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Navigating Cancel Culture in Indonesia: Understanding Cyberbullying and Social Control in Viral Cases (September-November 2023)

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A B S T R A C T

Cancel culture is a phenomenon that creates space for individuals to voice opinions and evaluate behavior that is considered to violate values and norms. Cancel culture can move in two directions, Cyberbullying and Social control. To study cancel culture in Indonesia, there are 5 viral cases (September-November 2023), namely: (1) The case of Pandawara's feud with the Loji Sukabumi Beach government, (2) The ice-cream case by Oklin Fia, (3) The case of abuse committed by members' children. DPR RI, (4) Case of bullying of Cilacap Middle School students, (5) Case of Palestine and Israel. This research explores the direction of cancel culture in Indonesian society, the role of social media and its impact. Using netnography, ten informants were interviewed, and sentiment analysis on Instagram and Analysis using the Naive Bayes model shows that of the 10 social media platforms, 8 of them are cyberbullying and the other 3 are social control. Social media acts as a catalyst for cancel culture in the rapid dissemination of information and the formation of public opinion. The consequences of cancel culture include boycotts, decreased product sales, and prolonged online debates. Frequent misinformation and the instantaneous nature of social media trigger cancel culture, especially cyberbullying, which results in material and mental health losses.

A. INTRODUCTION

The 21st century is a century where humans live in two worlds, namely the real world and the virtual world. At the beginning of 2023 the Indonesian population will be around 276.4 million with active social media users in January 2023 were at 167.0 million with a percentage of 60.4% of the total Indonesian population (Kemp, 2023b). These figures show that social media users in Indonesia are quite large. With a large population and social media users, Indonesia ranks fourth as the largest social media user in the world (Ruby, 2023). Social media as a means of communication can connect people even from far away, can provide social support, reduce loneliness and shame, social and emotional sensitivity (Widowati & Syafiq, 2022). Apart from its positive impacts, social media also has quite large negative impacts if used incorrectly. With the number of Indonesian social media users being quite high, the potential for conflict cannot be avoided, such as the spread

of negative content, provocative messages, hate speech and much more (Ministry of Communication and Information, Republic of Indonesia, 2018).

Apart from having positive and negative impacts, the rise of social media users has also given rise to a new culture called "cancel culture". Cancel culture itself is a social phenomenon relevant to the digital era where individuals or groups on online platforms actively criticize, reject, or stop supporting someone or something based on actions or statements that are considered controversial or unacceptable. The concept of "cancel culture" can be broadly defined as an attempt to ostracize someone for violating social norms. It has also been understood more narrowly as "the practice of withdrawing support for (or canceling) public figures and companies after they have done or said something deemed objectionable or offensive (Norris, 2020)

An example of cancel culture in Indonesia is the case of the abuse of David Ozora by Mario Dandy. As a result of uploading videos of torture, the videos were seen and shared by the public, which resulted in many people

also condemning the acts of torture. The virality of the abuse case helps the perpetrator's legal process to be handled more quickly. Due to public pressure, the authorities immediately followed up on the video and immediately arrested the perpetrator of the abuse. It didn't stop there, the public also dug into the family life of Mario Dandy, the perpetrator, which ultimately resulted in the end of the career of the perpetrator's father, Rafael Alun, and his place of work (the Directorate General of Taxes), which was also investigated by the Indonesian people due to allegations of tax fraud (Tjitra, 2023).

Cancel culture can have a positive impact, namely increasing accountability, social change and "speak back", while the negative impact is hampering freedom of expression, division and conflict, having a negative impact on psychological and mental well-being and creating gaps in access and injustice. If cancel culture moves in a negative direction, the emergence of cancel culture indicates conflict and contradiction in society (Bridges, 2022; Fikri et al., 2022; Janssens & Spreuwenberg, 2022; Jonsson, 2022; Ng, 2022; Norris, 2020).

Cancel culture is a manifestation of society's response to certain cases as a form of change in interaction patterns in digital society. The access and openness of social media means discussions are carried out continuously. There are many cases every day, but in this study the cases were taken in September-November 2023 and not all cases were studied but only 5 cases that researchers felt were discussed continuously by the Indonesian people. These cases are (1) the Pandawara case with the Loji Sukabumi Beach regional government, (2) the ice-cream case by Oklin Fia, (3) the case of abuse of a lover which ended in death by the son of DPR RI Commission IV member Gregorius Ronald Tannur, (4) Case of student bullying

B. METHOD

The research method that will be used in this research is a qualitative method with a digital ethnography or netnography approach. All research is carried out online so netnography is used to see the reality of society in the digital world. Data was collected by interviews, sentiment analysis and documentation. To simplify the process of exploring social phenomena in Indonesian society that are formed from online or virtual world activities, researchers need to sort what cases will be studied considering the large number of viral cases that occur. From the results of the sorting, there are around 5 cases that will be discussed, including (1) the case of the feud between Pandawara and the Loji Sukabumi Beach regional government, (2) the ice cream case committed by Oklin Fia, (3) the case of abuse by the child of a member of Commission IV DPR RI, Gregorius Ronald Tannur against his girlfriend which ended in death, (4) Case of bullying against Cilacap Middle School students, (5) Case of Palestine and Israel. These five cases were chosen because they meet the criteria, namely viral and are a sensitive issue for Indonesian society (cases that receive high attention are usually related to perpetrators who are people in high positions or well-known figures, norms

that are not in accordance with those adopted by Indonesian society, religion/ trust, loss of life or physical injury, and infidelity).

There were 10 informants interviewed, 2 informants per case, each representing the social media platforms studied, namely Instagram and X. The search for informants was carried out by reviewing cases and comments. From the comments contained in the discussion of a case, the researcher selects informants randomly, and the researcher also considers the informant's involvement in the case being discussed and the length of time they have used social media. Researchers contacted informants via direct message and asked for permission to interview online via direct message on each platform. The inclusion of interview results also requires approval from the informant.

For sentiment analysis research, the Naïve Bayes model is used to help determine the analysis. Instagram data is collected via a web scraper, namely web extensions from Chrome and X data is collected using a programming language created by Youtube Helmi Satria which researchers can access via Google Collab. This data is processed using the Rapidminer application, the results of which will be used to see which sentiment is higher in each case and on social media.

C. RESULTS AND DISCUSSION

Based on the plot, cancel culture begins with the appearance of posts or uploads on social media in the form of writing, photos, videos, threads (a collection of sequential and chained tweets discussing a particular topic). Usually there is clearly the identity or initials of the main actor in the case being discussed, and also what mistakes he made. If the upload gets a lot of attention from readers, it will usually rise to "viral" status. The viral case occurred due to the large number of discussions or comments from the public regarding the cancellation target. At the beginning of the discussion, the case was discussed on the initial platform where the original cancellation occurred, then because of the high attention and continued discussion it spread to other social media, news articles, blogs and also television (Ng, 2022)

1. Direction of Cancel culture Based on Naive Bayes Test Using Rapidminer

a. Data Crawling

Crawling data taken from Instagram is in the form of comments on Lambe Turah account posts regarding several viral cases, and for some cases it is taken from random posts which have a number of viewers and comments of more than a thousand responses. Crawling data using the Chrome extension, namely Instant Data Scrapper. To crawl the data, first open the upload page on the related topic, then click the Instant Data Scrapper extension, after that the comments from the upload will enter the system and can be downloaded according to your needs. On the Instagram page, the comment data

taken for each topic amounts to more than 500 comments. The 500 comments were not just from one upload, but there were 2-3 uploads discussing these topics.

For data from X, around 500 upload comments were taken. Crawling data from X uses a programming language created by Youtube Helmi Satria which researchers can access via Google Collab. The crawling flow using this programming language begins by looking for the authtoken on account X as the key that connects the programming language with the researcher's personal account. After that, enter the upload link or post that discusses a particular case. The final file obtained is in CSV form which is then downloaded and will later be processed.

The selection of uploads is not just anyone who discusses the topic and then crawls the comments but according to predetermined criteria. Like (cilacap_min_replies:300 until:2023-10-10 since:2023-09-15) which means a topic about Cilacap with a minimum of 300 replies starting from 15 September 2023 - 10 October 2023, or apart from the code above you can also use the X feature in search field in the advanced search section. This is applied to the five topics discussed, so that the data obtained has a time span and the number of replies according to the criteria, not too wide.

After crawling the data, the files obtained using Instant Data Scrapper can be downloaded using Excel or CSV files, while the X results using the Coddling link from Helmi Satria's YouTube are in CSV form. Both can be downloaded directly in the folders that have been prepared.

b. Explore

The results of data crawling on (language), username (username), tweet_URL (link to X/link). However, to simplify the data, only full_text (comments) are included in the attributes that are taken.

Meanwhile, data obtained from Instagram via the Instant Data Scrapper Extension displays a column consisting of x1i10hfl (user's Instagram account name), x1i10hfl href 2 (user's Instagram account link), _ap3a (comment), x1i10hfl href 3 (link). user comments on sites that crawl data), _a9ze (time the comment was uploaded), x193iq5w (number of likes on comments), _a9yi (number of replies received on comments).

c. Modify

The modification stage is carried out by organizing the data collection into data that can be recognized by the computer system, more structured and neat or what can be called textpreprocessing. There are five processes at this textpreprocessing stage, namely cleaning, tokenize, transform cases, stopword removal, and filtering

D. Cleaning

The data obtained from Therefore, in this data cleaning stage, the data is cleaned by deleting words written twice,

characters, symbols, emojis, hashtags, URLs that are not used in this research.

Table 1 Example of Data Cleaning Process

Before	After
Innalillahi.. Al fatihah utk korban	Innalillahi Al fatihah utk korban

The cleaned data is classified manually to determine the attribute class. In determining the attribute class, the data will be categorized according to the types of cyberbullying theory, and those that are not included in this category will be included in the social classification controls.

Table 2 Example of Sentiment Determination Process

Comment	Category	Result
Mba klo perang itu dua-duanya saling serang. Kan klo ini yang 1 doang yang nyerang mbaaaa felissssss, ini tuh genosida mbaaaaaaa. Moso kurang berita yah dia ckckck. Jelas sih emang berpihak, byeeee skarleeet.		<i>Social Control</i>
Kalo si babi aer bebas hukuman biar hukum rimba di masyarakat yg menghukum si anjing satu itu	<i>Flamming, Spreading</i>	<i>Cyberbullying</i>

Each case has a different amount of data adjusted to the scrapping obtained. However, the attribute classification is equated with the division of 40 categories of cyberbullying and 40 categories of social control for each case and place of origin of the data. For example, the Pandawara feud case originating from This applies to the five cases studied.

E. Transform Case

In this stage, the letters are uniform in lowercase size to make it easier to read the system. This is done because if it is not compatible, the system will read it twice or even more, for example "How" and "how" with different words, if the letter form is not the same, it will count as 2 words.

Table 3 Before and After Examples of the Transform Cases Process

Before	After
Tolol bet lu anjing goblok bgt lu gila kali ya lu Lu manusia bukan ngentnt TAI KESEL BGT GUA COKKKKK. Orang sampe meninggal loh	tolol bet lu anjing goblok bgt lu gila kali ya lu lu manusia bukan ngentnt tai kesel bgt gua cokkkkk. orang sampe meninggal loh

F. Tokenize

If the size has been uniformed then we will go to the next stage, namely tokenize. Tokenize itself is the stage used to cut words into single chunks. This is done with the aim of being able to calculate the feature/rich weights for each sentence, so that it can be used for further stages of text data classification.

Table 4 Before and After Examples of the Tokenize Process

Before	After
Tolol bet lu anjing goblok bgt lu gila kali ya lu Lu manusia bukan ngentnt TAI KESEL BGT GUA COKKKKK. Orang sampe meninggal loh	'tolol', 'bet', 'lu', 'anjing', 'goblok', 'bgt', 'lu', 'gila', 'kali', 'ya', 'lu', 'lu', 'manusia', 'bukan', 'ngentnt', 'tai', 'kesel', 'bgt', 'gua', 'cokkkkk', 'orang', 'sampe', 'meninggal', 'loh',

G. Stopword Removal

After the tokenize stage, the vocabulary in the data still has words that have no meaning or are unimportant or meaningless. Stopword removal is carried out by entering the stopwords removal excel file in the Rapidminer application in the "process documents from data" process. Words deleted include: mak, don't, or, which, with, taste, less, etc.

Table 5. Before and After Examples of the Stopword Removal Process

Before	After
tolol bet lu anjing goblok bgt lu gila kali ya lu lu manusia bukan ngentnt tai kesel bgt gua cokkkkk. orang sampe meninggal loh	tolol bet lu anjing goblok bgt lu gila ya lu lu manusia ngentnt tai kesel bgt gua cokkkkk. orang meninggal loh

H. Filtering

In the filtering process the data is shortened or filtered to a certain size or number of letters. The filtering process is carried out using the system in the Rapidminer application, namely "filter tokens (by length)". This system will cut words that have less than four letters and more than 25 letters.

Table 6 Examples of Before and After the Filtering Process

Before	After
tolol bet lu anjing goblok bgt lu gila ya lu lu manusia ngentnt tai kesel bgt gua cokkkkk. orang meninggal loh	tolol anjing goblok gila manusia ngentnt kesel cokkkkk. orang meninggal

i. Model

The next stage is that the data is labeled manually and automatically. Manual labeling was carried out on part of the dataset, while automatic labeling was carried out by the Rapidminer system which refers to the social control or cyberbullying opinion dictionary which has been created automatically using the Naïve Bayes model.

In testing comments using a model from the Naive Bayes algorithm. The training data is tested with test data to see accuracy which will later be used to see where the cancel culture of Indonesian society is heading. Testing with the Naive Bayes model uses cross validation to produce confusion matrix values containing accuracy, precision and recall values taken from the test data. To determine the confusion matrix value, researchers used k-fold cross validation with a value of k=10 with the aim of getting the maximum value. From the data that has been processed, the previous data is summarized and the following is a summary of the data results from the five cases.

Table 7. Summary Data on Sentiment Analysis of the Five Viral Cases

Media Sosial	Accuracy	Recall	Precision	AUC
The case of the Pandawara feud with the Loji Sukabumi Beach regional government				
Instagram	71,67%	84,67%	68,25%	0,686
X	70,25%	57,81%	76,50%	0,634
The Oklin Fia religious blasphemy case				
Instagram	72,61%	58,99%	81,59%	0,549
X	72,52%	58,32%	80,80%	0,572
The case of abuse of a lover which resulted in death by Gregorius Ronald Tannur				
Instagram	76,55%	73,81%	79,50%	0,588
X	74,03%	88,00%	68,86%	0,486
Case of bullying of Cilacap Middle School students				
Instagram	77,56%	76,45%	79,45%	0,962
X	79,37%	71,98%	85,14%	0,795
The Case of Palestine and Israel.				
Instagram	74,72%	81,76%	75,57%	0,513
X	74,98%	84,00%	71,95%	0,488

Based on sentiment analysis data in table 7, the average sentiment prediction is in the range above 70%. From this data, the researcher assumes that the sentiment that has been created has a good prediction so that the sentiment data can be assumed to be correct. To see the direction of cancel culture in Indonesian society based on sentiment analysis of Instagram and X comments, researchers counted the number of Cyberbullying comments and social control comments in each case on each platform

Table 8 Calculation of Total Comments for Each Sentiment

Media Sosial	Cyberbullying	Social Control	Hasil
The case of the Pandawara feud with the Loji Sukabumi Beach regional government			
Instagram	267	235	Cyberbullying
X	254	248	Cyberbullying
The Oklin Fia religious blasphemy case			
Instagram	268	255	Cyberbullying
X	281	270	Cyberbullying
The case of abuse of a lover which resulted in death by Gregorius Ronald Tannur			
Instagram	231	264	Social Control
X	256	245	Cyberbullying
Case of bullying of Cilacap Middle School students			
Instagram	244	257	Social Control
X	296	242	Cyberbullying

The Case of Palestine and Israel.			
Instagram	250	261	Social Control
X	298	285	Cyberbullying

From the 5 cases discussed, it can be seen that out of 10 sentiment results, the cyberbullying sentiment was 7 and the social control sentiment was 3. In the intense discussion of the five cases it was stated that Instagram with a total of 2 cyberbullying and 3 social control shows that comments on Instagram tend towards control. Social. Overall comments on both social media shows that in these five cases, the cancel culture of Indonesian society tends towards cyberbullying. The assumption of "leaning" is given because the difference in comments between cyberbullying and social control is not too big.

2. Direction of Cancel culture Based on Social Media User Interviews (Instagram and X)

In the digital era, cancel culture shows the power of public opinion and influences social and cultural dynamics in Indonesia. Indonesian society, with its large and diverse population, responds to viral cases on social media in various ways. Based on interviews with 10 informants, there are three types of cases that attract high attention from the public: cases involving famous figures or high-ranking officials, those that violate social or religious norms, and cases involving loss of life, physical injuries, or infidelity. The direction of cancel culture and its social impact in Indonesia is greatly influenced by the response to these types of cases. The statement that the perpetrator is a person in a high position or a well-known figure attracts a lot of attention as explained by the account @Aliya986 as follows:

"I see that the community is very angry with the position held by the father. It is true that the Indonesian people definitely blaspheme all problems or topics that are currently hot, but if the problem being discussed still has power, of course the Indonesian people are very angry and very angry. "Indeed, when it comes to murder, everyone is furious, hateful and angry, but if there is still power, people's hatred will increase and they will become very angry." (Aliyatul_1701, @Aliya986, 2023)

Cases such as indecent behavior from famous figures or public officials, as experienced by Oklin Fia with the way she eats and places her ice cream, attract great public attention. In this case, attention is drawn to actions that violate social norms, especially when the perpetrator has a large following on social media such as TikTok. Oklin Fia's success as a TikToker with 104,700 followers and content that is considered indecent, as well as her appearance of wearing a hijab but wearing tight clothing, are the main highlights in this case. This opinion is supported by the statement from the @murdiono92 account as follows:

"Yes, if I look at it, it's because it's related to religion, so it's an explosive thing. For me personally, the content isn't that serious, it's just an adult theme if we focus on ice cream, right? but if there is added spice by inserting religion in it, well, I don't want to join in" (@murdiono92, 2023)

The bullying case in Cilacap, where SMP F students suffered serious injuries due to physical and mental violence by their peers, attracted widespread attention due to the severity of the actions recorded and celebrated by the young perpetrator. This sparked public criticism for behavior that was very unnatural for their age. However, in the context of cancel culture and celebrity gossip that is often influenced by FOMO (fear of missing out), people's attention is often driven more by a desire to follow trends than genuine concern about serious issues such as bullying (Sharma et al., 2022). This was stated by the Saaa account, as follows:

"In my opinion, when I saw this case, I felt shocked and felt disappointed because such a small child could hurt his own friend by bullying him. "Actually, in other cases it will also become a hot topic because basically Indonesian people like to talk about any topic, especially those that often appear on social media" (Saaa, @anisahdytii, 2023)

The fear.less8611 account states that in the Palestinian and Israeli conflict there are 4 main points of discussion as to why public enthusiasm is high, the first is because it is related to the state of Israel which in fact has always colonized Palestine, the second is related to religion (Islam), the third is the presence of murder and torture in large numbers. Apart from the topic of Palestine and Israel, the case that received high attention according to the fear.less8611 account was the case of infidelity, the explanation is as follows:

"Indonesia has always seemed sensitive to Israel. Anything about Israel really likes to be discussed by the people. Plus it has something to do with religion, the religion is Islam and Indonesian society is also predominantly Muslim. Well, that's clear. Not to mention the large number of fatalities, the torture, the cruelty, wow, this is a case that has a complete package for Indonesian netizens to talk about. In other cases, I don't really observe it, but what is clear is that if it has something to do with religion and humanity (murder/torture) it is usually very sensitive, it can even trend for X days. Hey, another topic that netizens like to discuss is when there are cases of infidelity. Apart from that, when I look at it, it's not that great" (fear.less8611, 2023)

The public's response to a case often tends to be excessive and not based on objective assessment. News framing, especially involving the government, is often the focus of intense discussion on social media. However, these responses do not always reflect justice or truth, but are influenced by framing, dramatization and certain sensitivities.

Framing, clickbait, and comments can influence a person's view of the news. In the case of Palestine and Israel, many comments and framing contain feelings for the victims, although from different perspectives. This reflects the diverse interest and participation of the public in news, even from those who have limited knowledge but are still active in commenting with exaggerated reactions. (Lee et al., 2021).

Religious aspects play an important role in shaping public opinion. Sensitive issues related to religion often trigger intensive reactions and are the main trigger for the cancel culture phenomenon. Intensive conversational patterns on social media, particularly on platforms like Twitter and Instagram, tend to create an environment where majority opinion dominates, and minority voices are often suppressed.

The pattern of intensive conversation on social media is often related to the Spiral of Silence theory, which highlights how mass media and interpersonal communication shape public opinion. In the context of cancel culture, intense conversation can produce a spiral effect in which majority opinion suppresses dissenting voices, pushing individuals to conform or remain silent. Social media plays an important role in shaping opinion and influencing discourse, with information and opinions circulating on these platforms having great power in shaping society's views and individual behavior in discussions of cancel culture. (Edria et al., 2023)

The sensitivity of Indonesian society to issues involving Israel, especially those related to religion and humanity, often causes excessive reactions and criticism. Lack of media literacy and fanaticism in understanding the news often trigger responses that are not objective, reinforcing cancel culture. In cases of conflict or problems, people tend to look for scapegoats rather than looking for correct information or chronology, strengthening the cancel culture trend.

Less objective responses can reinforce fanaticism in public opinion, cementing group identities with important values. A narrow perspective often breeds hostility toward dissent, fostering a cancel culture that ostracizes individuals or groups who are different. The framing of news and commentary shapes majority opinion, perpetuating bigotry as a form of protection against differing viewpoints. Cancel culture is a manifestation of this bigotry, fueling intolerance and creating an environment that does not support diverse perspectives.. (Tietjen, 2023)

3. The Role of Social Media in the Formation of Cancel Culture

Cancel culture has developed along with the widespread influence of the internet and social media such as WhatsApp, Instagram, X, TikTok, Facebook and Quora. This platform amplifies the public's voice, raises previously ignored issues, and holds those involved accountable. Cases that need to be handled by the authorities can be processed immediately and "guarded" by the community. The digital era is changing the way Indonesian society responds to and responds to social cases.

The public believes that social media can be a bridge to connect people's aspirations so that they can be heard by wider circles. This is in accordance with the opinion of the Naaaa account, @bbyana_here which states that:

"Of course. In the digital era like now, information spreads rapidly via the internet and almost everyone can access it, so if there are deviant things happening on social media, of course the public's response will be very

fast, such as commenting, making posts, etc. (Naaaa, @bbyana_here, 2023)"

Social media can also be a double-edged sword that can harm and also help people's lives. If social media is used in a good direction then the benefits you get will be good, but if it is used in a bad/bad direction then what you get will also be bad. This opinion was expressed by @fear.less8611 as follows:

"I think that's enough to make a difference. Because more and more people are realizing that social media is a double-edged sword. If we use it for good, we will reap greater good, and vice versa" (Hana, @hxndxisy, 2023).

The widespread distribution of social media access is also a reflection of changes in society in responding to a case or situation. The increasingly rapid virality of a case must be balanced with the public's understanding in sorting information so that they can filter the information they obtain.

According to @murdiono92, the ease of spreading news on social media can trigger public excitement with just a few trigger words. That rapid news circulation and social media advancements have heightened societal sensitivity to unexpected issues.:

"Yes, I can say that because the people are actually people who are easily ignited, so just by adding a little spice, it becomes a scene that explodes with blasphemy and other things. It develops differently from before, where if there was something, be it news or whatever, the community was calmer in responding if it was appropriate or not. "In fact, this is just being blown up, that's all, in my opinion, the point is that the things that are happening because social media is becoming more powerful is actually because people are less wise in processing the information on social media itself and are easily influenced by the existing ingredients" (@murdiono92, 2023)

Social media plays a significant role in shaping cancel culture patterns in Indonesian society, providing a platform for voicing aspirations and opinions while influencing public discourse. While it's recognized as a tool for empowerment, there's also awareness of its potential negative impacts such as hoaxes and slander. The speed of information dissemination through social media accelerates public responses to issues, but there's growing awareness of the risks of spreading fake news in the process.

The media has three tools of power: agenda-setting, framing, and positioning, which influence discussion topics, views of events, and responses. Bias in the media shapes our opinions. Social media is not only a platform for voicing opinions but also influences individual thinking, because other people's comments and views can influence opinions (Entman, 2007). It reflects societal changes in responding to issues, with rapid, mass responses indicating increased societal openness and participation in discussions, yet also highlighting awareness of the risks of spreading misinformation.

4. Impact of Cancel culture on 5 Viral Cases in September-November 2023

Cancel culture in Indonesia, driven by numerous individuals, yields a plethora of opinions that shape societal discourse. Publicly expressed thoughts and opinions can sway skeptics, leading to shifts in perspective and alignment with prevailing sentiments. Social media plays a pivotal role in disseminating these influential narratives. The impact of cancel culture on social society can divide thoughts or even unite thoughts. This is in accordance with the statement from Hana's account, @hxndxisy which states that:

"The most significant social impact is the division of public opinion into 3 groups. Those who support Palestine, those who support/allow Israel, and those who are neutral. For me, this is enough to be a small fracture point as the beginning of a larger split. Even so, thank God there are still many who support Palestinian independence by boycotting pro-Israel companies. And with the boycott of companies that support Israel, it also has an impact on the world economy. The most felt impact is on the workers" (Hana, @hxndxisy, 2023)

Apart from individual or individual thoughts, cancel culture also has an impact on the many boycott movements of products affiliated with Israel or that support Israel. Apart from products, there are also several figures who are not supported or followed because they were caught supporting products that support Israel, here is their explanation:

"There are so many of you. Most Indonesians are pro-Palestinian, right? There have been many boycott movements emerging to boycott products affiliated with Israel, like Aqua, Grab, yesterday it was a local product but it was a blunder, the impact was great, for example Scarlett, there is another KPOP idol who was caught supporting brands like MCD and Starbuck also not followed anymore. Not to mention the Julid fi sabilillah movement which involves bombarding Israeli IDF soldiers' social media, even government accounts. There are many, and these movements are big because there are also many people who do it from Indonesian society" (fear.less8611, 2023)

In the case of the murder of his lover by Gregorius Ronald Tannur, Aliyatul_1701 account, @Aliya986 believes that the absence of cancel culture could have an impact on people's thinking of looking down on someone because of their position/power. The worst possibility is that someone's life will be considered trivial, here is the statement:

"Yes, it really has an impact on people who can think that things like that are just trivial, especially those who have power. Even though what he did was someone's life," (Aliyatul_1701, @Aliya986, 2023)

The Oklin Fia ice cream case highlights the need for caution in the use of social media, as freedom of expression can escalate into hate speech or criminal behavior. Additionally, it underscores harmful stereotypes about women and the perpetuation of negative stigma through online discourse, this is based on what is explained by the Naaaa account, @bbyana_here as follows:

"Hmm, maybe... • the scope of social media is a concern for children and teenagers. • the presence of hate comments on social media can also lead to criminal acts against other people. There is a bad stigma towards women..(Naaaa, @bbyana_here, 2023)

Cancel culture as a form of culture of rejection of certain cases will have different impacts depending on the intensity of the case. Of the five cases discussed, the impact obtained from the high level of public attention in the intense discussion of the case varies, depending on how big the violation and losses caused by the perpetrator. The impacts that arise from each case include:

1) Palestine and Israel conflict

- The emergence of the "Julid Fi Sabilillah" movement aims to weaken Israeli morale and counter Zionist propaganda by strengthening pro-Palestinian narratives online.
- The emergence of boycott movements such as boycotting Starbucks, McDonald's, KFC, Grab, Scarlett, Unilever Danone (Aqua) products and others
- Some products experienced a decline in sales. According to the General Chair of the Indonesian Retail Entrepreneurs Association, Roy Mandey, product transactions were reduced by 40-45% for products affiliated with Israel (Gading, 2023). Based on Kompas.co.id research, the food and beverage category experienced a decline of 12%, health by 15%, and the needs of mothers and children by 16% in the period 25 October-7 November 2023 and 8-21 November 2023 (Annur, 2023)

2) Case of the feud between Pandawara and the Ciburut Beach Village Government

The Pandawara case at Loji Ciburut Beach began with a post calling the beach "Welcome to the 4th dirtiest beach in Indonesia," triggering local government protests. Pandawara was threatened with summons and refused to hold clean-up activities. This refusal sparked public anger who supported Pandawara's intentions. Pandawara explained that the "4th dirtiest" label was based on the order of emergency conditions they found and that they already had permission from the village and environmental services. After much public attention, this feud ended with a video clarification from both parties. (Inayah, 2023; Pandawaragroup, 2023).

3) Case of Bullying of Middle School Students in Cilacap

The bullying of junior high school students in Cilacap resulted in victim F suffering quite serious injuries, namely a broken left rib due to repeated abuse. Initially, the two perpetrators of abuse and bullying MK (15 years) and WS (14 years) were charged under Article 170 of the Child Protection Law and Article 170 of the Criminal Code concerning violence in public with a maximum prison sentence of 3 years 6 months with a fine of IDR 72 million and the threat of imprisonment. 7 years. This punishment was formed apart from clear evidence, causing serious injuries to the victim, coupled with the

abuse on video and bullying behavior that disturbed the community, and damaged the image of education in Cilacap. However, considering various aspects, such as the perpetrator being a minor, and having never been involved in legal matters, the panel of judges at the Cilacap District Court handed down a sentence in accordance with the prosecutor's demands, namely 2 years in prison for MK (15). Meanwhile, WS (14) was initially sentenced to 4 months in prison, but the panel of judges decided to serve 6 months in prison based on various considerations. (detikJateng, 2023).

4) The Case of the Murder of a Lover by Gregorius Ronald Tannur

This murder case began with a dispute between Gregorius Ronald Tannur and his girlfriend Dini Sera Afrianti. The dispute continued with Gregorius Ronald Tannur being beaten twice using a Tequila bottle. It didn't end there, the bickering continued into the basement of the car park. Dini was dragged by Gregorius Ronald Tannur's car for 5 meters and was run over. After that, Gregorius Ronald Tannur put Dini in the trunk and took her to the apartment, before being rushed to hospital and declared Dini dead (Jo, 2023). This incident exploded in cyberspace because the video of the torture in the basement emerged. With the public's pressure and attention, this case was immediately responded to by the police until the police charged Gregorius Ronald Tannur with murder, which was initially only charged with assault (Rinanda, 2023).

5) Oklin Fia Ice Cream Case

The Oklin Fia Ice Cream case began with the upload of a video of eating ice cream positioned in front of a man's genitals, coupled with vulgar expressions and clothing even though it was covered. This sparked the attention of the Indonesian people, because of its indecent content. Oklin Fia was reported by PB SEMMI and Umi Pipik for violating immorality (Tim detikcom, 2023; Wahyuni, 2023). After being summoned by the police, Oklin Fia apologized for the case and promised not to do it again (lambe_turah, 2023). However, even though he was not imprisoned according to the wishes of the community, Oklin admitted that he continued to receive insults from the public, his family also received insults and continuous news messages, his personal telephone number was spread and he received terror containing insults such as the words 'you just die' (Veronica, 2023).

D. CONCLUSIONS

Based on sentiment analysis using the Naive Bayes model with test data using k-fold cross validation, the results show an average sentiment prediction of above 70%. This prediction is considered good, and from the analysis of comments on Instagram and platform X, there is a tendency for cyberbullying in the cancel culture of Indonesian society. Of the 10 cases observed, there were 8 cases with cyberbullying sentiments and 3 cases with social control sentiments. Platform X as a whole tends towards cyberbullying, while on Instagram there are 2 cases of cyberbullying and 3 cases of social control. Even though there are slight variations, the tendency towards cyberbullying is dominant in the cancel culture of

Indonesian society based on sentiment analysis of comments on both platforms. The results of the interview show that cancel culture in Indonesian society leads to cyberbullying. However, Indonesian people think that bullying behavior (blaspheming, doxxing, flaming, spreading) is a form of social control that they can carry out against norm violators or criminals. The public also thinks that their bullying behavior can make the perpetrator/violator aware that he is wrong and must receive sanctions commensurate with his mistake. The role of social media acts as a catalyst in the formation of cancel culture. Social media is used as a place to convey aspirations, a place to disseminate information quickly (which can lead to Doxxing, Flaming, the spread of Hoaxes), formation of public opinion, and reflection of changes in society.

The impact of cancel culture in several cases, such as the boycott movement and decreased purchasing power for certain products, this can be seen especially in the Palestinian and Israeli conflict, the impact of which caused a decline in sales of around 40-45% for products affiliated with Israel. Apart from the material, the impact on the mental health of the parties involved also has a negative impact, this is because discussions and insults continue. Even though the conversation subsided after the perpetrator was arrested, social sanctions such as insults and doxxing still continued even though there was an apology. However, apart from its negative impact, cancel culture also has positive impacts such as support for victims, material assistance, and learning so that public figures or other communities are more careful in acting, especially things that violate community norms.

This research contributes to the literature by providing information regarding the direction of cancel culture in Indonesian society, the role of social media and its impact on perpetrators and society at large. The findings of this research can be used to explore the long-term impact of cancel culture on individuals and society and can be used to examine cyberbullying mitigation strategies in online spaces.

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