

ABSTRACT

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PERAN MEDIA SOSIAL INSTAGRAM TERHADAP FENOMENA CANCEL CULTURE

Thesis, Communication Science Study, Majoring in Marketing Communication, Gunadarma University, 2023.

(xi + 64 + Lampiran)

People's lives have undergone considerable changes with the development and sophistication of technology, especially social media. One of the changes that can be felt is the emergence of digital culture such as Cancel Culture, an act of boycotting by netizens against a celebrity or certain figure who acts outside the norm or taboo. The purpose of this qualitative research using the Virtual Ethnography method is to find out more about the role of the media in the cancel culture phenomenon using the Technology Determination Theory. This study conducted interviews with 5 informants, namely 2 informants who did not cancel culture and 3 informants who canceled culture against one of the young artists in Indonesia. After data collection and analysis, the results of this study state that the media has a fairly important role in the cancel culture phenomenon through social media. This is because the media plays a role in accelerating the boycott process without any time or place restrictions and can reach more members than boycotts that occur in the real world. The impact of cancel culture phenomenon carried out through the media is also bigger and permanent. Hopefully through this research people will be more careful in their actions and understand the concept of cancel culture more deeply.

References (2010 - 2022)