

Comparison Study on Cancel Culture as an Impact and Public Figure Scandal in Indonesia and Overseas

Vania Miranda Putri¹, Ivana Octavia², Hery Tri Nuryanto³, Lestari Nurhajati⁴
^{1,2,3,4} LSPR Institute of Communication and Business

This research aims to comprehend the phenomenon known as "cancel culture," explicitly examining its operations in Indonesia compared to other nations. The study seeks to identify the mechanisms, social dynamics, and cultural discrepancies that shape the repercussions of cancel culture on prominent individuals and society. Moreover, it delves into the psychological ramifications it engenders, along with proposed measures to mitigate its adverse effects. Employing a qualitative methodology with a case study orientation, this research scrutinizes the cancel culture phenomenon. Techniques for data collection encompass a thorough literature review and observations across diverse social media platforms. Subsequently, the gathered data is scrutinized through a narrative perspective utilizing the cancel culture framework. Furthermore, the research incorporates ethnographic methodologies to investigate online community culture and associated phenomena. Findings from this study illustrate the intricate consequences of canceling culture on public figures and society, showcasing notable distinctions between Indonesia and other global contexts. In Indonesia, this trend can paradoxically elevate the profile of the affected individual, while elsewhere, it commonly results in professional setbacks and enduring repercussions. Noteworthy psychological effects, such as depression and suicidal inclinations stemming from public shame and social ostracism, were uncovered. The illustrated case study demonstrates the diverse outcomes encountered by public figures on both domestic and international platforms. To alleviate the adverse impacts of cancel culture, the study proposes strategies like emotional backing, constructive discourse, answerability, and professional intervention.

KEYWORDS

Cancel Culture,
Social Media,
Public Figure,
Cultural Boycott
and Influencer.

INTRODUCTION

Transition of eras is an inevitable phenomenon that cannot be halted or decelerated; it is predominantly intertwined with technological advancements, shifts in lifestyle trends, and the escalating disparity between contemporary and traditional societies. Serving as a societal transformation, individuals' perspectives towards different matters also change; one such transformation is evident in society's responses to diverse phenomena or occurrences within the realm of entertainment, along with various incidents involving public figures. One of this known as "Cancel Culture" which explained by (Anjarini, 2020) that cancel culture denotes the prevalent phenomenon of retracting backing from public figures and corporations following their engagement in objectionable or offensive

behavior or statements. The discourse surrounding this occurrence commonly highlights its execution on social media through collective condemnation. This process encompasses the community withdrawing or revoking its endorsement of a public commodity or influencer once they are perceived to have transgressed societal standards.

Society adopts a cancel culture due to a lack of valid information, mob mentality, and social media influence. Cancel culture stems from rapid information spread and collective behavior without critical evaluation. Social media platforms enable mass boycotts and public shaming, exacerbating the phenomenon. Mob mentality is significant in cancel culture development, as individuals conform to group norms. People cancel others to align with group values, even without understanding the situation (Mardeson & Mardesci, 2022). Cancel culture enforces social and moral standards by holding individuals accountable. Public accountability deters similar behavior, reinforcing societal norms. Cancel culture negatively impacts individuals, causing reputation, follower, and career losses. Gofar Hilman lost his reputation and followers and was expelled due to sexual harassment allegations (Altamira & Movementi, 2023). Social media accounts may close, and careers may end if societal expectations are unmet. Some individuals may still be accepted despite meeting only some expectations. The phenomenon of cancel culture can potentially elevate the status of individuals rather than causing their exclusion. A compelling illustration of this is observed in Arawinda Kirana's situation, wherein the onset of cancel culture resulted in a surge in her account's metrics and number of followers (Mourina et.al, 2024). Despite being unfavorable, this phenomenon indicates that the garnered scrutiny can enhance one's presence and interaction on various social media channels.

Several empirical studies showed many different impacts of cancel culture; traditional societies often put pressure on those they cancel. Cancel culture experience varies across countries; in some cases, these cultures give restricted feelings in post-industrial societies. Research suggests cancel culture is real, urging further diverse and longitudinal studies across cultural contexts (Norris, 2023). Modern societies and technology, however, go beyond pressure due to the many platforms one can use to cancel someone and make them viral; in some cases, one can conclude the decision to end their life due to the hate they receive from the public. However, this also varied in many countries. Cancel culture brings more moral impact on the country where people are highly educated; the shame and the mental impact they feel from this type of pressure may influence their behavior toward self-harm. Moreover, in some countries, cancel culture often becomes a bridge toward popularity; in any way, cancel culture raises attention toward the subject even though this attention is considered to be negative; modern societies note that social media plays an essential role in this matter, the contribution of virtual societies stronger than how to cancel culture was in traditional societies (Jannatania et.al, 2022). Research by (Semenova, 2023) elucidates that cancel culture substantially influences societal values and communication norms by endorsing assertive communication strategies and disparaging critiques. This phenomenon functions via various media platforms and online channels, shaping political, commercial, and day-to-day interactions. The research emphasizes the necessity of comprehending

cancel culture to confront its ramifications within the contemporary linguistic and cultural milieu.

Cancel culture may significantly influence individuals, particularly those within the public sphere. It frequently entails public humiliation and exclusion, resulting in severe personal and professional repercussions. Individuals subjected to cancellation may, for instance, encounter job loss, harm to their image, and profound psychological strain. This occurrence is defined as a "cultural boycott" and is perceived as a democratization of dialogue, enabling marginalized perspectives to emerge (Velasco, 2020). Nevertheless, it also cultivates an atmosphere of intolerance towards divergent opinions and may suppress open discussions, thereby prompting self-censorship among public figures. The aggressive nature of cancellation implies that it can serve as judge, jury, and executioner, rendering the process "virulently uncontrollable." The perceived impact of cancel culture on individuals is frequently exaggerated. Despite assertions of experiencing being "canceled," numerous individuals manage to secure employment in their respective fields without recognizing or expressing remorse for their questionable conduct or remarks. The authentic narrative of cancel culture entails authorities and businesses stifling dissenting voices, particularly those belonging to labourers and individuals with leftist ideologies. To illustrate, in the scenario involving Dave Chappelle, the only individuals who encountered consequences were the Netflix staff members who criticized the company's endorsement of his contentious content, not Chappelle himself (Sculos, 2022). The influence of cancel culture on individuals is highly contingent and exhibits significant variability depending on the situation. For example, in the instance of Lutfi Agizal, cancel culture hurts the freedom of expression by being utilized to stifle dissenting viewpoints. Conversely, in the scenario of Gofar Hilman, the result was multifaceted. At the same time, cancel culture assisted in addressing a case of sexual violence, but it also yielded negative consequences, illustrating both advantageous and detrimental effects. Lastly, in the case of Arawinda Kirana, the absence of introspection resulted in cancel culture manifesting as harassment. Thus, the consequences of cancel culture can encompass the promotion of justice, the suppression of free speech, and even the instigation of bullying, contingent upon its application and the surrounding circumstances (Rianto et.al).

Drawing upon limited empirical evidence, a disparity in the effects of cancel culture between Indonesia and other nations becomes apparent. Instances from various foreign contexts suggest that cancel culture often propels its targets into mourning, subjecting them to societal pressure through boycotts across multiple aspects of their lives. Some instances illustrate how negative publicity can paradoxically enhance the popularity of public figures and celebrities in Indonesia, a trend not observed in other countries. Conversely, abroad, certain celebrities struggle to resuscitate their careers post-cancellation, with some opting for alternative professions following the circulation of damaging rumors and allegations. Consequently, a deeper examination of this phenomenon presents an intriguing avenue for inquiry. The central question is why adverse attention stemming from cancel culture engenders more incredible popularity in Indonesia than elsewhere. This study aims to scrutinize numerous empirical cases

related to cancel culture, juxtaposing its impacts in Indonesia with those in foreign settings.

METHOD

This qualitative study employs a case study approach to investigate the phenomenon of cancel culture and its impact on public figures. The study analyzes instances of cancel culture as reported in online news articles, comparing cases in Indonesia and overseas. This comparison aims to identify the mechanisms, social dynamics, and cultural discrepancies that shape the repercussions of cancel culture on prominent individuals and society. The study focuses on cases from 2020 onwards, considering this period saw a significant increase in online activity and social media usage due to the COVID-19 pandemic, potentially influencing the dynamics of cancel culture.

Data for this study is gathered from four online news sources: two from Indonesia and two from overseas. For international news, this study utilizes articles from BBC.com, a widely accessed and reputable news source, and Hollywoodreporter.com, a prominent entertainment news website. This combination provides insights into both general news coverage and entertainment industry-specific perspectives on cancel culture.

Indonesian news sources include Suara.com, a reputable news website ranked among the top 14 most accessed in Indonesia according to rumahmedia.com, and Grid.id, a popular entertainment news website. This selection mirrors the international sources, allowing for comparison across both general news and entertainment-focused reporting within the Indonesian context.

RESULT AND DISCUSSION

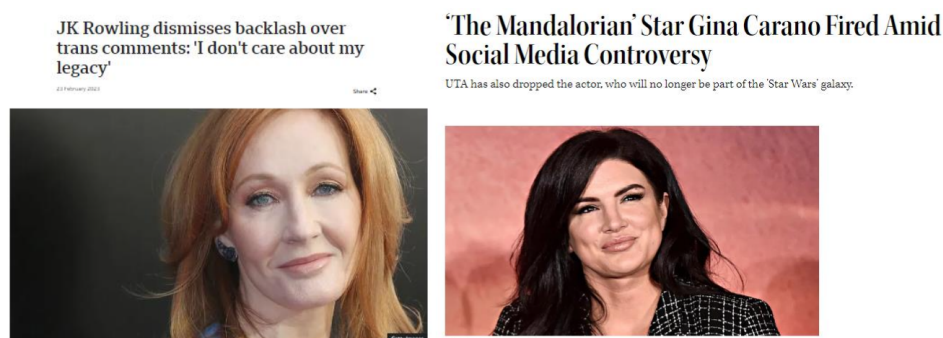
Cancel Culture Comparison in Indonesia and Overseas

Cancel culture is a comprehensive concept encompassing various measures designed to hold individuals accountable for their conduct. It goes beyond being punitive, including publicly calling out individuals and revoking their privileged access to the public domain. This phenomenon aims to achieve social justice by shifting attention and recognition towards marginalized perspectives. Nevertheless, it also risks being ethically objectionable when employed as a form of social retribution, resulting in severe repercussions for the individuals implicated. According to (Janssens & Spreeuwenberg, 2022) One prominent illustration involves comedian Louis C.K., whose television program was terminated after allegations by fans of inappropriate sexual behaviour. Another instance pertains to musician R. Kelly, who encountered extensive demands for his music to be silenced after the unveiling of the documentary series *Surviving R. Kelly*, which revealed his mistreatment and exploitation of minors. These cases exemplify the potential ramifications of cancel culture on prominent individuals. Meanwhile (Takayama, 2021) explains a more historic example which is Thomas Jefferson's legacy.

Epstein labels these efforts as part of "cancel culture" because they foreground slavery and Jefferson's racist views, challenging the foundational narrative of liberty and equality in the United States. Differences of cancel culture are varied for each country, there are many examples other than research can provide, mostly this happen due sexual harassment and other sexual misconduct. Research by (Jaafar & Herna, 2023) explain that example of cancel culture outside of Indonesia is the #MeToo movement, which gained significant traction in the United States. This movement aimed to call out and hold accountable individuals, particularly celebrities and public figures, who were accused of sexual misconduct. The movement utilized social media platforms to amplify voices and mobilize public opinion against those accused, leading to various social and professional repercussions for the individuals involved.

Several of international cases outside Indonesia shows how modern societies were very active toward this cancel culture. Some of the newest cases were involving big name celebrity such as J.K Rowling, Ellen DeGeneres, Chris Pratt, Shane Dawson, and Gina Carrano. This newest cancel culture cases involved mostly political issue, and racism issued, however controversy or differences in opinion often lead societies to cancel someone causing an altered path toward their career affecting their popularity and their social status. Some of the headlines for the cases above can be seen as follow:

**Image 1. International Cases of Cancel Culture
(Public Backlash on Celebrity due to Differences in Opinion Regarding Modern Communities)**



Cancel culture often causing one career to be demised, however this may also be varied depending on the country, in some country cancel culture can be translated as a negative attention which one can use to raises their popularity, this often viewed as an act reflecting lack of shame and honor. Several empirical studies explain cancel culture happening in Indonesia, the root and the aftermath. Research by (Pratama & Tong, 2023) provide instance of cancel culture in Indonesia cited in the study involves the incident concerning the YouTuber Indira Kalistha in 2020. Kalistha encountered public backlash for diminishing the significance of mask-wearing and adherence to health protocols amidst the COVID-19 outbreak. Consequently, she was compelled to release a public apology and explanation to address her comments. Same cases also analyzed by (Utami, 2022) Rachel's case, netizens expressed their disapproval through various actions such as leaving comments on her Instagram, creating memes, and even initiating a petition on change.org to ensure she faced legal consequences and was removed as a brand

ambassador for Erigo. Other cases provide by (Bangun & Kumaralalita, 2022) is the case of Inul Daratista. About ten years ago, certain people and religious groups boycotted her because they thought her swaying was too vulgar. Inul had to seek approval from religious leaders to address the public's concerns. Another example is Luna Maya, who faced backlash and disappeared from the public eye for a few years following a sex tape scandal involving Ariel. Common solution to these cases in Indonesia is an apology toward the public, and after a significant offscreen time, these people can comeback and take another try on the career where they were left.

Several example of cancel culture in Indonesia often making people known to the public and this attention used to raise their popularity. Several new cases can be seen as follows.

**Figure 2. Cases of Cancel Culture in Indonesia
(Public Hate on Indonesian Celebrity due to Misbehave and Inappropriate Act)**



Some of these cases, as usual, end up with a clarification and several months offscreen. Other than the assumption of a flexible society, cancel culture cases in Indonesia show the amount of forgiveness the society may give to the subject of cancel culture; several of these celebrities make it back into the world of entertainment, such as Luna Maya and Ariel, some other disappear due to the cases they are they are involved with consider to be unforgivable. There are, however, huge differences between Indonesia and overseas; sexual allegations are considered to be unforgivable actions in Indonesia, while drug usage was rapidly taken into account. While overseas, celebrities involved in drug cases were hard to find, several individuals involved in these cases were often only sent to rehab instead of prison. Before modern societies, sexual harassment also had less impact than it does today. However, sexual violence is different, such as ex Avenger Star Jonathan Mayors cancelled after sexual allegations in 2023. Meanwhile, Saiful Jamil has not yet made a comeback after his sexual harassment cases due to public hate and disapproves of him being taken back as a celebrity.

The Impact of Cancel Culture in Indonesia and Overseas

The impact of Cancel Culture is highly varied, displaying variability across different regions. The consequences of cancel culture can exhibit a wide range of outcomes, from mere suppression to prompting a complete change in a person's professional trajectory. This phenomenon transcends beyond celebrities and public figures, extending its reach

to various professions. Apart from being triggered by scandals, individuals can also face cancellation due to their viewpoints, leading to societal disdain and a decline in popularity and trust, significantly impacting their social standing. The manifestation of this culture can result in job loss solely based on one's opinions (Randall, 2021). Cancel culture complicates crisis communication. (Veil & Waymer, 2021) argue that cancel culture hinders crisis management by silencing different voices, which are essential for understanding a crisis. This can divert focus from systemic issues, depoliticizing them. Erasure may increase a person's notoriety instead of diminishing it. It can empower marginalized groups but may limit the generalizability of findings to other crises due to unique challenges.

Certain instances of cancel culture have substantial international consequences on public figures, leading to severe implications on the individual's life and social circle. Several contemporary examples of cancel culture are as follows: (1) Armie Hammer, The situation delineates the involvement of the actor Armie Hammer in a controversy where his messages to an individual depicted violent and cannibalistic fantasies; moreover, Armie Hammer faced allegations of sexual harassment by multiple women. Apart from subsequent legal inquiries, the repercussions of the scenario led to Armie Hammer's removal from various film ventures he was slated to appear in, as well as his expulsion from multiple Hollywood agencies, significantly impacting his career.

(2) Marilyn Manson, the rock singer, became embroiled in a case wherein multiple women accused him of engaging in sexual and physical abuse, along with psychological manipulation. Among his accusers was Actress Evan Rachel Wood, who had previously been romantically involved with Manson. The repercussions of this case resulted in Manson being dismissed from his record label and prohibited from appearing on television. Furthermore, many of Manson's collaborative projects were terminated due to the widespread public condemnation that ensued.

(3) Shia LaBeouf. Shia LaBeouf encountered broad censure from the populace subsequent to an incident involving accusations of sexual, physical, and emotional mistreatment directed towards his romantic partner within the confines of their relationship. Alongside the public outcry, Shia's professional trajectory, particularly within the realm of the film industry, faces imminent jeopardy.

The distinction between cancel culture in foreign countries remarkably contrasts with the phenomenon of cancellation culture within the nation. In the domestic sphere, instances of cancel culture typically generate publicity that enhances the prominence of individuals, including numerous celebrities and public figures. Interestingly, these personalities often experience a surge in popularity due to the adverse attention stemming from the cancellation culture. According to (Febrianti et.al, 2023) cancel culture paradoxically boosts popularity by increasing exposure through public and social media attention. Controversies stemming from cancel culture may attract sympathy and make individuals more well-known. Cancel culture in the K-pop community can lead to cyberbullying but also to increased public attention. The phenomenon suggests that cancel culture can inadvertently promote individuals. Intense media coverage of cancel culture cases can polarize opinions and enhance an individual's popularity.

Meanwhile according to (Mayasari, 2022) the phenomenon of cancel culture, despite its intention to ostracize or penalize an individual for behaviors or statements deemed to contravene societal standards, may yield unforeseen consequences, including a surge in popularity. This phenomenon arises from the amplified exposure bestowed upon the subjects of cancel culture by the general public and online platforms, consequently enhancing their visibility on a broader scale. Occasionally, the resultant controversy has the paradoxical effect of drawing additional attention and garnering new supporters, who exhibit intrigue or even solidarity towards the individual. Several cases contrasting these differences can be seen as follow: (1) Deddy Corbuzier. Deddy Corbuzier garnered attention when he featured contentious guests on his podcast, which is known for promoting sensational or controversial material. Despite facing cancellation attempts due to the nature of his guests or topics discussed, Deddy experienced a surge in viewership and subscribers for his podcast. This escalated his presence on YouTube and various social media platforms, ultimately solidifying his status as one of Indonesia's most impactful podcast hosts.

(2) Raffi Ahmad. After attending a social gathering in violation of COVID-19 health guidelines shortly following his vaccination, Raffi Ahmad faced significant public backlash for his unwise actions. In spite of the widespread disapproval received, Raffi Ahmad manages to uphold and potentially enhance his public appeal. A considerable number of supporters continued to demonstrate their allegiance, enabling him to make appearances on numerous television programs and engage in additional ventures.

(3) Nikita Mirzani. Nikita Mirzani is recognized for her recurrent engagement in contentious issues and declarations that elicit public response. The disputes linked to Nikita frequently amplified his notoriety. She persists as a prevalent persona in the press, with numerous individuals monitoring her social media profiles to keep abreast of the most recent controversy.

Although not manifested physically, suppression in the form of cancel culture has been observed to significantly impact individuals, often leading to severe consequences such as psychological distress and even potential suicide. According to (da Silva, 2021) cancel culture has a significant psychological impact on individuals, leading to reputation damage and identity loss. Social isolation can worsen mental health, causing loneliness and hopelessness. Social pressure and stigma can drive individuals to self-harm or suicide. Job loss from cancel culture can worsen mental health due to financial instability. Lack of support can exacerbate feelings of hopelessness and helplessness, putting individuals at risk of self-harm or suicide. Meanwhile according to (Duque et.al, 2021) causes of suicide due to cancel culture are complex and include factors like digital technology use leading to isolation, unhappiness, and suicidal tendencies. Digital addiction can expose individuals to online and offline social pressures, such as jealousy and bullying, causing a lack of self-control and potentially fatal actions. Research by (Liu & Su, 2023) also explains that cancel culture leads to psychological distress, potentially pushing individuals to self-harm due to factors like social pressure and stigma. Targets face relentless attacks on social media, fostering feelings of hopelessness. Cancel culture prevents individuals from correcting mistakes, worsening their mental well-

being. Adherence to specific political values can alienate individuals, increasing feelings of loneliness and depression.

Causes of suicide due to cancel culture are psychological and social. Cancel culture involves humiliation and exclusion, damaging reputations. It causes mental stress, shame, and low self-esteem. Psychological factors like guilt and shame predict cancellation of cultural behavior (Rustamova & Ivanova, 2023). Cancel culture spreads on social media, worsening its impact on victims. Isolation and helplessness from cancel culture can worsen mental health, leading to extreme actions. This phenomenon can also cause disputes and criticism within groups, worsening the victim's mental state. Several fatal cases of cancel culture led to suicide can be seen as follow: (1) Caroline Flack. Caroline Flack, the renowned British television presenter, is under significant scrutiny from both the media and the general public following allegations of perpetrating domestic violence towards her partner. Flack was subjected to harsh criticism and harassment across various social media platforms. In February 2020, she tragically succumbed to suicide. The untimely demise of Flack instigated a discourse surrounding the accountability of the media and the ramifications of cancel culture and online harassment on mental well-being. (2) Hana Kimura. Hana Kimura, the proficient wrestler and prominent figure of the Japanese reality program "Terrace House," encountered significant cyber harassment after the episode showcased on the series. Kimura was inundated with a plethora of adverse remarks and mistreatment across various social media platforms. In May 2020, she was discovered deceased due to suicide. Her circumstance serves to underscore the deleterious ramifications of cyber harassment and the phenomenon of cancel culture, in addition to advocating for more stringent regulations addressing online abuse in Japan. (3) Nikki Shiels. Actor and creative director Nikki Shiels, hailing from Australia, has encountered criticism following claims of sexual misconduct brought against her. These accusations have incited a multitude of adverse responses and instances of mistreatment on various social media platforms. Shiels endured significant psychological anguish due to the onslaught of online harassment. Regrettably, in the year 2020, Shiels was discovered deceased by suicide. This particular incident serves as a poignant illustration of the profound impact that public allegations and the phenomenon of cancel culture can have on an individual's mental well-being.

This instance provides an overview of the ramifications of cyberbullying as a manifestation of cancel culture. Notably, the long-term consequences of cyberbullying tend to be more severe than its legal implications. While the legal proceedings culminate in a verdict, the repercussions stemming from cancel culture persist and proliferate as avenues for expressing viewpoints increase. This raises the question of whether the adverse effects will result in individual repercussions, prompting scrutiny on whether netizens bear accountability for cancel culture.

Cancel culture is influenced by various factors, such as ownership of media, public and political discourse, and discussions surrounding the boundaries of freedom of speech in the digital era. It is a socio-political movement to exclude individuals from the public sphere due to various infractions, ranging from criminal activities to contentious viewpoints. Social media platforms play a crucial role by serving as smaller arenas within

a larger rhetorical space with intense debate and digital advocacy (Hobbs & O’Keefe, 2024). Furthermore, the movement has progressed from its inception in hashtag activism. Some now view it as a modern version of McCarthyism that hampers freedom of speech and scholarly investigation. According to (Bouvier, 2020) cancel culture is influenced by multiple factors, including the functionalities of social media platforms such as Twitter, which enable rapid, simplified, and frequently contradictory discourse. This can result in the individualization of issues like racism, rendering them detached from their original context and stripped of political significance. Furthermore, this phenomenon is propelled by the gratifications of moral grandstanding and the feeling of solidarity that users feel when uniting against an offender, often with minimal personal investment. The swift pace of Twitter and the emotional flux of indignation and pleasure contribute to the transient yet profound involvement with cancel culture. Meanwhile (Grusven & Marin, 2024) cancel culture is driven by various factors, encompassing peer influence, social media platforms (SMPs), and societal dynamics. The influence of peers holds considerable significance, as individuals frequently adjust their actions to evade social exclusion, potentially engaging in acts of cancellation. Social media platforms intensify this phenomenon by offering a platform where public humiliation and moral indignation can be readily disseminated and amplified. Moreover, societal dynamics, such as the pursuit of social justice and responsibility, play a role in the prevalence of cancel culture, albeit occasionally leading to the disproportionate targeting of marginalized groups.

One may contemplate legal and societal strategies to address cancel culture's impacts on individuals. From a legal standpoint, individuals affected can pursue intentional interference torts or defamation claims to establish liability for the offenders and discourage future wrongdoings. On a societal level, utilizing social media platforms to rally the public against engaging in cancel culture may also yield positive outcomes. This combined strategy seeks to deliver fairness and alleviate the adverse consequences of cancel culture (Yuan, 2023). Meanwhile according to (Roldan et.al, 2024) in order to manage the impact of cancel culture on an individual, it is essential to promptly confront issues or disputes with genuine apologies and strategies for enhancement. Failure to acknowledge or neglect potential instances of cancel culture could intensify the circumstances and heighten the probability of Generation Z engaging in acts of cancellation. Proactive dialogue and openness can potentially alleviate the adverse consequences of cancel culture. Handling cancel culture involves education, reprimand, and sanctions for social control. It addresses deviations from norms and their impact on social standing. Saiful Jamil faced public tweets categorizing content into retweets, personal content, and weblinks as a form of reprimand and sanction. Cancel culture is a tool to uphold social norms and enforce accepted behaviors in the digital community (Muharman et.al, 2022). It is imperative to analyze the psychological and societal intricacies at play to address the ramifications of cancel culture on an individual. (Traversa et al, 2023) posited that cancel culture can evoke sentiments of communal validation and empowerment within marginalized communities, ultimately fostering collective mobilization. This underscores the significance of tending to the emotional and

communal requisites of the person or group under scrutiny. One viable approach to managing the repercussions encompasses the following: (1) Delivering Emotional Assistance. Ensuring the impacted individual garners emotional reinforcement from their social milieu can alleviate sentiments of seclusion and anguish. Such backing can emanate from companions, kin, or support networks that validate their encounters and sentiments. (2) Advocating for Constructive Discourse. Facilitating transparent and constructive conversations between the affected party and the wider community can rectify misunderstandings and facilitate reconciliation. This tactic endeavours to transmute ire and disdain into more constructive sentiments. (3) Advancing Accountability and Education. Motivating individual to acknowledge their deeds and partake in educational prospects can enhance their comprehension of the repercussions of their conduct and foster personal advancement. This can also showcase the individual's dedication to rectifying their actions to the community. (4) Utilizing Professional Support In instances where the emotional strain is substantial, seeking assistance from mental health professionals like psychologists or therapists can equip individuals with the essential tools and tactics to manage the strain and potential trauma triggered by cancel culture.

CONCLUSION

This article explores the phenomenon of "cancel culture," where public support is withdrawn from individuals or organizations due to perceived offensive behaviour or statements, often resulting in public shaming and boycotts facilitated by social media. It delves into how cancel culture operates in Indonesia compared to other countries, noting its complex impacts on public figures and society. Key points include the mechanisms of cancel culture, societal dynamics such as mob mentality and rapid information spread, and cultural differences. In Indonesia, it can paradoxically boost an individual's popularity, unlike in other countries where it typically leads to career setbacks. The article presents case studies of affected public figures in Indonesia and internationally to illustrate varied outcomes. It also highlights the severe psychological impacts, including depression and suicidal tendencies, due to public humiliation and social isolation. The article suggests strategies like emotional support, constructive dialogue, accountability, and professional help to mitigate these effects. In conclusion, while cancel culture aims to enforce social accountability, it can have unintended consequences, such as increased notoriety for some and significant psychological distress for others, calling for further research to understand its implications across different cultural contexts.

REFERENCES

Altamira, M. B., & Movementi, S. G. (2023). Fenomena Cancel Culture Di Indonesia: Sebuah Tinjauan Literatur. *Jurnal Vokasi Indonesia*, 10(1), 5.

- Anjarini, D. N. (2020). Cancel Culture in the Frame of Comparison of Indonesia and South Korea. *Jurnal Scientia Indonesia*, 6(1), 59-82.
- Bangun, C. R., & Kumaralalita, N. (2022). Kim Seon Ho, You are cancelled: The collective understanding of cancel culture. *Jurnal Komunikatif*, 11(1), 1-10.
- Bartl, M., Kannan, V. K., & Stockinger, H. (2016). *A review and analysis of literature on netnography research. International Journal of Technology Marketing*, 11(2), 165. doi:10.1504/ijtmkt.2016.075687
- Bouvier, G. (2020). Racist call-outs and cancel culture on Twitter: The limitations of the platform's ability to define issues of social justice. *Discourse, Context & Media*, 38, 100431.
- Da Silva, J. A. T. (2021). How to shape academic freedom in the digital age? Are the retractions of opinionated papers a prelude to "cancel culture" in academia?. *Current Research in Behavioral Sciences*, 2, 100035.
- Duque, R. B., Rivera, R., & LeBlanc, E. J. (2021). The active shooter paradox: Why the rise of cancel culture, "me too", ANTIFA and Black Lives Matter... matters. *Aggression and violent behavior*, 60, 101544.
- Febrianti, N. P., Ahmad, Z., Osman, S., & Rohmah, A. N. (2023). The k-pop fans perception over a cancel culture phenomenon. *Jurnal Lensa Mutiara Komunikasi*, 7(1), 64-74.
- Hobbs, M. J., & O'Keefe, S. (2024). Agonism in the arena: Analyzing cancel culture using a rhetorical model of deviance and reputational repair. *Public Relations Review*, 50(1), 102420.
- Jaafar, G. B., & Herna, H. (2023). The Impact of Media in Cancel Culture Phenomenon. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 8(2), 382-390.
- Jannatania, J., Wibowo, S. K. A., Rohayati, H. S. M., Hidayat, D. R., & Indriani, S. S. (2022). Pengaruh Penggunaan Media Sosial Twitter Terhadap Partisipasi Online Budaya Pengenyahan (Cancel Culture) Di Indonesia. *Jurnal Mutakallimin: Jurnal Ilmu Komunikasi*, 5(2).
- Janssens, J., & Spreeuwenberg, L. (2022). The moral implications of cancel culture. *Ethical Perspectives*, 29(1), 89-114.
- Kozinets, R. V., & Gambetti, R. (2021). Netnography unlimited. *Netnography Unlimited*. <https://doi.org/10.4324/9781003001430>.
- Liu, J., & Su, Z. (2023). cancel culture: An Interdisciplinary Analysis from Mindsets to Social Practices. *Advances in Education, Humanities and Social Science Research*, 6(1), 324-324.
- Mardeson, E., & Mardesci, H. (2022). Fenomena boikot massal (cancel culture) di media sosial. *Jurnal Riset Indragiri*, 1(3), 174-181.
- Mayasari, F. (2022). Etnografi virtual fenomena cancel culture dan partisipasi pengguna media terhadap tokoh publik di media sosial. *Journal of Communication and Society*, 1(01), 27-44.
- Mourina, S. J. R., Lukmantoro, T., & Naryoso, A. (2024). Cancel Culture Sebagai Respons Masyarakat Terhadap Pelaku Kasus Perselingkuhan: Kajian Pada Akun Instagram@Arawindak. *Interaksi Online*, 12(3), 1056-1069.

- Muharman, N., Pratama, M. Y. T., Rahmawati, N. A., Sartika, M., & Yanuar, D. (2023). Cancel Culture sebagai Bentuk Kontrol Sosial di Twitter. *Medkom: Jurnal Media dan Komunikasi*, 3(2).
- Norris, P. (2023). Cancel culture: Myth or reality?. *Political studies*, 71(1), 145-174.
- Pangesti, R. (2021, October 12). *Klarifikasi Baim Wong usai dihujat karena tegur kakek: Teriak minta uang.* [invalid URL removed]. <https://www.suara.com/entertainment/2021/10/12/080017/klarifikasi-baim-wong-usai-dihujat-karena-tegur-kakekteriak-minta-uang>
- Pratama, J., & Tong, I. W. (2024). Studi Efektivitas dan Analisis Infografis dalam Mendorong Kesadaran Budaya Cancel Culture pada Generasi Muda Kota Batam. *Jurnal Desain*, 11(1), 82-95.
- Putri, B. A. K. (2021, October 15). *Rachel Vennya bikin geram seantero negeri gegara kabur karantina Covid-19, Menteri Kesehatan RI sampai ikut buka suara hingga singgung soal hukuman.* Grid.ID. <https://www.grid.id/read/042942747/rachel-vennya-bikin-geram-seantero-negeri-gegara-kabur-karantina-covid-19-menteri-kesehatan-ri-sampai-ikut-buka-suara-hingga-singgung-soal-hukuman?page=all>
- Randall, M. E. (2021). Cancel culture and the threat to progress in radiation oncology. *Practical Radiation Oncology*, 11(3), 166-167.
- Rianto, P., Sulkhan, K. A., & Marantika, N. (2024). Budaya Pembatalan: Mempromosikan Keadilan atukah Penindasan?. *Ettisal Journal of Communication*, 8(2).
- Roldan, C. J. L., Ong, A. K. S., & Tomas, D. Q. (2024). Cancel culture in a developing country: A belief in a just world behavioral analysis among generation Z. *Acta Psychologica*, 248, 104378.
- Rustamova, L. R., & Ivanova, D. G. (2023). Cancel culture towards Russia and how to deal with it. *RUDN Journal of Political Science*, 25(2), 434-444.
- Sculos, B. W. (2022). The Comedy of Cancel Culture in a Post-Carlin United States. *Class, Race and Corporate Power*, 10(2).
- Semenova, O. F. (2023). Cancel Culture-the Speech Behavior of Modern Society. *Review of Business and Economics Studies*, 11(1), 13-18.
- Takayama, K. (2021). Beyond Cancel Culture: Reflections on the Criticisms of "Comforting Histories". *Comparative education review*, 65(4), 817-827.
- Traversa, M., Tian, Y., & Wright, S. C. (2023). Cancel culture can be collectively validating for groups experiencing harm. *Frontiers in Psychology*, 14, 1181872.
- Utami, A. D. (2022). Fenomena Cancel Culture dalam Perspektif Konstruksi Disonansi Kognitif dan Keseimbangan Warganet di Sosial Media. *DESKOVI: Art and Design Journal*, 5(1), 52-60.
- Van Grunsven, J., & Marin, L. (2024). Technosocial disruption, enactivism, & social media: On the overlooked risks of teenage cancel culture. *Technology in Society*, 78, 102602.
- Veil, S. R., & Waymer, D. (2021). Crisis narrative and the paradox of erasure: Making room for dialectic tension in a cancel culture. *Public Relations Review*, 47(3), 102046.
- Velasco, J. C. (2020). You are cancelled: Virtual collective consciousness and the emergence of cancel culture as ideological purging. *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 12(5), 1-7.

Yuan, X. (2023). The Psychological Implication of Cancel Culture. *Academic Journal of Management and Social Sciences*, 5(3), 149-151.