



Shining Light on the Advancement of Social Change Through Latinx Music Creators.

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Research Question

How do Latinx music creators in the media use their platform to become effective thought leaders?

Abstract

“Don’t stop yourself. We need to hit the streets. We cannot stop. I’m urging everyone to get out and protest,” Bad Bunny continued, conveying a sense of urgency. “This Wednesday at 5 p.m. I would like to see all Puerto Ricans out on the streets. Let’s go protest. There is no excuse.” This is what Bad Bunny said on his Instagram the day before hundreds of thousands of Puerto Ricans filled miles of a major highway in San Juan in protest against Gov. Ricardo A. Rosselló, who has resisted persistent calls for his resignation.

Bad Bunny is one of the many Latinx artists that represent and speaks openly about social issues. Along with his rise, the rise of Latin Music, and the rise of new social media platforms such as TikTok, which has amassed over 800 million monthly users. Is paving the way for others to shine light on social issues.



Bad Bunny and Residente (and Ricky Martin not shown in picture) at Protest in Old San Juan, Puerto Rico joining thousands of protesters against Ricardo Rossello, the Governor of Puerto Rico in front of the Capitol Building on July 17, 2019.

Methods of Research

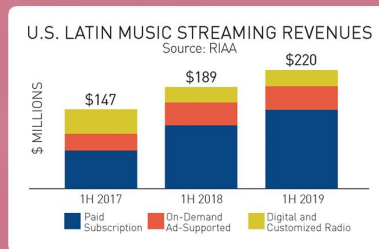
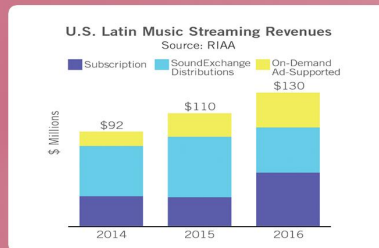
- News Websites/Articles
- Read statistics from The Recording Industry Association of America® (RIAA)
- Read statistics on TikTok analytics and growth

Results

- Latinx Musicians have managed to have their voices heard by people from two ends of the political spectrum; Vox vs. Fox News. Both media outlets posted about Cardi B and Bernie Sanders’ encounters and interviews.
- The U.S. Latin music streaming revenues has increased from \$130 million in 2016 to \$220 million in mid 2019. Showing the advancements that Latin music is making with technology.
- TikTok was the most installed app of 2019, with more than 1 billion views every day and more than 800 million monthly users. This makes it the future for creators. Thus, the potential audience that may hear the voices of Latinx creators is exponential.

Conclusions

Social media platforms have successfully allowed Latinx artists to create social change in a more accessible manner. With a more saturated audience on TikTok, many Latinx artists can display their talents and spread their ideologies. Along with that, media outlets are displaying different figures from the Latinx music industry, providing representation. The U.S. Latin music business continues to grow at a double-digit pace paving the path for future Latinx artist to allow them to create social influence.



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Puerto Rico’s citizens protested against the governor of Puerto Rico because of his controversial leaked e-mails and texts.