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The average life cycle for a girl group is seven years, but New Jeans is in **a** crisis **~~for the first time~~** in **just** two years **since its debut**. The Korean girl group, New Jeans’ future is uncertain. It is because Ador’s CEO, Min Hee-jin has been fired by **~~the force of~~** Hybe. In this situation, people are interested in how to overcome New Jeans’ uncertain future. One important thing is that New Jeans members support Min Hee-jin and wish to come back her.[[1]](#endnote-1) There are two solutions to the New Jeans issue: one is to sue from a labor perspective by using witnesses of the original Ador’s employee, and the other is the observation of Hybe's unfair treatment to New Jeans by Bunnies, **~~the~~** New Jeans’ fan club.

The first solution is to sue from a labor perspective by using witnesses, the original Ador employees. The key point is **whether** the termination of the shareholders’ agreement by Hybe is legal or not. Hybe argues that Min Hee-jin’s non-compliance with the principle of separating production and management and attempted usurpation of management rights.[[2]](#endnote-2) First, Ador’s original members can give evidence that the principle of separating production and management was not initially enforced. It is because Hybe’s chief, Bang Si-hyuk said Min Hee-jin to operate Ador freely.[[3]](#endnote-3) Second, Ador’s original members can give evidence that Min Hee-jin did not attempt to usurp management rights. For example, Hybe’s interpretation of individual KakaoTalk messages is misleading because it focuses on fractional conversations taken out of context. Ador’s original members can submit overall text or context. It’s because Hybe focuses on private cyber messages.[[4]](#endnote-4) However, the limitation of this method is that Hybe might pressure the members in private. An employee can hesitate to come forward. It is because employees are individuals, and Hybe is a conglomerate.

The second solution is the observation of Hybe's unfair treatment of New Jeans by Bunnies, the New Jeans’ fan club. New Jeans issue is not only about firing Min Hee-jin but also Hybe’s unfair treatment of New Jeans. For instance, New Jeans members took a video on youtube saying that Hybe’s unfair treatment.[[5]](#endnote-5) Bunnies need to observe why Hybe’s treatment is unfair because they love New Jeans and It's natural for entertainment companies to do their best for artists. Fandoms can significantly influence entertainment companies. It is because entertainment’s major clients are fandom. Furthermore, entertainment’s image to the public is so important that the company cares about external reactions. Nevertheless, there is a limit because, in the end, it is HYBE that makes the decisions, not Bunnies. In other words, interacting directly with artists is Hybe’s power.

In conclusion, to solve **the** New Jeans issue original Ador members can come forward as witnesses for Min Hee-jin, and Bunnies can observe Hybe’s unfair treatment of New Jeans. Of the two methods, the first method is better. **~~It is~~** because this situation’s core is winning in the court. Being witnesses will be helpful for winning in the court. A good resolution of the New Jeans issue will have a good impact on the enterprise industry going forward. (516 words)

1. <https://youtu.be/nQHR2LKzgPY?si=wl0zFbuJrN5FGfk9> [↑](#endnote-ref-1)
2. <https://youtu.be/LIYsN2htAYY?si=2tCgJku2Jcg1mYIV> [↑](#endnote-ref-2)
3. <https://youtu.be/5gZjFWFqOOw?si=8z2F8X_06vS3GSDs> [↑](#endnote-ref-3)
4. <https://www.joongang.co.kr/article/25245059> [↑](#endnote-ref-4)
5. <https://youtu.be/nQHR2LKzgPY?si=j2CpqGsjq6zGp4jr> [↑](#endnote-ref-5)