

Bad Bunny Brings Latin Pride to the Super Bowl

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For many people, the Super Bowl is more about the halftime show than the actual game, which often causes controversy when artists are announced. This year, Puerto Rican artist Bad Bunny was chosen to perform. While many fans saw it as a powerful moment for Latin representation, others criticized the decision, saying he is not “American enough.” But the NFL

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won’t budge in the face of backlash.

“We’re confident it’s going to be a great show and that he understands the platform that he’s on. I think it’s going to be exciting and a united moment,” NFL Commissioner Roger Goodell said. It is clear that no matter what people are saying, Bad Bunny is going to take the stage.

Bad Bunny started out as a small SoundCloud rapper based in Puerto Rico before he was discovered by DJ Luian. His mix of reggaeton, trap, and Latin pop helped him rise to international fame, eventually becoming the first artist with an all-Spanish album to reach number one on the Billboard 200.

This is not the first time a Hispanic artist has performed at the Super

Bowl, nor is it the first time Bad Bunny has appeared there. In 2020, Colombian and Lebanese artist Shakira brought him out as a guest during her performance. That show also caused some controversy. However, this was nothing compared to what Bad Bunny is currently facing. Notably, Bad Bunny was born and raised in the United States, whereas Shakira was not.

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Bad Bunny’s performance will represent not only the Latino community, but will also bring new audiences into football. Latin music has created a huge impact on American culture, mixing different sounds and influences into something that brings people together. No longer do people strictly view it as for the Latino community.

Overall, Bad Bunny’s Super Bowl performance highlights both the growing influence of Latin music in American culture and the power of representation on a national stage. From his beginnings as a SoundCloud rapper in Puerto Rico to becoming an international sensation, Bad Bunny’s journey reflects his rise through talent and determination. While some critics question his “American” identity, his presence on the halftime stage unites fans from different backgrounds, introduces new audiences to football, and celebrates the importance of Latin music.



A MOMENT ECHOING BAD BUNNY’S PERFORMANCE
Image via Kevin Mazur/Getty Images.