

ABSTRAK

Penelitian ini bertujuan untuk mengkaji fenomena *cancel culture* dalam konteks kasus kekerasan seksual yang melibatkan *public figure* Seo Won Jeong di media sosial. Fenomena tersebut dikaji dengan menggunakan pendekatan etnografi virtual untuk mengeksplorasi aktivitas digital, narasi publik, dan dinamika interaksi pada akun media sosial milik Seo Won Jeong. Pada penelitian ini, teori kesadaran sosial yang terdiri dari delapan dimensi digunakan untuk mengidentifikasi bagaimana praktik *cancel culture* di media sosial mampu mendorong kesadaran kolektif terkait isu kekerasan seksual. Temuan data menunjukkan bahwa *cancel culture* sebagai bentuk ekspresi publik yang bersifat reaktif dan temporer. Dalam konteks penelitian ini, respons netizen tidak mengarah pada reaksi kritis melainkan dalam bentuk emosional tanpa disertai pemahaman utuh mengenai keberpihakan terhadap korban, relasi kuasa, maupun urgensi terkait edukasi seksual. Dengan demikian, fenomena *cancel culture* di media sosial dinilai belum menumbuhkan kesadaran kolektif terhadap isu kekerasan seksual, melainkan berisiko menciptakan budaya diskusi yang destruktif.

Kata Kunci:Media Sosial, *Cancel Culture*, Etnografi Virtual, Seo Won Jeong

ABSTRACT

This study aims to examine the phenomenon cancel culture in the context of cases of sexual violence involving public figure Seo Won Jeong on social media. This phenomenon is studied using a virtual ethnography approach to explore digital activities, public narratives, and interaction dynamics on Seo Won Jeong's social media accounts. In this study, the theory of social consciousness, consisting of eight dimensions, is used to identify how social cognition practices cancel culture on social media can raise collective awareness regarding the issue of sexual violence. Data findings show that cancel culture as a form of public expression that is reactive and temporary. In the context of this research, netizens' responses were not critical but rather emotional, lacking a comprehensive understanding of victim bias, power relations, or the urgency of sexual education. Thus, the phenomenon cancel culture on social media is considered not to have raised collective awareness of the issue of sexual violence, but rather risks creating a destructive culture of discussion.

Keyword: Media Socia, Cancel culture, Virtual Ethnography, Seo Won Jeong