drunk*" refer to being okay and not being trapped in external influences that would limit women who want to show their identity. This is in line with the results of the analysis using Barthes' semiotic approach regarding the connotative meaning discussed previously. Moreover, another work, such as Pierce's (1960) theory about sign, which means something that can represent anything. According to him, signs consist of three-part relationships, namely representamen, object, and interpretant. Representamen is the real configuration of the sign, object is the thing depicted by the sign, and interpretant is the understanding in someone's mind about the sign (Pierce, 1960). For example, the word "*light*" in "*Ain't nobody gon dim our good light*" is the representamen. Then, the object for the word "*light*" is a symbol that describes positive aspects such as hope, passion, confidence, and kindness. Therefore, the interpretant for the lyrics is that nothing will succeed in decreasing and extinguishing the spirit and expectations in women.

In the lyrics "*This that pretty-girl mantra, this that flaunt you*", Jennie uses the word "*flaunt*" to emphasize that being confident in their beauty is worth being shown and bragged about, even to attract the attention of others. Self-assurance of beauty is not only about the outside looks, but also about the inside, such as being kind, humble, supportive, confident, caring, and intelligent (Trisnawati, 2016). In addition to Barthes, Danesi's semiotic study is also relevant in analyzing the song lyrics. Danesi (2004) discusses the theory of signs, codes, and messages. As stated by him, signs are anything that can reflect other things or ideas, codes are those that can be understood in a cultural context, and messages are the products of

communication. In its application, the lyrics "*Pretty girls that you gon' remember*" serve as a sign; a cultural and social perspective as the codes. Therefore, the lyrics have a message about how women's confidence in their existence, which is their beautiful image and appearance, has the power to change the social perspective (Muthaharah, 2023) so that it will be remembered by the society.

Eco's (1979) theory of open and closed texts is also relevant to be used for analysis. Based on his approach, open texts are made to provide space for readers to interpret meanings, but there are still certain limitations, while closed texts will lead the readers to focus on predetermined dominant interpretations. In its application, the lyrics of *Mantra* are considered as the open text, so there are lyrics that have multiple meanings. For example, the literal meaning in the lyrics "*Swerving through the lane*" is driving in a veer motion, but it also means women who live life with grace, flexibility, style, and confidence. The arrangement of the lyrics in *Mantra* exemplifies how women are self-assured in expressing themselves and encourages other women to do the same thing, which has an impact on self-development both physically and mentally, or gets an enhancement in the perspective of society.

Conclusion

This research reveals the value of women's self-confidence in the lyrics of *Mantra* by Jennie Kim. The findings expose the use of a semiotic approach by Roland Barthes in analyzing song lyrics to uncover how the use of language can have particular meanings packed in popular media. The selection of the song *Mantra* as the object of the study and the use of the three levels of meanings—denotative, connotative, and mythological—in analyzing the hidden messages serve as the implementation of language in reflecting personal identity and strengthening the representation of women.

In its findings, Jennie's word choices in the lyrics highlighted women as the main subject to build the illustration of power, beauty, confidence, and self-expression of women. Denotatively, the meanings in the lyrics reflect how women express themselves in their own way. The use of the expressions "*mantra*" and "*pretty girl*" repetitively not only depicts women's identity but also serves as a way for women to reinforce their image. Connotative meanings that appear in the lyrics show women who are free from the traditional construction in the society of the standard for women's roles and appearance. People's perspective on women's looks, which generally must meet certain criteria in order to be categorized as

beautiful women, is broken by the statement in *Mantra*'s song lyrics about women who have the courage to be what they are. It underlines the women's empowerment to make their own decisions and define standards for their bodies, images, and rights to have a voice. Mythological meanings in the lyrics are related to the beauty motivated by the cultural background and life values. It portrays the women's ability to be in an environment with a positive lifestyle, social values about women's inner beauty, and strong female friendships to support each other. The lyrics form a depiction of women's beauty that not only shines from the physical features, but also the beauty that comes from within women, which builds the symbolic power. It breaks the hegemony of social perspective on women's appearance in popular culture society.

The lyrics of *Mantra* prove that song lyrics explicitly look like a simple set of words that only contain their literal meanings. Interestingly, it implicitly holds quite complex messages by addressing the topic of women's self-assurance. The application of semiotic theory also offers evidence that a song can influence the listeners' perceptions about self-confidence in women. Every verse in *Mantra* represents Jennie's support for her listeners, especially women, to always be confident. Not only as a form of encouragement, the lyrics also help women to have broader perspectives about the society's construction of beauty that should not be their limitation to show their true selves. Therefore, the semiotic analysis in the lyrics of *Mantra* succeeded in revising women's viewpoint on the importance of self-confidence. This research only focuses on one song in Jennie's album, so the findings cannot be the benchmark to create a statement that Jennie always reflects the representation of confident women in her songs. Moreover, the semiotic approach applied concentrates more on analyzing the lyrical text, without involving the visual aspects of the music video. For further research, the study can be elaborated by analyzing other songs by Jennie or various works from various artists and cultures to gain more perspectives on women's confidence. Combining textual and visual aspects as the object in the study also creates a more comprehensive analysis of meanings in modern pop media.

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