

Indonesia's Synthesis on Cancel Culture: A Multimodal Analysis on the Case of Zara JKT48 = Sintesis Cancel Culture di Indonesia: Analisis Multimodal dari Kasus Zara JKT48

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Abstrak

The term cancel culture has taken the online realm by storm since it involves revoking cultural clout just with a few types on the keyboard. Cancel culture is understood as collective attempt to boycott a target from having a prominent public platform for violating social norms with economic and social consequences that can reach to destructive degree. While the practice of cancelling via online activism has been acknowledged in other parts of the world, studies that took cases in Indonesia are still scarce. This paper explores how Indonesian netizens execute cancel culture as a form of computer-mediated communication to Zara JKT48's scandals, whose relationship with social media coincides with the panopticon concept. Panopticon in this study refers to social media as a virtual prison where people are under constant surveillance. Details of Zara's online scandals are compiled from Instagram and Twitter posts from Zara herself, fans and critics which serves as data to be analyzed using multimodal analysis. The study discovered that although there are shared similarities practices of cancelling in Japan, home of sister group AKB48, such as issues went instantly viral and original intentions got derailed into online prosecution and online bullying, Indonesia's way of synthesizing new norms of cancel culture resulted in a cancel culture with little to no substantial consequences as the object of cancelling continues being supported by endorsers and maintaining her career.

.....Fenomena Cancel Culture telah menguasai perhatian ranah online karena kemampuannya mempengaruhi pencabutan pengaruh budaya seseorang hanya dengan ketikan jari di sosial media. Cancel culture dipahami sebagai upaya kolektif untuk memboikot target yang memiliki platform public terkemuka karena melanggar norma sosial dengan konsekuensi ekonomi dan sosial yang dapat mencapai tingkat destruktif. Tulisan ini mengeksplorasi bagaimana netizen Indonesia melakukan cancel culture sebagai bentuk Computer-mediated Communication (CMC) terhadap skandal Zara JKT48 yang hubungannya dengan sosial media bertepatan dengan konsep panopticon. Panopticon dalam penelitian ini mengacu pada media sosial sebagai penjara virtual dimana orang-orang berada di bawah pengawasan konstan. Rincian skandal online Zara dikumpulkan dari Instagram dan Twitter posting dari Zara sendiri, para penggemar, dan kritikus yang berfungsi sebagai data untuk dianalisis menggunakan analisis multimodal. Studi ini menemukan bahwa meskipun ada kesamaan praktik canceling di Jepang, negara asal sister group AKB48, seperti masalah langsung menjadi viral dan itikad asli tergelincir menjadi penuntutan online dan intimidasi online, cara Indonesia mensintesis norma-norma baru cancel culture dengan sedikit atau tanpa konsekuensi substansial sebagai objek cancel culture karena mereka terus didukung oleh endorses dan alhasil berhasil mempertahankan karier.