

ABSTRAK

Perkembangan media sosial mendorong audiens bertransformasi dari konsumen informasi menjadi aktor yang aktif membentuk opini publik, salah satunya melalui praktik *cancel culture*. Fenomena ini terjadi pada film *A Business Proposal* versi Indonesia yang tayang pada tahun 2025 ketika pernyataan salah satu aktor memicu kontroversi yang berkembang menjadi kritik dan ajakan boikot di platform X. Penelitian ini bertujuan untuk mengetahui dan menganalisis bentuk serta distribusi ekspresi *cancel culture* yang dilakukan oleh pengguna X terhadap kontroversi film *A Business Proposal*. Metode penelitian yang digunakan adalah analisis isi kuantitatif terhadap 300 cuitan yang relevan. Penelitian ini menggunakan model dinamika *cancel culture*, konsep kontroversi, dan media sosial untuk menganalisis *cancel culture* dalam platform X. Hasil penelitian menunjukkan bahwa kontroversi dipicu oleh *sphere crossing* ketika perdebatan teknis produksi film ditarik ke ranah publik yang memiliki beragam standar moralitas sehingga memicu eskalasi tanpa resolusi. Dalam merespons kontroversi tersebut, publik secara masif mendukung aksi *cancel culture* baik terhadap aktor maupun film. Ekspresi *cancel culture* didominasi oleh strategi *negotiation/navigation* yang mengindikasikan bahwa publik secara aktif memproduksi narasi diskursif untuk mendukung gerakan *cancel culture*. Sebaliknya, ruang untuk membela aktor menjadi sangat sempit, dicerminkan pada strategi *express support to the cancellee* yang menempati proporsi paling sedikit.

Kata kunci: analisis isi, *cancel culture*, platform X, kontroversi digital, respons publik

ABSTRACT

*The emergence of social media has driven audiences to transform from consumers of information into active agents shaping public opinion, one example the practice of cancel culture. This phenomenon occurred to the Indonesia version of the film *A Business Proposal* which was released in 2025 when a statement made by one of the actors sparked a controversy that escalated into criticism and calls for boycott on the X platform. This study aims to identify and analyze the forms and distribution of cancel culture expressions by X users regarding the controversy related to the film *A Business Proposal*. The research method utilized was quantitative content analysis of 300 relevant tweets. This study uses a model of cancel culture dynamics, the concept of controversy, and social media to analyze cancel culture on the X platform. The result shows that the controversy was triggered by “sphere crossing” when technical debates about the film’s production were drawn into the public sphere, which has diverse moral standards, and sparking an escalation without resolution. In response to this controversy, the public continues to support cancel culture actions directed at both the actor and the film. Expressions of cancel culture are dominated by negotiation/navigation strategies, indicating that the public actively produces discursive narratives to support the cancel culture movement. In contrast, the space to defend the actor became extremely limited, as reflected in the “express support to the cancellee” strategy, which accounted for the smallest proportion.*

Keywords: *content analysis, cancel culture, X platform, digital controversy, public response*