

INTISARI

PERSPEKTIF ETIKA KOMUNIKASI DALAM PRAKTEK *DOXING* DAN *CANCEL CULTURE* DI MEDIA SOSIAL TWITTER SEBAGAI SANKSI SOSIAL

Penelitian ini membahas mengenai salah satu praktek di media sosial terutama Twitter yang tidak jarang muncul terutama ketika ada seorang individu yang dianggap telah memberikan opini dan pengaruh negatif yang tidak sesuai dengan mayoritas orang, yaitu *doxing* dan *cancel culture*. Praktek *doxing* dan *cancel culture* di media sosial Twitter tidak lepas dari kemajuan teknologi informasi dan kemudahan akses internet sehingga setiap orang dapat menggunakan media sosial untuk aktivitas sehari-hari. Hal ini menjadi alasan utama dari penulisan penelitian dengan judul “Dilema Etika Komunikasi dalam Praktek *Doxing* dan *Cancel Culture* di Media Sosial Twitter Sebagai Sanksi Sosial” dengan rumusan sebagai berikut: 1. Apakah yang disebut dengan *doxing* dan *cancel culture* dan apakah penyebabnya?; 2. Bagaimana relasi antara *doxing* dan *cancel culture*?; 3. Bagaimana etika komunikasi mengkaji persoalan *doxing* dan *cancel culture* yang terjadi di media sosial Twitter?

Penelitian ini adalah penelitian kefilosofatan yang bersifat deskriptif kualitatif dengan model penelitian kepustakaan yang diperkuat dengan sumber data seperti buku, artikel, jurnal, skripsi, dan penelitian terdahulu. Metode utama yang dilakukan adalah pengumpulan data dan informasi mengenai kasus *doxing* dan *cancel culture* kemudian analisis data menggunakan hermeneutika filosofis. Pada proses analisis seperti klasifikasi data, maka data kasus *doxing* dan *cancel culture* yang didapatkan harus dianalisis mana yang termasuk *cyber bully* dan sanksi sosial.

Berdasarkan penelitian yang telah dilakukan, maka didapatkan pengertian *doxing* dan *cancel culture* beserta penyebabnya, yaitu: 1. *Doxing* merupakan kependekan dari kata “*dropping documents*” yang berarti mengungkapkan data diri atau identitas seseorang dengan tujuan balas dendam; 2. *Cancel culture* atau *Call-Out-Culture* adalah bentuk pembatalan, pengisosalisasian terhadap individu, *public figure*, ataupun politisi di media sosial karena dianggap telah mengeluarkan opini tidak mengenakan sehingga menimbulkan amarah publik; 3. Penyebab terjadinya *doxing* dan *cancel culture* di media sosial adalah karena adanya amarah publik dan keinginan publik untuk balas dendam. *Doxing* dan *cancel culture* saling berkaitan satu sama lain, di mana biasanya orang yang terkena *doxing* akan berlanjut pada *cancel culture* karena publik telah mengetahui informasi pribadi korban. Sementara perspektif etika komunikasi dalam mengkaji dilematis persoalan *doxing* dan *cancel culture* di media sosial Twitter dapat dilihat pada aspek deontologi jurnalisme, di mana dalam hal ini *doxing* dan *cancel culture* tidak sesuai dengan prinsip etika komunikasi dan aspek deontologi jurnalisme karena telah melanggar hak-hak individu.

Kata Kunci : Etika Komunikasi, Deontologi Jurnalisme, Media Sosial Twitter, *Doxing* dan *Cancel Culture*

ABSTRACT

COMMUNICATIONS ETHICS PERSPECTIVE IN THE PRACTICE OF DOXING AND CANCEL CULTURE ON SOCIAL MEDIA TWITTER AS A SOCIAL SANCTIONS

This study discusses one of the practices in social media, especially Twitter which often appears especially when there is an individual who is considered to have given negative opinions and influences that are not in accordance with the majority of people, namely doxing dan cancel culture. The practice of doxing and cancel culture on social media Twitter cannot be separated from advances in information technology and easy access to the internet so that everyone can use social media for their daily activities. This is the main reason for writing study research with the title “Communications Ethical Dilemma in the Practice of Doxing and Cancel Culture on Social Media Twitter as Social Sanctions” with the following formulation : 1. What is doxing and cancel culture and what causes them?; 2. What is the relationship between doxing and cancel culture?; 3. How does communications ethics examine the issue of doxing and cancel culture that occurs on social media Twitter?

This study discusses is a philosophical research that is descriptive qualitative with a library research model that is strengthened by data sources such as books, articles, journals, theses, and previous research. The main method that used is collecting data and information regarding doxing and cancel culture cases and then analyzing the data using philosophical hermeneutics. In the analysis process such as data classification, the doxing dan cancel culture cases data obtained must be analyzed which includes cyber bullying and social sanctions.

Based on the study research that has been done, the definitions of doxing and cancel culture and their causes are obtained, namely: 1. Doxing is short for the word “dropping document” which means disclosing personal data or someone’s identity with the aim of revenge; 2. Cancel culture or Call-Out-Culture is a form of cancellation, isolating individuals, public figures, or politicians on social media because they are considered to have issued unpleasant opinions that have caused public anger; 3. The cause of doxing and cancel culture on social media is due to public anger and the public’s desire for revenge. Doxing and cancel culture are related to each other, where usually the person affected by doxing will continue to cancel culture as well because the public already knows the victim’s personal information. While the perspective of communications ethics in examining the dilemma of doxing and cancel culture issues on social media Twitter can be seen in the deontological aspect of journalism, in which case doxing and cancel culture are not in accordance with the ethical of communications ethics and the deontological aspect of journalism because doxing and cancel culture have violated individual rights.

Key Words: *Communications Ethics, Deontological Journalism, Social Media Twitter, Doxing and Cancel Culture*