

ABSTRAK

Fenomena *cancel culture* merupakan tindakan atau respon penolakan khalayak terhadap seseorang yang melakukan perilaku menentang peraturan di masyarakat. Fenomena *cancel culture* terjadi pada aktris drama Korea Selatan bernama Kim Saeron, yang telah melakukan pelanggaran kasus DUI (*Driving Under Influence*) pada tahun 2022 lalu. Tindakan *cancel culture* pun dilakukan oleh beberapa orang yang merasa kecewa dengan Kim Saeron melalui di media sosial X. Tujuan penelitian ini yakni menganalisis lebih dalam fenomena *cancel culture* di media sosial X pada kasus DUI Kim Saeron melalui teori analisis resepsi menurut Stuart Hall pada penggemar drama Korea di Purwokerto. Penelitian ini merupakan penelitian deskriptif kualitatif dengan pendekatan observasi, wawancara secara mendalam, dan dokumentasi. Hasil Penelitian ini menemukan bahwa analisis resepsi penggemar drama Korea di Purwokerto terhadap tindakan *cancel culture* di media sosial X terhadap Kim Saeron, memiliki resepsi penerimaan yang berbeda setiap individunya, walaupun memiliki kesamaan beberapa khalayak memiliki pandangan yang sama, namun ada beberapa aspek yang melatarbelakangi pandangan mereka, sehingga pesan yang diterima masing-masing khalayak berbeda. Penelitian ini juga menemukan bahwa 2 informan dikategorikan dalam *Dominant Hegemonic Position*, 2 informan dikategorikan dalam *Negotiated Position*, dan 2 informan terakhir masuk dalam *Oppositional Position*.

Kata Kunci: *Cancel Culture*, Media sosial X, Analisis Resepsi, Kim Saeron, penggemar drama Korea.

ABSTRACT

The cancel culture phenomenon is an action or response of public rejection towards someone who behaves against the rules in society. The cancel culture phenomenon occurred in a South Korean drama actress named Kim Saeron, who had committed a DUI (Driving Under Influence) case in 2022. The cancel culture action was also carried out by several people who felt disappointed with Kim Saeron through social media X. The purpose of this study is to analyze more deeply the cancel culture phenomenon on social media X in the case of Kim Saeron's DUI through the reception analysis theory according to Stuart Hall on Korean drama fans in Purwokerto. This research is a qualitative descriptive study with an observation approach, in-depth interviews, and documentation. The results of this study found that the analysis of the reception of Korean drama fans in Purwokerto towards the cancel culture action on social media X towards Kim Saeron, has a different reception reception for each individual, although having similarities some audiences have the same views, but there are several aspects that underlie their views, so that the message received by each audience is different. This study also found that two informants were categorized as Dominant Hegemonic, two as Negotiated, and the final two as Oppositional.

Keywords: Cancel Culture, Social Media X, Reception Analysis, Kim Saeron, Korean drama fans.