

Thick of It or Sick of It?

Olajide Olayinka Williams "JJ" Olatunji, otherwise known as KSI, is an English Social Media Influencer, Professional Boxer, Half of the face of Prime Energy Drink and Lunchly snack brand, and a co-founder of the YouTube group: The Sidemen. However, while juggling these professionals, KSI is also a hip-hop artist. He currently has one collaboration album with his friend and partner Randolph, *New Age*, two studio albums, *Dissimulation* and *All Over The Place*, four EPs and a handful of singles in his jam-packed discography. However, there is one recent song in question that has everyone in awe and not in a good way.

On October 3rd, KSI dropped two singles: "Low" and "Thick Of It". The latter is currently sitting at over 29 million plays on Spotify, 64th on the Billboard Hot 100 charts, and was at the top of the trending page on YouTube. Although the song received all these accolades, it was not for the reason you think. "Thick of It" is currently being ridiculed across the whole web, especially on Instagram, Twitter, and TikTok. On TikTok alone, there are over 160,000 posts all ridiculing how bad people think the song is. Currently, the song is being compared to as worse than other socially regarded "terrible rap songs" including "Soul Train" by YBN Nahmir, "Grippy" by J Cole and Cash Cobain, "Hot Shower" by Chance the Rapper, and many others. This song may be receiving hate from the general public, but it definitely does not stop there.

Popular social media influencers are also chiming in with their opinions on the popular song. Popular streamer and KSI's own friend, iShowSpeed, called KSI just to troll him and tell him how bad the song is. KSI's boxing rival and famous social media influencer, Jake Paul, said KSI should "quit music" when talking about the song with popular streamer Adin Ross. Popular Youtuber and KSI's own brother, Deji, reacted to the song by mostly laughing at it in a YouTube video. However, while many ridicule the song it does remain to have all these accolades so to KSI it could still be seen as the treasure to the trash of many.