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The average life cycle for a girl group is seven years because they usually have to decide whether to renew the contract. However, New Jeans, the Korean girl group, has been in **a** crisis **~~for the first time~~** in **just** two years **since its debut**. It is because Min Hee-jin, Hybe’s under-label Ador’s CEO, has been fired by **~~the force of~~** Hybe, a company of New Jeans. In this situation, people are interested in how New Jeans overcomes an uncertain future. One important thing is that New Jeans members support Min Hee-jin and wish for her return.[[1]](#endnote-1) There are two solutions to the New Jeans issue: one is Min Hee-jin sues Hybe by using the testimony of the original Ador employees, and the other is the notifying using SNS by Bunnies, **~~the~~** New Jeans’ fan club, to the public that Hybe has committed unfair treatment to New Jeans.

The first solution is that Min Hee-jin sues Hybe using the testimony of her past co-workers. 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 takeover 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 take management rights. For example, they can argue that “Hybe’s interpretation of individual KakaoTalk messages saying they’re evidence of takeover management rights is misleading because it focuses on fractional conversations taken out of context.”. Ador’s original members can submit overall text or a full conversation that contains context. It is 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 that Bunnies, New Jeans’ fandom notifies the public of Hybe’s unfair treatment to New Jeans using SNS. New Jeans issue is not only about firing Min Hee-jin but also about Hybe’s unfair treatment of New Jeans. New Jeans members uploaded a video on Youtube saying that Hybe’s unfair treatment.[[5]](#endnote-5) Bunnies can find some evidence of what New Jeans said in that video. Fandoms can significantly influence entertainment companies. It is because fandoms play a crucial role as consumers. 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, direct communication 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 notify to the public using SNS Hybe’s unfair treatment of New Jeans. Of the two methods, the first method is better **~~It is~~** because this situation’s key goal is winning in the court. The testimony will help win in the court. A good resolution of the New Jeans issue will have a good impact on the entertainment industry going forward.

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)