

## CANCEL CULTURE: CYBERBULLYING ON TWITTER SEEN FROM THE SPACE TRANSITION THEORY

### CANCEL CULTURE: CYBERBULLYING DI TWITTER DINTINJAU DARI TEORI TRANSISI RUANG

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#### ABSTRACT

Cancel culture is a form of boycotting or rejection and other negative actions as a form of protest that they do not like actions that are considered deviant in society. However, this becomes a polemic when the delivery method is carried out deviously. There are a handful of people who only join in the cancel culture action but instead, it turns into cyberbullying. There has been a lot of research on the phenomenon related to cyberbullying, however, regarding cancel culture, it has not been focused on being seen as a form of cyberbullying on the pretext that cancel culture is an effort to control social control in the form of social sanctions carried out in cyberspace. Space Transition Theory as the theory used in this research can explain the transition of individual behavior from the real world to the virtual world. This research aims to find out how the cancel culture phenomenon occurs as a form of cyberbullying on Twitter social media. This research uses a qualitative approach method with data collection techniques through observation on Twitter social media and conducting interviews with research subjects, namely, four Twitter users as perpetrators. cancel culture and one informant from the Police who is trash-handling cybercrimes. The data that has been obtained is then analyzed using the technical analysis model of Miles and Huberman through the steps of data reduction, data presentation, and conclusion. The research results show that the perpetrators use Twitter social media as a transitional space to carry out cancel culture actions for reasons of flexibility, anonymity, easy mobilization of the masses, and lack of monitoring factors. The results of this research imply that actions that occur on Twitter social media are a form of cyberbullying. Factors that encourage someone to carry out cancel culture in the form of cyberbullying include feelings of disappointment, dislike, clashing values and norms, and the inability to control oneself.

Keywords: Cancel Culture, Cyberbullying, Cyber Crime, Twitter, Space Transition Theory

#### ABSTRAK

*Cancel culture* merupakan sebuah bentuk tindakan pemboikotan atau penolakan dan tindakan negatif lainnya sebagai sebuah bentuk protes bahwa mereka tidak menyukai perbuatan yang dinilai menyimpang di masyarakat. Akan tetapi, hal ini menjadi sebuah polemic ketika cara penyampaiannya pun dilakukan dengan tindakan yang menyimpang. Terdapat segelintir masyarakat yang hanya ikut-ikutan melakukan aksi *cancel culture* malah berubah menjadi tindakan *cyberbullying*. Fenomena terkait *cyberbullying* sudah banyak dilakukan penelitian, akan tetapi terkait *cancel culture* ini belum secara fokus dilihat sebagai bentuk *cyberbullying* dengan dalih bahwa *cancel culture* merupakan upaya pengendalian sosial dalam bentuk sanksi sosial yang dilakukan di dunia maya. Space Transition Theory sebagai teori yang digunakan dalam penelitian ini mampu menjelaskan adanya peralihan perilaku individu dalam dunia nyata ke dunia maya. Tujuan dari penelitian ini untuk mengetahui bagaimana terjadinya fenomena *cancel culture* sebagai bentuk *cyberbullying* di media sosial Twitter. Penelitian ini menggunakan metode pendekatan kualitatif dengan teknik pengumpulan data melalui observasi pada media sosial twitter, dan melakukan wawancara dengan para subjek penelitian yaitu, empat orang pengguna twitter sebagai pelaku *cancel culture* dan satu orang informan dari Kepolisian yang bertugas

menangani kejahatan siber. Data yang sudah didapatkan kemudian dianalisis dengan teknis analisis model Miles dan Hubberman melalui langkah-langkah reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa para pelaku menggunakan media sosial twitter sebagai transisi ruang untuk melancarkan tindakan *cancel culture* dengan alasan sifat fleksibilitas, anonimitas, mudah memobilisasi masa, dan kurangnya faktor pengawasan. Dari hasil penelitian tersebut berimplikasi bahwa tindakan *cancel culture* yang terjadi pada media sosial twitter merupakan bentuk *cyberbullying*. Faktor yang mendorong seseorang melakukan *cancel culture* dalam bentuk *cyberbullying* diantaranya adanya rasa kecewa, rasa tidak suka, terjadinya benturan nilai dan norma, dan ketidakmampuan mengontrol diri sendiri.

Kata Kunci: Cancel Culture, Cyberbullying, Cyber Crime, Twitter, Space Transition Theory

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## INTRODUCTION

People in this modern era take advantage of the existence of the Internet, which helps them interact with the wider community without being constrained by time or space. Especially now that various types of social media have become communication bridges. Various social media are present in Indonesia, such as WhatsApp, Instagram, YouTube, TikTok, Facebook, and Twitter. According to the results of the survey conducted by the Association of Internet Service Providers Indonesia (APJII), the number of people connected to the Internet during 2021–2022 was 210,026,769 of the total population of 272,682,600 in Indonesia. The data also shows that the internet penetration rate in Indonesia has reached 77.02%. (APJII, 2022).



Source: Website Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) Tahun 2022

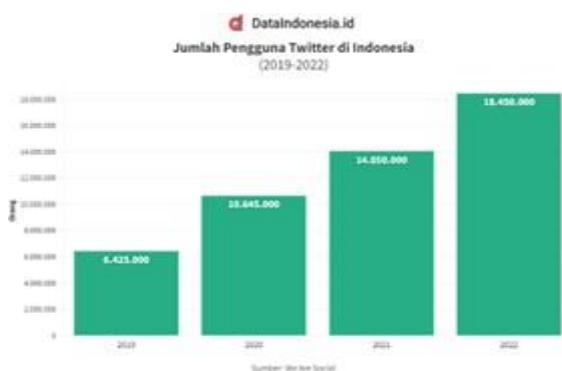
Figure 1. Internet Penetration Rate and Number of People

## Connected to the Internet in Indonesia, 2021-2022.

there are goals for using the internet, including social interaction as a communication tool (phone, SMS, chat), seeking and sharing information, spending time for entertainment, and expressing opinions or status updates (uploading photos, videos, and information) (Saputra, 2019).

The rapid development of technology has led many companies to produce internet-based applications. One of the most popular internet-based applications today is the Twitter social media application. This application is a social media site that is symbolized by a bluebird. According to Putra (2014), Twitter has advantages compared to other social media, including unlimited reach, reaching not only friends but also community leaders, greater advertising opportunities in the future, very fast communication, lots of links (connected to many networks), and being more measurable than other social media (Solihin et al, 2021).

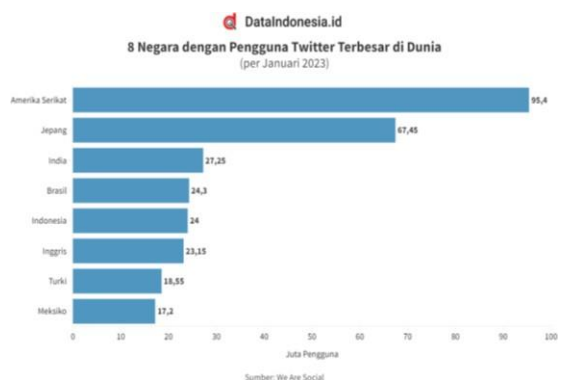
Based on data published by DataIndonesia.id, Indonesia has experienced an increase in Twitter users from 2019-2022:



Source: DataIndonesia.id (2022)

Figure 2. Number of Twitter Users in Indonesia in 2019-2022

The increase in active Twitter users shows that Indonesia is ranked 5th out of 8 countries with the largest Twitter users in the world, with 24 million Twitter users as of January 2023.



Source: DataIndonesia.id (2023)

Figure 3. Indonesia is one of the eight countries with the largest number of Twitter users in the world.

Twitter aids in the quicker dissemination of information. Twitter users also take advantage of the platform to collect votes to launch acts of canceling or boycotting individuals or groups, known as cancel culture. The Cancel culture, according to Eve Ng (2020), is the revocation of all kinds of support from parties that are considered to have said or taken actions that are unacceptable to the public, usually from an ethical and normative point of view (Ayudarma, 2022).

Cancel culture emerged as a collective consciousness around 2017, after the idea of canceling celebrities emerged because of problematic actions or statements. A professor at the University of Michigan named Lisa Nakamura, researching the correlation between digital media and race, gender, and sexuality, revealed to The New York Times in 2018 that cancel culture is a "boycott culture" against certain celebrities, brands, companies, or concepts (Greenspan, 2020). The cancel culture trend originated with Tumblr blogs in early 2010, specifically, Your Fave Is Problematic. At that time, the fandom (group of fans) discussed what caused their favorite idol to be imperfect (Kompas.com, 2022). Canceling has been used in everyday parlance for over a decade, with canceling culture being a much more recent term. One of the earliest uses of the phrase on Twitter comes from Myles McNutt, a TV critic and assistant professor at Old Dominion University, who expressed it in a tweet back in February 2014 to refer to the cancellation of the TV series (Greenspan, 2020).



Source: <https://twitter.com/Memles>

Figure 4. Screenshot of Myles McNutt's Tweets Regarding Cancel Culture

The use of the phrase cancel culture increased significantly in 2016 and 2017, particularly on Twitter. From 2018 to 2019, this phrase was often used. Not only celebrities, but influencers and several TV shows have also experienced a cancellation

culture (Hardiantoro, 2022). According to Nurbaiah (2022), the cancel culture phenomenon has become one of the phenomena that has developed rapidly in Indonesia in recent years. This phenomenon occurs in several countries, including South Korea, whose citizens often boycott when a public figure makes a mistake. One of the cancellation culture cases in South Korea that caught the public's attention in 2021 is Kim Seon Ho, who is suspected of having had a forced abortion on his girlfriend. In Indonesia, the cancel culture phenomenon on social networks such as Twitter is growing rapidly. People have implemented this action on several public figures, including Rachel Vennya, who experienced cancel culture because she escaped from the COVID-19 quarantine period. Her actions led to a petition demanding immediate legal action against Rachel Vennya, to the point of withdrawing her various supporters on social media. Besides that, in the case of pedophilia, there is Saipul Jamil, who is the target of cult culture. This led to Saipul Jamil, who is not allowed to appear on national television or YouTube. Then there is Gofar Hilman, whose reputation and career were destroyed due to allegations of sexual harassment that he committed in the past. Even when he was about to become a broadcaster at Prambors Radio, the public became even more furious and wanted Prambors to fire the new announcer. The latest cancel culture case happened to an actress named Arawinda Kirana in July 2022. The news circulating was that she had an affair with someone else's husband. On the other hand, Arawinda had earned the title of a modern Kartini and was active in voicing feminist issues. This was considered contrary to his actions, which were considered deviant; therefore, the public canceled Arawinda's culture by no longer supporting him (Prabowo, 2022). Not only that, but Rizky Billar also experienced the cancel culture case, which

was reported in September 2022 by Lesti Kejora for alleged domestic violence (KDRT) (Bustomi, 2022). According to Palmer (2020), in other words, the public carries out boycotts as a form of protest because they do not like actions that are considered deviant in society (Nurbaiah, 2022). This statement is also supported by research entitled "Cancel Culture and Social Learning" by Ivan et al. (2022). Cancellation culture stems from the desire to demand accountability from those who violate laws and norms. This good intention is supported by technological developments and has succeeded in becoming a movement that unites all people in the world to speak out against injustice. According to Henderson (2019), some people get satisfaction from mobilizing the masses and presenting a sense of cohesiveness from defending the same party, but this movement is still a polemic over whether the expected social sanctions are commensurate with the gravity of the crimes committed in the issues being discussed (Ramadhani, 2022). In response to this phenomenon, there are still a handful of people who just go along with the cancel culture action without finding out the correct information regarding the events that occurred. The cancel culture action has instead turned into cyberbullying against the cancel culture target. Excessive attitudes, such as bad comments made by social media users, towards someone who experiences cancel culture, is a form of spatial transition that includes changes in individual attitudes from one space to another, for example, from the real world to the virtual world. This spatial transition describes how individuals go through changes in attitudes in physical space and cyberspace. Similar research on cancel culture was written by Sindy Wonkliping and Rahayu Surasmi in a journal entitled "Cancel Culture in Reporting Cases of Bullying Korean Artists on Instagram" examining cancel culture

actions on Instagram carried out by the public during the scandal of Korean artists who were bullied. The research results show that cancel culture has a big impact on perpetrators of scandals and fans prefer not to like artists who are perpetrators of bullying. It is not easy to return to work in the South Korean entertainment sector for public figures who have experienced cancel culture. Apart from that, if we look at the theory used in similar research, it discusses cybercrimes that occur directly to individuals. Erlina Permata Sari, Deyana Annisa Febrianti, and Riska Hikmah Fauziah in research entitled "The Phenomenon of Fraudulent Online Buying and Selling Transactions Through New Media Based on Space Transition Theory Studies" prove that new media provides space for the development of e-commerce and transactions on social media which pose a threat online buying and selling transaction fraud. This research found that fraud in online buying and selling transactions fulfills three of the seven propositions in Space Transition Theory. In general, this proposition proves that fraudulent acts that occur in the real world will move to the digital world supported by new media and the internet. In this research, we examine the act of cancel culture that occurs on Twitter social media, which is a form of cybercrime in the form of cyberbullying, even though the perpetrator is not the victim who is directly affected. Therefore, the purpose of this study is to find out and analyze the cancel culture phenomenon on Twitter through the perspective of Space Transition Theory as a form of cyberbullying, which is part of cybercrime.

### **MATERIALS AND METHODS**

This research is based on the theory of Space Transition Theory initiated by K. Jaishankar (2008), explaining the behavior of conforming and non-conforming people in physical space and cyberspace. Spatial

transition involves the movement of people from one space to another, such as from physical space to cyberspace. Spatial transition theory argues that people behave differently when they move from one space to another. This theory also views the emergence of cyberspace or virtual space as a new place of criminal activity and explains the causes of crime in cyberspace (Jaishankar K., 2018). The propositions of the theory are as follows: Individuals who become victims in the real world tend to commit crimes in cyberspace. Flexible identities, anonymity, and a lack of deterrence factors in cyberspace provide perpetrators with options to commit cybercrimes. The criminal actions of criminals in cyberspace have the possibility of being transferred to the real world, and vice versa. Cybercriminals and dynamic personalities in cyberspace provide opportunities for escape. Acts of crime in cyberspace, even though they don't know each other, will still stick together, while in the real world, they tend to unite with people they know. Individuals from closed societies are more likely to commit crimes in cyberspace than individuals from open societies. Conflicts of real-world norms and values with norms and values in cyberspace can lead to crimes in cyberspace (Jaishankar K., 2018).

Previous research discussing cancel culture, including Sindy Wonkliping and Rahayu Surasmi's journal entitled "Cancel Culture in Reporting Cases of Bullying Korean Artists on Instagram," examined the action of cancel culture on Instagram by the public scandals involving Korean artists who committed bullying. The purpose of this study is to explain the definition of cancel culture and its impact on public figures as perpetrators of bullying scandals, as well as to find out the attitude of Indonesian fans towards their idols who have been caught in cases as perpetrators of bullying scandals. The results of the study show that cancel culture has a great impact on the

perpetrators of a scandal, and fans prefer not to like the artist who is the perpetrator of the bullying anymore. It is not easy to return to work with South Korean entertainment for public figures who have experienced cancellation culture.

"Cancel Culture Cases of Sexual Violence in Kalangan Followers Autobase Twitter @Areajulid" by Yayang Eka Januarda Nisa, Yuhastina, and Nurhadi investigated the phenomenon of cancel culture, which has been described as a post-modern sociological problem and has been a matter of discussion and debate on social media. The study attempted to characterize field events associated with the cancellation culture phenomenon in cases of sexual violence as a social control technique. Thus, through the management of social cancel culture on social media, Twitter attempts to reduce incidences of social pathology or social crime by implementing cancel culture as a preventative effort in utilizing social media intelligently.

In a publication titled "Virtual Ethnography of the Cancel Culture Phenomenon and Media User Participation in Public Figures on Social Media," Fitria Mayasari investigates cancel culture, which is currently prevalent on social media platforms such as Instagram. The cancellation culture process is frequently conducted over the Internet or social media. The bad aspect of this cancel culture is that it fosters a judgmental mindset inside you since you assess other people's conduct only based on subjectivity received from social media rather than finding the facts. Not only that, but this trend has positive consequences, such as raising public awareness of an issue and assisting victims of injustice in advocating for justice. This research employs a qualitative approach with a virtual ethnographic approach. Virtual ethnography can be used to identify patterns of behavior, life patterns, and social ties in cyberspace or social media.

Through Neil Alperstein's idea of "virtual collective consciousness," Joseph Ching Velasco investigates the variations and ramifications of cancel culture on social media in the journal "You are Cancelled: Virtual Collective Consciousness and the Emergence of Cancel Culture as Ideological Purging." Cancel culture is becoming more visible on social media in Southeast Asia, particularly in the Philippines. Velasco examines the complexities of cancellation culture through the lens of a case study of a public figure from the Philippines named Cat Arambulo-Antonio. Cat Arambulo-Antonio is a celebrity whose social media account was suspended for making disrespectful remarks to the public. In the Philippines, there appears to be little opposition to public shaming; rather, it is becoming more popular as a technique for changing online behavior.

This case is related to the Bowo case, which is discussed in the journal "Cyberbullying in Social Media: A Mainstreaming of Victim Protection Principles in the Indonesian Criminal Justice System" by Abdiel Abraar Arya Aradhana and Charles Sahalutua Pangaribuan. This research analyzes the Bowo case, which involves cyberbullying on social media, using a normative juridical approach informed by a legislative approach and an analytical approach. Bowo was the target of online abuse because of his appearance. State insults, threats, and defamation in the context of technology like social media are governed by the ITE Law.

In this study, the method used is a qualitative research method. According to Neuman (2014), the qualitative method intends to provide a detailed description of research findings with a high level of accuracy, define or identify new data that is different from previous research, and realize a series of relevant classification types. The reason for choosing this type of qualitative research is to explain a situation and describe the cancel culture

phenomenon which is used as an opportunity for cyberbullying by the public through social media Twitter. Where social media is used as a transitional place for committing crimes from real space to virtual space.

The research started in May 2023 and ended in October 2023. The technique used in collecting data for this research was to collect data on the cancel culture phenomenon, which has become a new 'weapon' for carrying out cyberbullying actions on social media, especially on Twitter. Secondary data collection techniques are carried out through literature studies, to obtain and form a theoretical basis, the framework for thinking, and determine research premises (Kartiningrum, 2015). Secondary data reference sources are carried out through online searches via the internet or manually in the library in the form of printed documents. The literature sources used are journal articles, printed books, e-books and other publications, and online media articles. All literature is related to the topics studied including, research methods, cancel culture, bullying, cybercrime, and cyberbullying. The literature used was 30 published in the last 10 years.

Primary data collection techniques are carried out through observation and interviews. The observation method is used to review certain events or phenomena which are the core of the research. The initial step taken in this observation was to observe the various responses of Twitter social media users (netizens) to issues related to public figures which at that time were trending topics. Observations were carried out for 3 months from May-July 2023. The results of the observations were in the form of interaction data from Twitter users which the researchers screen captured after carrying out data reduction.

From the observation process, researchers found sources, namely Twitter

users who sent comments with elements of hatred towards public figures who experienced cancel culture. In this study, the researchers conducted online interviews with direct messages (DM) on social media and Google Meet with four informants as perpetrators who had carried out acts of canceling culture on Twitter and one informant from the Police field dealing with cybercrime Interviews were conducted 5 times with each interview lasting approximately 30 minutes – 60 minutes. The results of the interviews obtained data in the form of direct chat messages and interview recordings which the researchers then carried out verbatim in the form of interview transcripts. The following is the demographic data of informants and sources:

Table 1. Profiles of Resource Persons and Informants

No.	Name	Age	Gender	Information
1.	Ar	18 year	P	Informant
2.	Adel	22 year	P	Informant
3.	Rara	19 year	P	Informant
4.	Sofi	21 year	P	Informant
5.	Kompol Jeffrey Bram, S.Kom., S.I.K	39 year	L	Resources Persons

Source: Primary data by researchers (2023)

## RESULTS AND DISCUSSION

### Cyberbullying in the Cancel Culture Phenomenon on Twitter

According to Willard (2005), several types of cyberbullying have been identified in the definition of the term. Flaming, online harassment, exclusion, and outing are among the forms of cyberbullying that researchers

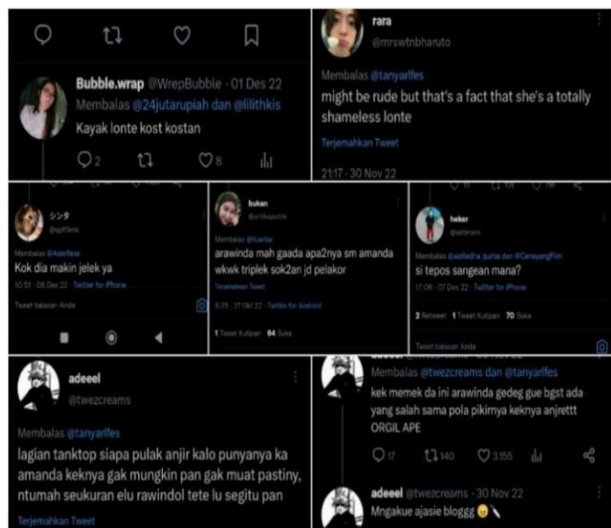
identified in this study (Karyanti & Aminudin, 2019). Examples of cyberbullying, such as flaming and online harassment, are as follows: Rachel Vennya received feedback on her body shape after publishing a photo of herself.



Source: Twitter by researchers (2023)

Figure 5. A Twitter user's harsh comment on Rachel Vennya.

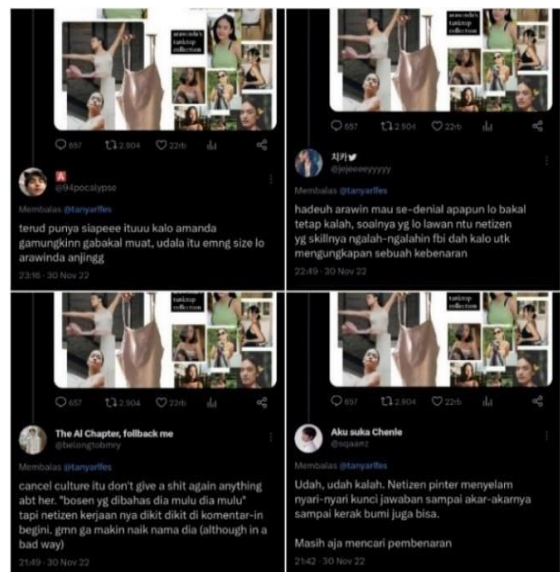
Arawinda receives numerous negative and positive comments about herself.



Source: Twitter by researchers (2023)

Figure 6. Frontal Comments from Twitter Users Regarding Arawinda.

Another form of cyberbullying is exclusion, which is the act of excluding or cornering individuals in online communities. Exclusion experienced by Arawinda after she made a statement that she was a victim of a love bombing in an affair that dragged her name. Netizens don't accept that they did this because the evidence points to it, as shown in the following picture:

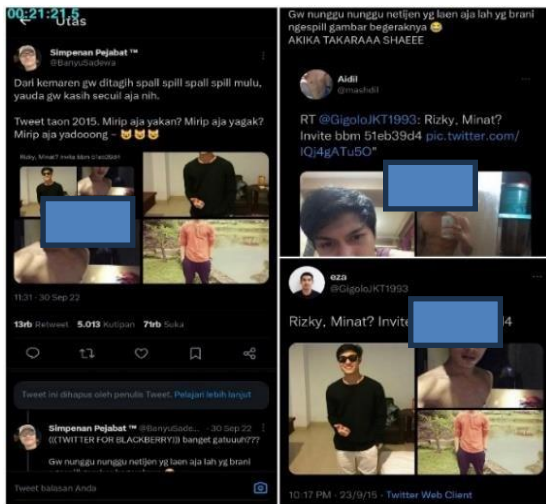


Source: Twitter by researchers (2023)

Figure 7. Cyberbullying Exclusion Experienced by Arawinda.

The following is an example of a form of cyberbullying in the form of outings, namely the act of spreading sensitive or embarrassing personal information. This was experienced by Rizky Billiards when he was involved in a domestic violence case. His past was tracked by netizens, and the content invited many comments from other netizens: Rizal Billar received contempt for the domestic violence case that was committed against Lesti Kejora.





Source: Twitter by researchers (2023)

Figure 8. Cyberbullying Outing Experienced by Rizky Billar.

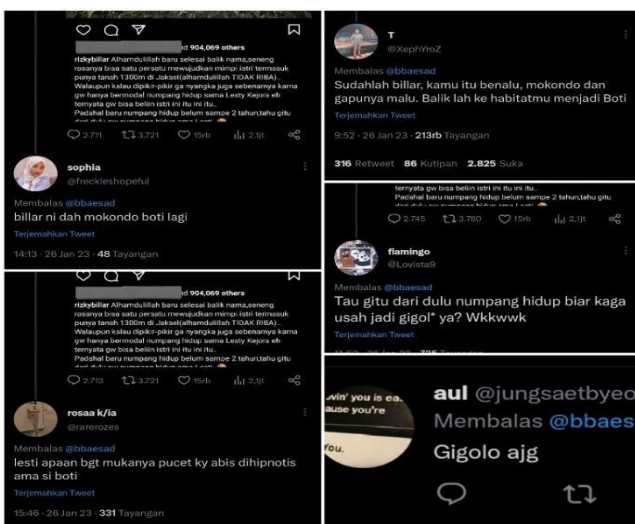
In addition, according to Price and Dalglish, there are also various types of cyberbullying, and what was found in this study was called names, which means giving nicknames that have a negative meaning and opinion banners, namely activities to insult, belittle, and ridicule someone on social media (Fadhilah, 2021).

### Cancel Culture Phenomenon on Twitter

Cancel culture, according to Sills (2016) in the journal *The Weinstein Effects: Forecasting The Genesis of Cancel Culture in the Hollywood Industry* is the act of canceling or boycotting a public figure who has issued controversial opinions or has had offensive behavior in the past recorded on social media (Wahyudiputra, Amrullah, & Adrian, 2021). Wahyudiputra (2021) also stated that evidence of a controversy committed by someone is usually found in the form of digital recordings such as screenshots of social media posts or in video form. That is the reason why social media is associated with cancellation culture because most of it takes place online (Nierman, 2022).

In 2017, netizens on Twitter boycotted Harvey Weinstein over a sexual harassment scandal against his co-workers. This cancel culture action began with the #MeToo hashtag, and in the following years, the term cancel culture became increasingly recognized by Twitter users, this term became a phenomenon that does not only occur in the Hollywood industry but is also applied by netizens in Asia. The previous statement is reinforced by the results of interviews with Adel, Rara, and Sofi, who know the origin of the term cancel culture from social media, especially Twitter (Interview with Adel, Rara, and Sofi, May 22 and 23 2023).

Information can be spread quickly through social media, and with the available features, Twitter users can disseminate information, and others can immediately find out what news is currently viral and is the talk of many people through one of the features called trending topics. Twitter users as well as cyberbullying actors also observed information related to celebrities who experienced cancel culture through this feature (Interview with Ar, May 20, 2023).



Source: Twitter by researchers (2023)

Figure 9. Cyberbullying in the Form of Called Names and Opinion Slammed Experienced by Rizky Billar.

Richard Ford, a law professor at Stanford University, argues that social media triggers incitement and expressions of anger that are not fully able to communicate the complexity of the message. Sometimes, the main purpose of using social media is to vent their emotions by criticizing other people (The Jakarta Post, 2020).

While paying attention to trending topics related to the cancellation culture of celebrities who are considered to be doing something offensive and outside the norms of society, Ar admits that he was influenced by the information circulating and participated in the cancellation (Interview with Ar, May 20, 2023).

Adel did something a little different when he found information about celebrities who did things that were offensive and went beyond the boundaries of society's norms. Before canceling, he would look for the facts through popular news portals, or if someone he trusted confirmed the truth of the information, he would be sure Adel, Rara, and Sofi, May 22, 2023). There are positive and negative sides of cancel culture, depending on how individuals deal with them. This action can create a judgmental nature within oneself because it judges individual actions only from the subjectivity obtained from social media without looking for the facts (Mayasari, 2022). Then judge the crowd on social media. Bullying on social media can result in a person's mental disturbance; therefore, it is necessary to set limits on the consequences given by society (Saridewi, 2023). The positive impact of this culture is that the objects can carry out self-evaluations, knowing that whatever form of action there must be consequences. As public figures, they need to understand that many people look up to them as role models. Therefore, when a public figure has no positive value from himself to show, that value will have an impact on the community's perspective (Saridewi, 2023).

Cancel culture is also useful for raising awareness for people to behave and respect the norms and rules that have been set in society so that they become more careful in taking actions that can cause problems or controversy (Rahmawati & Dwiyantri, 2023).

### **Cancel Culture that Occurs on Twitter Social Media Is a Form of Cyberbullying**

Netizens consider this cancellation culture a form of social sanction for the perpetrator's actions. Based on the opinion of Lisa Nakamura, a professor from the University of Michigan, in some cases, and as the cancel culture phenomenon develops, "cancellation" can turn into punishment (Bromwich, 2020). The punishments received by celebrities who experience cancel culture are criticism and other vulgar comments on social media. Nisa Kurnia Ilahiati, a lecturer in Communication Studies at the University of Airlangga, said cancel culture is a way for netizens to express their dissatisfaction through social media (Anjani, 2022).

The punishment given by netizens is cyberbullying and Adel also said that cyberbullying has become part of the cancel culture: ".....For them, bullying is a possible cancel culture. Bullying is a form of cancel culture. Usually they're not aware of doing that, I think." (Interview with Adel, May 22, 2023). The factors causing the cancellation culture on Twitter against celebrities are accusations of bullying, impolite, and sexual harassment (Anjarini, 2020). However, not all netizens positively cancel culture, such as by stopping giving support and not caring about it anymore; there are still netizens who prefer to post bad, frontal, vulgar comments when canceling. This was done because of factors such as disappointment, dislike, and not being able to control oneself, as well as the celebrity's actions, which angered many people. When cyberbullying occurred in the cancel culture case against celebrities,

there was a supporting factor, namely, dislike, as Ar said in the interview: "...What if, from the beginning, I hadn't looked at it? I want to cancel it..." (Interview with Ar, May 20, 2023). Sofi said that many factors support cyberbullying against celebrities who experience cancel culture, one of which is because of the actions of the celebrity himself, his dislike, and his inability to control himself so he also gives bad comments: "A lot, brother. Some because of the artist himself, others because the person simply does not like the same artist, and still others because they are unable to maintain the print themselves. Follow the negative comments." (Interview with Sofi, May 23, 2023).

### **The Cancel Culture Phenomenon as a Form of Cyberbullying on Twitter Social Media According to the Space Transition Theory Perspective**

In its application, it is not uncommon for cancel culture to become a culture that provides a negative perspective and creates arguments that attack the person receiving the cancellation (Noviningtyas, 2021). There are seven propositions from the Space Transition Theory that have been explained in the theoretical framework. Among the seven forms that were found by researchers in this case, the cancel culture phenomenon on Twitter is as follows: Individuals who are victims in the real world tend to commit crimes in cyberspace. Based on the results of an interview with Mr. Jeffrey, there is a possibility that an individual who has ever been a victim and keeps the pain in their heart in the future can turn into the perpetrator: "...Because he has experienced it, he will try to someone else who may be weaker than him..." (Interview with Mr. Jeffrey, June 7, 2023 ). Flexible identity, anonymity, and lack of surveillance factors in cyberspace provide

perpetrators with options to commit cybercrimes. This is to the statement from Mr. Jeffrey that by hiding behind an anonymous account, the perpetrator will feel his identity is safe from other people and avoid the consequences: "...he carries a sense of hatred when commenting, so he does so with an anonymous account so that his identity is unknown and he feels safe. If everybody disagrees with him and bullies him, people don't know who he is..." (Interview with Mr. Jeffrey, June 7, 2023). Crimes that occur in cyberspace have the possibility of moving to the real world. Based on what the researchers found, people prefer to bully in cyberspace rather than do it in person because it can hide their identities, so other people will not know the real owner of the anonymous account.

"...choose to do cyberbullying because in cyberspace one can hide one's identity. Second, it can be seen by many people; compared to doing it in the real world, it will have the potential for other people to see the ugliness of our nature..." (Interview with Mr. Jeffrey, June 7, 2023). In Acts of crime in cyberspace even though they don't know each other, they will still stick together, while in the real world, they tend to unite with people they know. In an interview with Mr. Jeffrey, he said foreigners are easier to unite as long as they have the same goals: "For a certain purpose, a stranger tends to unite as he hears and sees the news." (Interview with Mr. Jeffrey, June 7, 2023).

Individuals from closed societies are more likely to commit crimes in cyberspace than individuals from open societies. According to Mr. Jeffrey, people from closed environments are more easily influenced to commit crimes in cyberspace. "...If, in a closed environment, society is ordered to do something, it will do it best, regardless of the impact, so it is easier to be doctrined. In an open society, when he knows it's wrong or dangerous, he won't do it."

(Interview with Mr. Jeffrey, June 2023). Conflicts of norms and values that occur in the real world will be a factor in causing crime in cyberspace. To avoid clashes of norms and values, regulations are needed to regulate society, as Mr. Jeffrey said: "...therefore, this is regulated in the ITE Law article 28 paragraph 2, then in the Act 1946 article 14 paragraph 1, paragraph 2, and article 15..." (Interview with Mr. Jeffrey, June 7, 2023).

It can be concluded that this cancel culture can develop into a form of punishment; the form of punishment referred to in this study is cyberbullying, such as criticism and other vulgar comments on social media. Netizens think cyber bullying is a social sanction that must be accepted by people involved in controversy. The phenomenon of cancel culture as a form of cyberbullying has its supporting factors, such as feeling disappointed due to the celebrity's actions, dislike, and inability to control oneself. Then netizens who want to engage in cyberbullying can easily express their thoughts because of anonymity so that their identity is not known to other people.

## CONCLUSIONS

The cancel culture phenomenon as a form of cyberbullying on social media Twitter, based on the results of this study, found supporting factors from Space Transition Theory. These factors support several prepositions. The first proposition is that individuals who are victims in the real world tend to commit crimes in cyberspace. Second, identity flexibility, anonymity, and the lack of surveillance factors in cyberspace provide perpetrators with choices to commit cybercrimes. Third, criminal acts that occur in cyberspace have the possibility of moving to the real world, and vice versa. Fourth, criminal acts in cyberspace, even though they don't know

each other, will still stick together, while in the real world, they tend to stick together with people they know. Cyberbullying in cancel culture caused this to happen, namely, first, individuals who were previously victims of bullying and then, in the future, turned themselves into perpetrators because of hurt feelings. Second, there is anonymity in cyberspace, which allows a person to freely express his thoughts without thinking about the impact. Third, bullying, which initially occurred in the real world, then moved into cyberspace because people began to find it less risky than doing it conventionally. Fourth, people who do not know each other tend to engage in cyberbullying end masse as long as they have the same thoughts or goals.

For future research, the researcher hopes that there will be others who will review research like this but involve a wider range of participants to gain a more comprehensive insight into the effects of cancel culture as a form of cyberbullying on individuals and society.

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