

# Efek Disinhibisi Online: Studi Kasus Cancel Culture dan Cyberbullying di Media Sosial Terhadap Figur Publik Industri Hiburan Korea Selatan = Online Disinhibition Effect: Case Study on Cancel Culture and Cyberbullying in Social Media Towards Public Figures in the South Korean Entertainment Industry

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## Abstrak

Komunikasi yang kini dimudahkan dengan kemunculan media sosial juga memiliki konsekuensi buruk, seperti aksi cancel culture yang berujung pada tindakan cyberbullying. Cancel culture merupakan sebuah praktik pemboikotan terhadap seseorang yang dianggap melanggar norma. Figur publik seringkali menjadi target utama cancel culture di internet dikarenakan rumor yang disebarkan di media sosial. Dengan menggunakan metode kualitatif studi kasus dan kajian literatur, tulisan ini bertujuan untuk menganalisis cancel culture dan cyberbullying terhadap aktor Korea Selatan Kim Seonho dan idol Kim Garam di forum daring dan Twitter dengan konsep efek disinhibisi online, di mana batasan komunikasi hilang apabila dilakukan secara daring dibandingkan secara tatap muka. Hasil dari analisis menunjukkan bahwa empat dari enam dimensi efek disinhibisi online paling tampak di kasus cancel culture dan cyberbullying kedua figur publik ini, yakni dissociative anonymity, asynchronicity, dissociative imagination, dan minimization of status and authority, dengan anonimitas sebagai faktor utamanya.

.....The presence of social media in the contemporary media landscape has made communication more accessible. However, the emergence of such a platform also comes with cultural consequences, such as cancel culture—a practice of boycotting someone who is considered to have violated the norm—which often leads to cyberbullying. Public figures have become the main target of cancel culture which is amplified by the online rumors spread on social media. By using qualitative case study methods and literature review, this paper aims to analyze the cancel culture and cyberbullying against South Korean actor Kim Seonho and idol Kim Garam in online forums and Twitter, with the concept of the online disinhibition effect, where communication boundaries disappear as it takes place online. The result shows that four among six dimensions of the online disinhibition effect, namely dissociative anonymity, asynchronicity, dissociative imagination, and minimization of status and authority are present in the cancel culture and cyberbullying of these two public figures, with anonymity being the main factor.