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CPYU (D) REVIEW By Walt Mueller



song/
video

"APT."

by Rosé & Bruno Mars

Background/summary:

Released in October of 2024, this catchy pop-punk duet from **28-year-old Korean K-pop star, Rosé**, and **Grammy-winning singer Bruno Mars**, won **"Song of the Year" at the 2025 MTV Video Music Awards**. This lead single from Rose's debut studio album topped the charts in over 50 countries, and in the 11 months since its release, the video has well **over 2 billion views on YouTube** and an equal number of streams on Spotify.

(D)iscover

WHAT IS THE MESSAGE/WORLDVIEW?

- The song's title is based on a popular Korean drinking game. Played with as few as two people, players chant the word "Apateu" (translated as "apartment"). Players stack their hands and then move them to the top in response to a randomly called number. Players count down, each one taking turns moving to the top, with the hand landing on the top when the number is reached taking a drink or a shot. The song's catchy and inviting opening features a cheery group of young female voices cueing the game to begin, with the chant of "Apateu" being heard.
- The brightly pink-colored video set features Rosé and Mars as the players in an upbeat garage band, taking turns singing, playing the guitar, and beating on drums, all while dancing in a happy, bouncy, fun, upbeat mood. The video oozes contagious energy.
- Rosé plays the part of the female sexual aggressor with Mars as the target of her advances as she sings, **Kissy face, Kissy face, sent to your phone/but I'm tryna kiss your lips for real/Red hearts, red hearts, that's what I'm on, yeah/Come give me somethin' I can feel, oh-oh-oh**. In the catchy chorus she asks Mars if he shares her lusty sexual desire, **Don't you want me like I want you baby?/Don't you need me like I need you now?** Mars looks at the camera with a snarky look, leaving viewers wondering if he is actually disinterested and bothered by her advances.
- She then offers this invitation: **Sleep tomorrow, but tonight go crazy/All you gotta do is just meet me at the apateu. . . it's whatever, it's whatever, it's whatever you like/Turn this into a club/I'm talking drink, dance, smoke, freak, party all night, come on!**
- The video then shows Mars giving in to her invitation, as they sit together on the floor to play the drinking game. Mars then takes over the vocals, repeating the same invitation and plan, this time with a smile on his face while expressing his lusty desire for her, then shooting a cupid arrow into Rosé. Now on the same page regarding their plans, she plants a kiss on his cheek. They continue to sing the chorus together.
- Rosé then takes over the song, responding to him with what's going to happen next: **Hey, so now you know the game/Are you ready? Cause I'm comin' to get ya, get ya, get ya/Hold on, hold on, I'm on my way!**
- The video closes out over its last minute with the pair now dancing with each other and singing the lyrics together as they are on the same page regarding their mutual invitation to **drink, dance, smoke, freak, party all night**. On a side note, some of their dance moves mimic and offer up a nod to the detention dance in the 1985 John Hughes' film, **The Breakfast Club**.



Walt Mueller is the President and Founder of the Center for Parent/Youth Understanding.

(D)iscern

HOW DOES IT STAND IN LIGHT OF THE BIBLICAL MESSAGE/WORLDVIEW?

- In his final letter to the young Timothy, the Apostle Paul writes that in **"the last days"** (the time between the ascension of Jesus Christ and His return, ie "now"), the culture will be marked by Godlessness, as people become **"lovers of pleasure rather than lovers of God"** (2 Timothy 3:4). Elsewhere, Paul calls believers to **"walk by the Spirit, and you will not gratify the desires of the flesh"** (Galatians 5:16). He includes in his list of the desires of the flesh, many of the lifestyle choices which are assumed as virtuous in today's culture, including **"sexual immorality, impurity, sensuality, idolatry. . . drunkenness, orgies, and things like these. . . those who do such things will not inherit the kingdom of God"** (Galatians 5:16-25).
- The Bible is clear from Genesis to Revelation that our sexuality is a gift from God. God's order and design for sexuality and marriage is clearly stated in the Creation narrative (**Genesis 1&2**), affirmed in the teachings of Jesus (**Matthew 19:4-6**), and maintained consistently throughout the Bible. God has given humanity the good and beautiful gift of sex to be shared and experienced only within the context of marriage between one man and one woman. Marriage is the place for sex. The purpose of sex as God has given it to us is to consummate and seal the marriage relationship between a man and woman, to foster continued mutual intimacy, to enable mutual pleasure, and to respond to God's command to **"be fruitful and multiply"** (**Genesis 1:28**). God calls us to chastity in singleness, and faithfulness in marriage. God calls us to abstain from the passions of the flesh (lust) (**1 Peter 2:11**), and to **"flee from sexual immorality"** (**1 Corinthians 6:18-20**).
- The cultural narrative on all things is oftentimes used as a tool of the one who is the wrecker of this world, Satan, who in **John 8:44** is referred to as the **"father of lies."** He will oftentimes use popular culture to deceive, mislead, and derail our vulnerable children and teens to embrace anything but God's will and way for their lives, thereby leading them away from God's intent for a lifetime of human flourishing, and onto the wide road that leads to destruction.
- **"Apt."** offers a clear window into the way that our world convinces the young to objectify others based on physical attraction and sexual potential, a pathway out of God's will and way for sexuality that would not exist if the full humanity and image of God in others was seen and embraced. This wayward and widespread attitude and desire is clear evidence of the **"groanings for redemption"** (**Romans 8:22-23**) that cannot be met by sexual activity or human relationships, but only through a restored relationship with God through faith in Jesus Christ.

(D)ecide

WHAT DO I DO WITH IT?

- Remember that culture is always both **directive** and **reflective**. As a reflective force, **"Apt."** offers us a window into the current cultural narrative, beliefs, and behaviors that are accepted and seen as normal, right, and even virtuous. As a directive force, each of the multiple billions of views and listens enters into the eyes, ears, minds, and hearts of vulnerable children and teens, telling them that this is the way the world **is**, and this is how you are to live and express yourself in the world. Because it's powerful in influence, we need to process the song with them (most of them have heard it . . . multiple times!), watching alongside them so we can think **with** them in ways that bring the light of God's Word to offer a corrective to the song's worldview.
- With those who have already heard/seen the song, use it as both a **diagnostic** and **training** tool. Show the video, asking them to list themes and ideas with which they agree, and those with which they disagree. As a training tool, walk them through the **3(D)** steps.
- Because of its mainstream nature, popularity, and trending young audience (this is the type of music that is entry-level for the youngest of our kids), show the song to parents so that they might be made aware of how pop culture is shaping and mis-shaping kids. Teach parents how to spot and address any concerning messages with their kids. In addition, you can use the song as a prompt for discussions of sexuality, partying, substance abuse, lust, and sin.
- One of the most alarming aspects of this song is how it teaches our girls to be sexual aggressors. . . both through sending photos and personal invitations. We need to teach both our male and female kids to develop meaningful relationships with respect and honor.