

## INTISARI

Penelitian ini dilakukan dengan tujuan untuk mendeskripsikan dan menganalisis fenomena *moral panics* di tengah masyarakat melalui analisis sebuah serial dokumenter Netflix *Don't F\*\*k With Cats: Hunting an Internet Killer* dengan perspektif teori *Moral Panics* Stanley Cohen. Dalam penelitian ini, peneliti memaparkan secara deskriptif dan analitis terkait isu *moral panics* yang terdapat dalam serial dokumenter; alasan terjadinya *moral panics* dalam serial dokumenter; serta analisis *moral panics* dalam serial dokumenter melalui perspektif Stanley Cohen.

Penelitian ini tergolong ke dalam model penelitian masalah aktual dengan jenis penelitiannya berupa penelitian kualitatif; serta dengan menggunakan pemikiran seorang tokoh dalam meninjau permasalahan yang diangkat. Teknik analisis yang digunakan ialah hermeneutika filosofis dengan unsur-unsur metodis berupa: *verstehen*, interpretasi, hermeneutika, dan induktif.

Hasil yang dicapai dalam penelitian ini ialah: **pertama**, serial dokumenter Netflix *Don't F\*\*k With Cats: Hunting an Internet Killer* memuat isu *moral panics* di dalamnya, yakni fenomena kepanikan dalam skala global sebagai bentuk respon atas fenomena pembunuhan berantai yang diunggah ke media sosial. **Kedua**, *moral panics* terjadi karena pemberian respon berlebihan oleh publik terhadap sang *folk devils* dengan pemicu utamanya berupa fitur “*share*” dalam media sosial; serta peran media massa (seperti CNN, media lokal Montreal dan Perancis) yang mampu menciptakan *moral panics*. **Ketiga**, terdapat lima tahapan penciptaan *moral panics* (*target*, *warning*, *impact*, *inventory*, serta *reaction*); lima karakteristik *moral panics* (*concern*, *hostility*, *consensus*, *disproportionality*, serta *volatility*), dan tiga upaya media dalam mengonstruksikan *moral panics* (penguatan isu, penciptaan *folk devils*, serta penetapan agenda (*agenda-setting*)) yang mempertegas adanya fenomena *moral panics* dalam serial dokumenter.

Kata Kunci: serial dokumenter, *moral panics*, *folk devils*, media

## ABSTRACT

This research is conducted with the aim of describing and analyzing moral panics phenomenon in society through analysis of a Netflix's docuseries *Don't F\*\*k With Cats: Hunting an Internet Killer* using Stanley Cohen's Moral Panics theory. In this study, the researcher examine descriptively and analytically the issue of moral panics contained in the docuseries; reasons for the moral panics in the docuseries; and an analysis of moral panics in the docuseries using Stanley Cohen's perspective.

This research applied an actual problem model and used a qualitative approach. Moreover, it's conducted with the help of a figure's viewpoint to investigate the previously mentioned problems. The analytical technique used is philosophical hermeneutics with method elements in the form of: *verstehen*, interpretation, hermeneutics, and inductive.

This research finds out that: **first**, the Netflix's docuseries *Don't F\*\*k With Cats: Hunting an Internet Killer* contains the issue of moral panics, which is illustrated through global-scale panic as a response to serial killing phenomenon uploaded on the Internet. **Second**, moral panics occur due to the public's excessive response to the folk devils with the main trigger being the "share" feature on social media; as well as the role of the mass media (such as CNN, the local media of Montreal and France) which create moral panics. **Third**, there are five stages of developing moral panics (target, warning, impact, inventory, and reaction); five characteristics of moral panics (concern, hostility, consensus, disproportionality, and volatility); also three media efforts in constructing moral panics (strengthening issues, creating folk devils, and agenda-setting) which play major roles in emphasizing the existence moral panics phenomenon in the docuseries.

**Keywords:** documentary series (docuseries), moral panics, folk devils, media