



Cancel Culture: A Communication Phenomenon in the Era of Hyperconnectivity (A Qualitative Analysis of Boycotts on Twitter)

Finna Nazmi Luthfiyah^{1*}, Dani Fadillah²

^{1,2} Universitas Ahmad Dahlan Yogyakarta, 55191, Indonesia

¹ finna2100030165@webmail.uad.ac.id; ² Dani.fadillah@comm.uad.id

*Correspondent email author: finna2100030165@webmail.uad.ac.id

ABSTRACT

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Cancel culture has become a significant phenomenon in recent years, particularly in the intensely connected digital environment of Twitter. This qualitative research explores how cancel culture operates in the era of hyperconnectivity, focusing on boycott campaigns circulating on Twitter. Cancel culture involves social punishment and exclusion of individuals or entities deemed to have violated societal norms or values. This study employs qualitative methods, with data collected through online observation of social media dynamics. Additionally, the use of the *Publish or Perish* application helped researchers find journals related to this study. The sample in this research was selected based on cancel culture actions occurring within a specific timeframe. This study aims to deepen the understanding of the complexities of cancel culture, motivations, perceptions, and its impact on individuals' reputations and mental health. This analysis also examines the role of hyperconnectivity, particularly on Twitter, in facilitating and amplifying this phenomenon. The findings of this research contribute to broader discussions on communication dynamics, social justice, and power dynamics in an increasingly connected digital society.

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1. Introduction

Cancel culture has become one of the most hotly debated topics in recent years. Cancel culture, or the culture of cancellation, refers to the practice where individuals or groups call on others to boycott someone, usually a public figure, due to behavior or statements deemed controversial or inappropriate (Wahyuni & Anshori, 2021). In an era of hyperconnectivity where information can spread quickly and widely through social media, cancel culture has gained significant momentum (Cammaerts, 2022). Essentially, cancel culture is a modern form of social ostracism, where certain individuals or groups are publicly shamed and socially or professionally ostracized as punishment for their actions or statements (Teixeira da Silva, 2021).

This process often begins with one or more social media users publicizing actions or statements they consider inappropriate. They then call on others to boycott the individual, often through viral hashtags (#). In Indonesia, several public figures and celebrities have experienced cancel culture for various reasons. Many artists and celebrities face boycotts due to controversial statements or actions, such as singers or actors allegedly involved in scandals or making offensive remarks (Nada rahmi, Ken amasita, & Suanti tunggala, 2022).

Additionally, some politicians have become targets of cancel culture due to controversial or unpopular statements or policies. Social media influencers are not exempt from this phenomenon;

many lose followers and support after being involved in controversies or scandals. According to a survey by We Are Social and Hootsuite, internet users in Indonesia reached over 202 million in January 2021, with the majority being active on social media platforms, which often serve as the venues for cancel culture.

Cancel culture can have damaging effects on the individuals targeted, particularly in terms of reputational damage, mental health, and economic consequences. Those who are canceled often experience a drastic decline in their public reputation, which can impact their careers, especially for those working in industries heavily reliant on public image, such as entertainment and media (Dershowitz, 2020).

The significant social pressure from public boycotts can also lead to stress, anxiety, and depression, with many individuals reporting feelings of isolation and abandonment by friends and colleagues (Dershowitz, 2020). Additionally, financial losses are common, whether through job loss, decreased product sales, or the termination of business contracts.

The era of hyperconnectivity plays a crucial role in accelerating and expanding the phenomenon of cancel culture. Hyperconnectivity refers to the condition where people are continuously connected to each other through digital technology, especially social media. Platforms like Twitter make it easy for users to share information with a wide network in a short time, with hashtags related to cancel culture often going viral within hours or even minutes. When an individual or group initiates a cancel culture campaign, they often use strong and emotive rhetoric to influence others, building a narrative that the individual deserves to be boycotted.

Social media algorithms that reinforce existing opinions also create an echo chamber effect, where certain views are amplified and opposing views are sidelined, thus garnering greater support for the boycott. Research on Cancel Culture in the era of hyperconnectivity, particularly in the context of sensitive issues such as genocide resulting in accusations of Zionism, highlights how this phenomenon has transformed the landscape of communication and social interaction on social media platforms like Twitter (Velasco, 2021).

Cancel Culture reflects the collective power to criticize and punish individuals or entities deemed to have violated certain norms or values, often swiftly and without a clear formal process. In this globally connected digital era, Cancel Culture actions can be carried out quickly and easily. A tweet or hashtag can trigger a boycott campaign against an individual, company, or product.

The impact of Cancel Culture is not limited to the companies or public figures targeted. Individuals involved in controversial issues or unfairly blamed can also experience significant psychological and social impacts. They may face stigma, job loss, or even disruptions to their personal lives. This demonstrates the strong influence of public opinion in this era of hyperconnectivity, where every action or statement can quickly become the subject of widespread public debate and judgment. The role of hyperconnectivity, particularly on platforms like Twitter, is significant in facilitating and amplifying the phenomenon of Cancel Culture (Idriss et al., 2024).

Visual evidence such as images or screenshots of something deemed against societal norms or values, like accusations of Zionism spread through Twitter, can show how public discussions form and evolve in real-time. This reflects the intense communication dynamics on social media, where those who speak are perceived to have the power to shape opinions and drive collective action. Therefore, this research is not only important for understanding how Cancel Culture operates in the context of sensitive issues like accusations of Zionism but also for reflecting on its broader implications for justice, freedom of expression, and power dynamics in an increasingly digitally connected society.

In this study, the aim is to review the latest literature related to “cancel culture” using the Publish or Perish application based on the top GSRank order. Journals indexed in Google Scholar from the period 2020-2023 are selected as the most current and relevant sources. Researchers use the keyword “cancel culture” as the research subject to narrow the search, ensuring that the references found are not outdated and remain fresh for discussion. Based on the search using the Publish or Perish application, the following publications were found.

Table 1. Previous research from Publish or Perish search results

Authors	Title	Year	Source	GSRank
E Ng	Cancel culture: A critical analysis	2022	-	1
P Norris	Cancel culture: Myth or reality?	2023	Political studies	2
JC Velasco	You are cancelled: Virtual collective consciousness and the emergence of cancel culture as ideological purging	2020	Rupkatha Journal on Interdisciplinary	3
M D. Clark	DRAG THEM: A brief etymology of so-called "cancel culture"	2020	Communication and the Public	4
LS. Burmah	The Curious Cases of Cancel Culture	2021	-	5

Source: Publish or Perish

The first journal, titled "Cancel Culture: A Critical Analysis" by (Ng, 2022), discusses the phenomenon of "cancel culture" from the perspective of critical media studies. The author examines both the practice of "canceling" (what people and institutional actors do) and the discourse of "canceling" (comments about "canceling"). The author identifies various origins of "cancel culture," including Black communication practices, celebrity and fan culture, consumer culture, and national politics. The author emphasizes that "cancel culture" is not a singular, monolithic phenomenon and discusses criticisms of it from various perspectives. The author argues that "cancel culture" is an important phenomenon that needs to be understood critically and has the potential to challenge injustices and promote accountability, but it can also be used harmfully and unfairly. This journal provides a comprehensive and nuanced analysis of "cancel culture" and is relevant to considerations of how this phenomenon affects the educational environment.

The second journal, titled "Cancel Culture: Myth or Reality?" by (Norris, 2021), published in Political Studies, examines the phenomenon of "cancel culture" from a comparative political perspective. The author finds that "cancel culture" is not a mass trend threatening democracy, although it is a significant public concern in many countries. The author analyzes survey data from 11 countries to investigate the prevalence and public perception of "cancel culture." The results show that only a small percentage of respondents have been targets of "canceling" or know someone who has been targeted. However, the majority of respondents express concern about the impact of "cancel culture" on freedom of speech and democracy. The author finds that public perceptions of "cancel culture" vary across countries, influenced by factors such as political polarization, trust in media, and individualistic values.

The third journal, titled "You are cancelled: Virtual collective consciousness and the emergence of cancel culture as ideological purging" by (Velasco, 2021), published in Rupkatha Journal on Interdisciplinary, discusses the phenomenon of "cancel culture" from the perspective of media sociology and communication. The author argues that "cancel culture" is a manifestation of a new virtual collective consciousness emerging in the social media era. Social media enables individuals to connect and share information in real-time, thus forming this collective consciousness that can mobilize collective actions, such as "cancel culture."

The fourth journal, titled "DRAG THEM: A brief etymology of so-called 'cancel culture'" by (D. Clark, 2020), published in Communication and the Public, discusses the evolution of digital accountability practices carried out by Black Twitter, a culturally connected meta-network community online. Clark traces the callout practices on social media from the roots of Black vernacular traditions to their misuse in the digital era by social elites. He argues that the effective use of anger by minority groups on social media is a strategy to frame existing social issues.

The fifth journal, titled "The Curious Cases of Cancel Culture" by (Burmah, 2021), discusses the phenomenon of cancel culture occurring in modern society. Cancel culture refers to the collective action of withdrawing support from someone or something, usually in response to behavior or statements deemed inappropriate, offensive, or harmful.

Based on the five journals above, they collectively provide a comprehensive overview of “cancel culture,” including its origins, impacts, and criticisms. These journals show that “cancel culture” is a complex phenomenon with various dimensions that need to be further studied and understood. This research will examine how the hyperconnected era makes the culture of “cancel culture” more easily developed.

2. Method

A qualitative approach on Cancel Culture in the hyperconnected era, focusing on boycott cases on Twitter, aims to understand this complex phenomenon from various perspectives. This qualitative approach to investigate how Cancel Culture operates within a globally connected digital context. This method allows researchers to explore the motivations, perceptions, and impacts of participation in boycott campaigns (Herdiansyah, 2019). Data is collected through online observation by studying the social media dynamics that shape public opinion. This research will uncover the nuances and patterns underlying this phenomenon. In addition, the data from this research was obtained through publish or perish based on previous research. The first step taken by the researchers is to search for journals relevant to this research topic using the “publish or perish” application with the keyword “cancel culture.” The next step involves using specific criteria, such as selecting journals from Google Scholar with a maximum of 100 results within the period 2020-2023, further narrowed down based on GSRank 1-5 with the most citations. The five journals selected based on GSRank 1-5 are international journals. Data is then collected by comparing research findings with existing theories and concepts in the literature to ensure that the findings are coherent and connected to established knowledge. The data is then organized and presented in the main findings, which include perceptions of the cancel culture phenomenon, cancel culture actions, and the role of the hyperconnected era.

The data analysis was analyzes as content related to hashtags, tweets, and discussions on Twitter in specific cases to provide an overview of how communication and public opinion are formed and developed in the context of Cancel Culture. Samples are selected based on cancel culture events that occurred within a certain period. The conclusion will summarize the main findings by linking the findings and theoretical concepts. The results of this study are expected to provide deeper insights into how social media, particularly Twitter, serves as an important platform for boycott activities and opinion formation (Fadillah & Huiquan, 2024). This is not only relevant for understanding current communication and social interaction dynamics but also for practical implications in corporate reputation management, public policy, and individual protection in an era where opinion and action changes can occur rapidly.

3. Result and Discussion

This study focuses on the phenomenon of cancel culture in the era of hyperconnectivity on social media platforms like Twitter. The researchers conducted data collection through online observations of Twitter, focusing on specific cases related to cancel culture. Observations and data analysis were carried out throughout the study, resulting in several datasets for further processing. Based on the findings from Twitter, it was discovered that cancel culture is a powerful activity that can shape public opinion and significantly influence public perceptions and responses. Cancel culture describes a dynamic where individuals or groups that violate social values can be collectively punished through intense online campaigns. Twitter facilitates the rapid dissemination of information and opinions, allowing emotional reactions and varied opinions to spread widely. In the era of hyperconnectivity, the high level of global connectivity through information technology is prominent in the phenomenon of cancel culture. Twitter serves as a global interaction platform that enables the instant spread of information and opinions, creating echo chambers where opinions can be quickly reinforced or rejected. The speed and reach of information dissemination on social media can have significant impacts on individuals, especially public figures, who may lose their reputation, jobs, and public support in a short time. Cancel culture can also cause serious psychological effects such as stress, depression, and anxiety. For society, cancel culture can deepen controversies and increase social pressure on targeted individuals or groups. In communication, the dissemination of information is key. Hyperconnectivity allows information to spread quickly and widely through social media platforms like Twitter. This means that messages, opinions, and news can reach a global audience within

minutes, rapidly influencing perceptions and actions. Communication on social media is often emotional; cancel culture leverages users' emotional reactions to strengthen messages and mobilize support or condemnation. This demonstrates how communication can be used to influence emotions and actions of others.

3.1. Perception of the Cancel Culture Phenomenon in the Context of Social Media

The phenomenon of Cancel Culture in the context of social media platforms like Twitter has become a significant force in shaping perceptions and responses to sensitive issues, including genocide (Altamira & Movementi, 2023). Cancel Culture describes a dynamic where individuals or groups perceived to violate certain social values or norms can be collectively punished by society or large groups, often through intense online campaigns (Utami, 2022). In the context of sensitive issues such as genocide, Cancel Culture can have complex impacts, influencing not only public opinion but also policies, practices, and broader social interactions.

Twitter, as one of the main social media platforms where Cancel Culture frequently occurs, facilitates the rapid dissemination of information and opinions worldwide. When sensitive issues like genocide arise, this platform becomes a space where varied opinions and emotional reactions can spread very quickly. Cancel Culture in this context often begins with public condemnation of individuals or entities deemed responsible for or involved in painful or controversial events (Mayasari, 2022). A concrete example can be seen in the response to claims or actions related to accusations of Zionism. For instance, when a public figure or company is involved in a controversy regarding their support for genocide, Twitter often becomes a place where hashtags (#) and tweets protesting or supporting emerge rapidly. This creates an environment where public opinion is gauged, and collective actions can be taken in real-time, often with the aim of punishing or influencing further actions (Amalia, Indah Untari, & Nur Arafah, 2023). Cancel Culture has the power to significantly shape public opinion. When a boycott or cancellation campaign occurs, public responses can directly impact the reputation and integrity of the targeted individual or company. In the context of genocide, organized public opinion online can alter perceptions of perpetrators or victims, determining who is considered responsible and how they should be socially and politically addressed. Moreover, Cancel Culture can influence the thinking and actions of those directly or indirectly involved in genocide issues. The perception that certain actions or statements are forms of support or rejection of genocide can affect their image and identity within society. For example, a company perceived as unresponsive to genocide issues or involved in harmful practices may experience a decline in sales or even be massively boycotted by consumers influenced by Cancel Culture campaigns.

Hyperconnectivity, defined as a high level of global connectivity through information and communication technology, plays a prominent role in the phenomenon of Cancel Culture. Twitter, as a prime example of a social media platform that supports this hyperconnectivity, facilitates individuals and groups from diverse backgrounds to engage directly in debates related to global issues such as genocide. Hyperconnectivity enables the instant dissemination of information and opinions worldwide, creating echo chambers where certain ideas can be quickly reinforced or rejected. In the context of Cancel Culture related to genocide, this means that information, arguments, and views can spread rapidly among Twitter users, shaping public opinion and driving collective actions without clear geographical boundaries. Visual evidence such as screenshots of tweets or images showing interactions and reactions on Twitter can serve as concrete proof of how Cancel Culture operates in practice. For instance, images showing trending hashtags or a series of tweets supporting or opposing a boycott can provide a clear picture of how this phenomenon influences public discussion and perception.

Socially and culturally, Cancel Culture raises questions about justice, freedom of expression, and the limits of public responsibility in protesting or punishing individuals or groups. In sensitive contexts such as genocide, Cancel Culture can be a tool for advocating justice or can lead to the misuse of power and disproportionate mass judgment. The phenomenon of Cancel Culture in the context of social media like Twitter affects perceptions and responses to sensitive issues such as genocide in complex and varied ways. Social media platforms provide a global stage for the formation of public opinion and collective actions in real-time, often directly impacting reputations, policies, and social interactions. In this era of hyperconnectivity, Twitter and other social media platforms play a key role in facilitating Cancel Culture, which can have significant social, economic, and political impacts. It is important to continue exploring these complex dynamics with deeper studies, considering the broad

implications for justice, freedom of expression, and power dynamics in an increasingly digitally connected society.

3.2. The Impact of Cancel Culture Actions on Cancellation Targets

Cancel Culture actions represent a social phenomenon that can be quickly and easily executed in today's digital era, particularly through social media platforms like Twitter. Cancel Culture refers to collective efforts to criticize, punish, or even isolate individuals, groups, or entities perceived to violate certain social values or norms (Anjarini, 2020). In this context, the speed and ease of executing Cancel Culture distinguish it from other forms of protest or social resistance. Cancel Culture can occur very rapidly due to the instant flow of information on social media platforms. A controversy or statement deemed inappropriate can trigger a wave of global protests within hours or even minutes. For instance, a tweet considered offensive or insensitive to certain issues can quickly spread widely, prompting significant negative reactions from Twitter users worldwide. This speed is driven by features like retweets, which facilitate the rapid redistribution of messages without geographical or temporal limitations. Consequently, a controversy can become viral in a short time, resulting in significant Cancel Culture actions that create substantial public pressure on the involved individuals or companies.

Participation in Cancel Culture is also very accessible to anyone with internet access and a social media account. As an open platform accessible to millions of users, Twitter provides a broad stage for individuals to voice their opinions on a particular issue or individual. This ease of participation in Cancel Culture is not limited to specific people but can involve anyone who feels affected or has a view on the issue at hand. Features like hashtags (#) also facilitate the organization and coordination of boycott actions or cancellation campaigns easily. A trending hashtag can become a focal point for gathering support or expressing rejection towards individuals or entities perceived to violate the social or ethical values upheld by the online community. Cancel Culture is not limited to voicing dissatisfaction or condemnation; it also significantly impacts public opinion and perceptions of the targeted individuals or companies. For instance, an effective boycott campaign can lead to decreased sales or a tarnished reputation for brands or public figures involved in controversies. The speed and ease of executing Cancel Culture actions create significant pressure on individuals or groups to respond quickly. Companies or public figures often react with apologies or policy changes to mitigate the negative effects of Cancel Culture. However, Cancel Culture also presents challenges and controversies. Uncontrolled or excessive use of Cancel Culture can lead to polarization and conflict among social media users. An overly radical or unfounded approach can compromise principles of justice and freedom of expression, limiting healthy and constructive discussions on complex issues like genocide or other social matters. For example, the hashtag #BoycottStarbucks creates a discussion space and shapes perceptions aligned with the campaign. Similarly, many public figures collaborating with companies supporting genocidal actions open the door for social media users to campaign to "cancel" these public figures.



Figure 1. Controversial Posts 1

In the image, an anonymous sender tweeting through a community (Twitter base) posted a picture with a caption inviting the public to voice their opinions, leading to a Cancel Culture action against the targeted public figure. Additionally, in the context of social media like Twitter, Cancel Culture is a prominent phenomenon due to its speed and ease of execution. With the instant flow of information and broad user participation, Cancel Culture can swiftly alter public opinion, affect reputations, and even trigger behavioral or policy changes in a short time.

The impact of Cancel Culture on individuals or groups targeted for cancellation is significant in various aspects of their lives, both personally and professionally. Cancel Culture refers to the phenomenon where individuals, groups, or entities are collectively punished or isolated by society or the online community for perceived violations of certain social values or norms. In this context, the impact on the targeted individuals or groups can be very complex and affect multiple aspects of their lives. One of the main effects of Cancel Culture on individuals is the psychological and emotional damage it can cause. When someone or a group is publicly accused or judged, it can lead to stress, anxiety, and even depression. Feelings of guilt, shame, or anger often arise as a response to mass cancellation actions on social media.

In another instance, a public figure found collaborating with a company supporting genocide last June faced a boycott aligned with Cancel Culture actions. Cancel Culture operates swiftly, leading to efforts to diminish the public figure's brand reputation. In some cases, individuals or groups targeted by Cancel Culture may feel isolated or ostracized by society, especially if they lose support or reputation suddenly due to intense cancellation campaigns. Socially, Cancel Culture can isolate individuals or groups from their environments, whether it be peer groups, online communities, or even professional circles.

They may face rejection or alienation from people they previously considered part of their social network. This can disrupt personal and social relationships, causing a loss in support networks that might be crucial in dealing with stress and psychological pressure. Professionally, the impact of Cancel Culture can potentially damage a person's career. A successful cancellation campaign can lead to a drastic decline in professional reputation, loss of job opportunities or business partnerships, and even dismissal from certain positions or responsibilities. For those who rely on public reputation or positive societal perception, these impacts can be highly detrimental and challenging to recover from.

Beyond social and professional impacts, Cancel Culture can also have serious financial consequences for the targeted individuals or groups. For instance, companies or brands involved in controversies may experience a decline in revenue or sales if consumers choose to boycott their products as a form of protest. This can directly affect the company's income and, in turn, threaten its financial stability and employment. For individuals, losing a job or other income opportunities as a result of Cancel Culture can lead to significant financial difficulties.

Additionally, a damaged reputation can affect a person's ability to secure new employment or achieve career advancement in the future. This is a real risk faced by individuals or groups involved in controversies that trigger Cancel Culture. For those targeted by cancellation, responses to the situation can vary. Some may attempt to defend themselves or restore their reputation through public apologies, clarifications, or behavioral or policy changes that can improve public perception. However, not all efforts may successfully restore a reputation tarnished by a strong cancellation campaign. On the other hand, some individuals or groups may choose to withdraw from public interaction or even social media altogether as a strategy to protect themselves from the pressure and stress caused by Cancel Culture. While this can provide personal protection, it may also reduce their participation in important public discussions or debates, which can negatively impact freedom of expression and pluralism in society.

Cancel Culture raises broader questions about the limits of freedom of expression, social justice, and collective responsibility in an increasingly digitally connected society. Although often motivated by the drive to uphold ethical values or justice, uncontrolled or excessive use of Cancel Culture can lead to the misuse of power by the masses and restrict the space for healthy and constructive discussion. In conclusion, Cancel Culture has significant impacts on the targeted individuals or groups, whether in psychological, social, professional, or financial terms. The speed and ease of executing it through social media platforms can result in complex consequences for those involved. It is crucial to

continuously evaluate the use of Cancel Culture carefully, considering its broad implications for justice, freedom of expression, and power dynamics in an increasingly digitally connected society.

3.3. The Role of Hyperconnectivity in the Cancel Culture Phenomenon on Social Media

The era of hyperconnectivity characterized by a high level of global connectivity through information and communication technology, plays a key role in facilitating and amplifying the phenomenon of Cancel Culture on social media platforms like Twitter. Cancel Culture refers to the phenomenon where individuals or groups are collectively punished by society or the online community for perceived violations of certain social values or norms. In this hyperconnected context, the use of platforms like Twitter facilitates the rapid dissemination of information and opinions worldwide, creating intense communication dynamics and reinforcing the effects of Cancel Culture.

Hyperconnectivity facilitates Cancel Culture primarily through the rapid spread of information. In today's digital era, the swift dissemination of information via social media platforms like Twitter plays a crucial role in triggering and expanding the reach of Cancel Culture. Cancel Culture refers to the phenomenon where individuals or groups face social or professional boycotts due to actions or statements deemed inappropriate or offensive. The speed and breadth of information spread on social media are key factors that enable this phenomenon to develop quickly and efficiently.

According to (Ardial, 2022), communication does not only occur in an interpersonal context but also extends to mass and digital communication. Mass communication involves delivering messages to a broad audience through media such as television, radio, and newspapers, while digital communication utilizes internet technology and social media to interact and exchange information instantly worldwide. According to (Zamzami, 2021), in the current digital era, technology has significantly transformed the communication landscape. Social media, digital platforms, and instant messaging applications facilitate individuals to communicate quickly and efficiently, overcoming geographical and time constraints (Putra & Haryadi, 2022).

However, this also brings new challenges, such as the possibility of misunderstandings due to the lack of non-verbal expressions and difficulties in validating the truthfulness of information. Platforms like Twitter have mechanisms that allow information to spread very rapidly. Any user can easily share content through the retweet feature, enabling messages, news, or opinions to reach thousands to millions of people within minutes. Hashtags (#) also play an important role in grouping and expanding the reach of messages. When a hashtag trends, the topic can be seen by users worldwide, exponentially increasing the visibility and dissemination of that information. For instance, a controversy or specific event triggering Cancel Culture can go viral within hours. One example is the case of Kevin Hart in 2018. After being announced as the host of the Oscars, Hart's old tweets, considered homophobic, resurfaced and quickly spread on Twitter. Within hours, hashtags related to the case trended, sparking widespread discussion and criticism of Hart. As a result, Hart decided to step down as the Oscars host just days after the initial announcement.

One of the main advantages of social media is its ability to reach a global audience. Not only can information spread quickly, but it can also reach people from various parts of the world. This gives Cancel Culture tremendous power, as controversial actions or statements can quickly gain global attention. This situation is often exacerbated by participation from diverse cultures and perspectives, which can deepen controversies and increase social pressure on the targeted individuals or groups. Another example of rapid information spread is the case of Roseanne Barr in 2018. After posting a racist tweet, Barr faced swift backlash on Twitter. Hashtags related to the tweet trended, and discussions and criticisms of Barr spread not only in the United States but also in various other countries. Within less than a day, Barr's television show was canceled by its network, demonstrating how global pressure can have real impacts in a short time.

The speed and reach of information dissemination on social media can have significant impacts on individuals and society. For individuals, especially public figures or celebrities, this can mean losing reputation, jobs, and public support in a short time. Many cases show how individuals affected by Cancel Culture experience serious psychological impacts, such as stress, depression, and anxiety. On the other hand, for society, Cancel Culture can serve as a tool to enforce social and ethical norms. Through rapid and widespread social pressure, society can send a strong message about what is considered acceptable or unacceptable. However, this also raises ethical challenges, such as whether

Cancel Culture provides a fair opportunity for individuals to correct their mistakes or if it is merely an uncontrolled form of mass punishment. The rapid spread of information through social media like Twitter plays a crucial role in the Cancel Culture phenomenon. With the ability to reach a global audience in a short time, controversial information can quickly go viral, triggering widespread reactions and significant social pressure. While this can serve as a mechanism to enforce social norms, it is also important to consider the ethical implications and long-term impacts of Cancel Culture on individuals and society.

Hyperconnectivity, referring to the high level of connectivity between individuals through digital technology, facilitates the organization and coordination of boycotts or cancellation campaigns quickly and efficiently. Social media platforms like Twitter, Facebook, and Instagram play a key role in this phenomenon, enabling the rapid dissemination of messages and the gathering of support in a short time. One clear example of the effectiveness of hyperconnectivity is the use of hashtags (#). When a hashtag trends, it serves as a focal point that unites users with similar views, making it easier for them to collaborate and amplify their message.

Hashtags like #Boycott or #CancelXYZ are often used to express rejection of individuals or entities perceived to violate social or ethical values. For instance, the #BoycottStarbucks campaign emerged in response to various controversies involving the company, ranging from allegations of discrimination to perceived unfair company policies. This hashtag quickly trended, garnering support from thousands of users motivated to participate in the boycott. The result was significant pressure on Starbucks to respond and rectify the situation, demonstrating how hyperconnectivity can swiftly mobilize collective action.

Hyperconnectivity also amplifies the pressure on the targets of cancellation campaigns. With widespread support on social media, the targeted individuals or entities can experience significant negative impacts in a short time. Mass support and public pressure often force the target to take corrective actions, issue apologies, or face other consequences, such as losing jobs or business partnerships. For example, a #CancelXYZ campaign against a celebrity who engages in controversial actions can quickly gain momentum on social media.

Support from users worldwide creates an unavoidable wave of criticism, compelling the celebrity to respond swiftly to mitigate the damage to their reputation. Hyperconnectivity through social media facilitates the efficient and rapid organization and coordination of boycotts or cancellation campaigns. Trending hashtags become crucial tools for gathering support and expressing rejection, creating substantial pressure on the targeted individuals or entities. Thus, hyperconnectivity not only facilitates communication but also strengthens collective actions in upholding social and ethical values.

Hyperconnectivity, which facilitates high connectivity through digital technology, creates the phenomenon of echo chambers on social media. In the context of Cancel Culture, these echo chambers can quickly reinforce or reject ideas, deepening existing beliefs and increasing polarization in society. An echo chamber is a situation where information, ideas, or beliefs are reinforced through repeated communication within the same group, while alternative viewpoints are often ignored or rejected. Platforms like Twitter tend to facilitate the formation of these echo chambers because their algorithms frequently display content that aligns with users' preferences and views.

As a result, users are more likely to interact with people who share similar views, reinforcing their own beliefs. In the context of Cancel Culture, these echo chambers can play a significant role. For example, when a cancellation campaign begins using hashtags like #CancelXYZ, those who agree with the campaign will share and discuss content that supports their views. This creates a positive feedback loop where the beliefs and emotions underlying the campaign are continuously reinforced.

Echo chambers not only reinforce existing beliefs but also deepen polarization in society. When users are continually exposed to the same viewpoints, they tend to become more convinced that their views are correct and opposing views are wrong or even dangerous. This can lead to the strengthening of more extreme attitudes and reduce the likelihood of constructive dialogue between groups with different perspectives. A clear example of the influence of echo chambers can be seen in various viral Cancel Culture campaigns. For instance, in the case of boycotting a celebrity or company, the group supporting the boycott will reinforce each other through retweets, comments, and discussions on social media platforms.

Meanwhile, the group opposing the boycott may experience the same in their own social media environment, reinforcing the belief that the boycott is unfair or unnecessary. Hyperconnectivity through social media creates echo chambers that quickly reinforce and spread ideas within Cancel Culture movements. Users tend to interact with people who share similar views, strengthening their beliefs and increasing the movement's power. However, these echo chambers also deepen polarization in society, reducing opportunities for constructive dialogue and reinforcing more extreme attitudes. Thus, hyperconnectivity not only facilitates communication but also has significant implications for social and political dynamics in society.

The use of visual evidence, such as screenshots or images of issues that deviate from societal norms and values, can provide a clear picture of how Cancel Culture operates in practice. For instance, images of trending hashtags or a series of tweets supporting or opposing a boycott can offer concrete evidence of how public opinion forms and evolves in real-time. When a tweet or a series of tweets goes viral in the context of Cancel Culture, screenshots of public responses can demonstrate the intensity and scale of the reactions. For example, when a controversial statement or action deemed unethical is posted by a public figure or company, the ensuing public responses can be highly expressive and widespread.

The era of hyperconnectivity plays a key role in facilitating and amplifying the phenomenon of Cancel Culture on social media platforms like Twitter. The ability to rapidly disseminate information, organize collective actions, and reinforce public opinion through social media platforms creates an environment where Cancel Culture can quickly develop and have a wide-reaching impact. However, it is crucial to continuously evaluate the social, political, and ethical impacts of this phenomenon, and to consider its long-term implications for freedom of expression and power dynamics in an increasingly digitally connected global society.

4. Conclusion

Cancel Culture on social media platforms like Twitter has the ability to significantly influence perceptions and responses to sensitive issues, including genocide. Through its speed and ease of execution, Cancel Culture can create substantial public pressure on the targeted individuals or groups. The era of hyperconnectivity plays a key role in facilitating and amplifying this phenomenon by expanding the reach of information, reinforcing echo chambers, and enabling quick responses to current events. It is crucial to continuously evaluate the social, political, and ethical impacts of Cancel Culture in this increasingly connected digital era, and to consider its long-term implications for freedom of expression and power dynamics in global society.

Cancel Culture on social media like Twitter can deepen divisions and polarization in society regarding sensitive issues such as genocide. With the ability to spread information quickly and widely, these platforms facilitate intense collective reactions to actions or statements perceived to violate important social values or norms. Cancellation actions can be executed swiftly and easily on social media, particularly through retweets, hashtags, and mass participation. This creates significant social pressure on the targeted individuals or groups, with the potential to damage reputations or affect their careers and personal lives. The era of hyperconnectivity amplifies the impact of Cancel Culture by accelerating information dissemination and reinforcing echo chambers on social media. This can strengthen the formation of extreme opinions and deepen polarization in society, often without room for balanced and reflective dialogue.

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