

INTISARI

Cancel culture adalah gerakan pemboikotan sosial yang ditujukan pada tokoh atau perusahaan yang melakukan tindakan yang melanggar norma masyarakat. Di satu sisi, *cancel culture* dapat berdampak positif sebagai upaya penegakan nilai moral dan akuntabilitas. Di sisi lain, *cancel culture* juga menimbulkan dampak negatif seperti menyuburkan *cyberbullying*. Tujuan penelitian ini adalah untuk mendeskripsikan proses pembentukan penilaian moral pada *cancel culture* sehingga dapat memahami mengapa *cancel culture* dapat memiliki dampak yang bertentangan. Teori *Norm-Expressivism* Allan Gibbard dapat memberikan analisis mengenai sentimen moral masyarakat yang mendasari pembentukan penilaian moral pada *cancel culture*.

Penelitian ini merupakan penelitian di bidang filsafat menggunakan model penelitian kualitatif deskriptif menggunakan sumber kepustakaan yang menggunakan objek formal teori *Norm-Expressivism* Allan Gibbard dan objek material penilaian moral pada *cancel culture*. Analisis hasil penelitian menggunakan unsur-unsur metodis: interpretasi, induksi-idealisisasi, deskripsi, dan refleksi peneliti pribadi.

Hasil penelitian ini adalah *Pertama*, penilaian moral pada *cancel culture* merupakan penilaian ketidaksetujuan masyarakat terhadap suatu tindakan yang diwujudkan dalam bentuk yang beragam dan dipengaruhi oleh standar nilai moral masyarakat. *Kedua*, penilaian moral pada *cancel culture* menurut teori *Norm-Expressivism* Allan Gibbard didasari oleh emosi manusia sebagai insting survival dalam skema kerja sama sosial. Sentimen kemarahan masyarakat dan rasa bersalah di pihak yang mendapat *cancel* merupakan bentuk respons terhadap pelanggaran norma bersama. Sentimen kemarahan tersebut dirasionalisasi dalam bentuk standar moral atau norma masyarakat karena dianggap masuk akal dan beralasan. Namun, dalam pembentukan sistem moral masyarakat, norma masyarakat dapat dibentuk tanpa melalui tiap proses dengan sempurna sehingga *cancel culture* sebagai penilaian moral yang terbentuk dapat berdampak positif maupun negatif.

Kata Kunci: Metaetika, *Norm-Expressivism*, *Cancel Culture*, Penilaian Moral

ABSTRACT

Cancel culture is a social boycott movement aimed at figures or companies that commit acts that violate societal norms. On the one hand, cancel culture can have a positive impact as an effort to uphold moral values and accountability. On the other hand, cancel culture also has negative impacts such as fertilizing cyberbullying. The purpose of this study is to describe the process of forming moral judgments on cancel culture so as to understand why cancel culture can have conflicting impacts. Allan Gibbard's Norm-Expressivism Theory can provide an analysis of the moral sentiments of society that underlie the formation of moral judgments on cancel culture.

This research is a research in philosophy using a descriptive qualitative research model using literature sources that use the formal object of Allan Gibbard's Norm-Expressivism theory and the material object of moral judgment on cancel culture. Analysis of research results uses methodical elements: interpretation, induction-idealization, description, and personal researcher reflection.

The results of this study are First, moral judgment on cancel culture is an assessment of society's disapproval of an action that is manifested in various forms and is influenced by the community's moral value standards. Second, moral judgment on cancel culture according to Allan Gibbard's Norm-Expressivism theory is based on human emotions as a survival instinct in the scheme of social cooperation. The sentiment of community anger and guilt on the part of those who get canceled is a form of response to the violation of shared norms. The sentiment of anger is rationalized in the form of moral standards or community norms because it is considered reasonable and reasonable. However, in the formation of a community moral system, community norms can be formed without going through each process perfectly so that cancel culture as a formed moral judgment can have both positive and negative impacts.

Keywords: *Metaethics, Norm-Expressivism, Cancel Culture, Moral Judgment*