USA

Master P and the Lasting Impact of “Ghetto D,” 28 Years Later

Released in 1997, Ghetto D was originally going to be titled "Ghetto Dope," before the label was forced to change it to avoid censorship.

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On September 2, 1997, rapper and entrepreneur **Master P** released his sixth album, ***Ghetto D***. This opus would not only mark a turning point for his career, but also redefine the place of the South in American Hip-Hop.

Upon its release, the album became a commercial triumph. The single ***Make 'Em Say Uhh!*** became a veritable anthem, propelling the album to the top of the Billboard 200. More than 760,000 copies were sold in just one week, and the project eventually achieved triple platinum certification. At a time when Southern rappers were still struggling to establish themselves on the national scene, this achievement remains a historic milestone.

No Limit, a musical family

With production provided by **Beats By the Pound**, ***Ghetto D*** offers a raw and authentic aesthetic, faithful to the realities of the neighborhoods of New Orleans. The pieces vary between intensity and emotion: ***I Miss My Homies*** pays tribute to the deceased, ***Stop Hating*** denounces rivalries, while ***Bourbons and Lakes*** illustrates the appeal of local culture. This diversity contributes to the album's uniqueness, which goes beyond the simple register of gangsta rap.

Beyond the central role of **Master P**, the album highlights the strength of its label **No Limit Records**. We find there **Silkk the Shocker, Mia X, Mystikal, Fiend and C-Murder**, so many voices that enrich the project and affirm the collective identity of the camp **No Limit**.

Even today, almost three decades after its release, ***Ghetto D*** remains a reference work. It illustrates the vision of **Master P** : create an independent empire where music is accompanied by a sustainable economic and cultural model. This approach has inspired many artists to take back control of their art and career, making **Master P** a pioneering figure of rap entrepreneur.

In 1997, ***Ghetto D*** opened a breach for rappers from the South. In 2025, its impact is still measured through the evolution of the industry and the place conquered by those who followed the path traced by **Master P** and **No Limit Records**.

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