

Kim Seon Ho, You Are Cancelled: The Collective Understanding of Cancel Culture

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ABSTRACT

On October 2021, Kim Seon Ho was on peak of his career when faced a wave of backlash after an anonymous post circulated in online communities saying that an unnamed actor "manipulated her into getting an abortion under false pretenses" and being cancelled. Researchers used a case of a Kim Seon Ho from South Korea who has been subjected to cancel culture in order to examine the complexity of this social phenomenon. This research tries to explore the cancel culture phenomenon that is not only happened in South Korea, but also USA, or other countries. Using FGD and also literature for data collection, this study explores how the responses from the participants' expected to give meaning about regarding cancel culture. Findings reveal is some of participants agree with the cancel culture to be implemented, but some of them disagree. The conclusion is cancel culture can be a good thing when we want to make those who can be role model are those with positive attitudes. But on the other hand, cancel culture can be a bad thing when we place celebrity as a material commodity and get cancelled easily

Keywords: Kim Seon Ho; Cancel Culture; Face Management; Boycott; Face Restoration

ABSTRAK

Pada Oktober 2021, Kim Seon Ho berada di puncak karirnya ketika menghadapi gelombang reaksi negatif setelah sebuah postingan anonim beredar di komunitas online yang mengatakan bahwa seorang aktor yang tidak disebutkan namanya "memanipulasinya untuk melakukan aborsi dengan alasan palsu" dan Kim Seon Ho pun menjadi objek cancel culture di masyarakat. Peneliti akan menggunakan studi kasus Kim Seon Ho dari Korea Selatan yang telah mengalami budaya batal untuk meneliti kompleksitas fenomena sosial ini. Penelitian ini mencoba memahami fenomena cancel culture yang tidak hanya terjadi di Korea Selatan, tetapi juga di Amerika Serikat, dan negara-negara lain. Dengan menggunakan FGD dan juga literatur untuk pengumpulan data, penelitian ini mengeksplorasi bagaimana tanggapan dari peserta diharapkan memberi makna tentang cancel culture. Hasilnya sebagian peserta setuju dengan budaya batal yang akan diterapkan, dan sebagian lagi tidak setuju. Kesimpulannya, cancel culture bisa menjadi hal yang baik ketika kita ingin menjadikan mereka yang bisa menjadi panutan menjadi mereka yang memiliki sikap positif. Tapi di sisi lain, cancel culture bisa menjadi hal yang buruk ketika kita menempatkan selebriti sebagai komoditas material dan dengan mebnjadi objek cancel culture.

Kata kunci: Kim Seon Ho; Budaya Batal; Manajemen Wajah; Boikot; Pemulihan Wajah

LATAR BELAKANG

South Korean Actor, Kim Seon Ho was on peak of his career when he's known with his latest Korean Drama, *Hometown Cha Cha Cha*. This drama was aired on Netflix from August 28 – October 17, 2021. People are excited, this drama even became number 1 in the 10 top (movie/series) watching on Netflix, making Kim Seon Ho quite popular at that time. But then, not long after the drama finished, in October 2021, the actor faced a wave of backlash after an anonymous post circulated in online communities saying that "Actor 'K' manipulated her into getting an abortion under false pretenses" and was poorly treated after the abortion (Flores, 2022).

Not long after that, various advertisements that put Kim Seon Ho's face as their brand ambassador, began to take down their advertisements. Although this rumor has not been acknowledged or denied by the actor concerned, brands starting to take safe steps by removing Kim Seon Ho's involvement with their brand. Kim Seon Ho is not the first, nor will he be the last to experience something like this. Previously there was also Seo Yea Ji, who is accused of school bullying and staff abuse, among other controversies. Ji Soo and April's Naeun for bullying, Park Yoo Chun from Sungkyunkwan Scandal, who faced multiple sexual assault allegations and drug charges, Kim Hyun Joong and the domestic violence accusation he faced and even his drunk driving scandal, and many more. There have been many other Korean actors who were enjoying fame and stardom in the past, but when they got involved in controversies, it became impossible for them to make a comeback. However, for some, there are also those who successfully overcame the controversies that threatened their careers, and remain active and even well-loved in the industry today. They are Ju Ji Hoon (illegal drugs case), Lee Byung Hun (affairs case), and in 2004, actor Song Seung Heon suffered a backlash when it was discovered that he had tried to abstain from military service. As for now, these Korean stars still exist in even after the controversies they had before. Cancel culture is a form of public shaming initiated on Social Media with the aim of making public discourse more diffused and less monopolized by those in positions of privilege. Cancel culture has also been framed as a form of intolerance against opposing views. The cancel culture practice in Korean stars for both K-pop idols and actor line has obtain different practice the past years. On the recent news, Seo Yea Ji who previously got "cancelled" for her bad behavior already released her apologize statement through her entertainment agency and is ready to make a comeback. Of course, there are people who supported her decision and also some of them has different opinions. So is Kim Seon Ho who is now prepared to make a comeback through his movie debut after Dispatch, a Korean news site revealed evidences of him being innocent as a counter attack to his ex-girlfriend accusation. There are many cases as well that the public figures decided to quit the entertainment business and have an early retirement after being "cancelled" or they just vanished after giving some apology statement.

In other South Asian countries, cancel culture is also happening. In mainland China, in the mid 2021 Kris Wu was detained for suspected rape after multiple women confessed and some of them are underage girls. Approximately 20-ish brands cancelled his endorsement and public were enraged by his bad behavior. He will likely to face 10 years to life sentence. Then, there was China's "golden boy" Wang Leehom who has been accused by his ex-wife in a lengthy Instagram post with serial infidelity, solicitation of prostitutes, verbal abuse and bullying. The Chinese government even has issued a condemnation of Wang Leehom on Weibo. The government issued a number of rules and measures to deal with what is considered an unwanted influence on social media because the frequent violations of morals and laws by celebrities have turned the entertainment industry into a black hole for social morality. It's also aimed at die-hard fans of troubled artists where some still continue to support their idols and try to justify their actions. As mentioned from Global Times in 2021, scandal is a "wake up call" for idols and but also major powers that everyone is equal before the law and everyone should be held accountable for his actions.

There are several understanding about Cancel Culture phenomenon, as stated by Gwen Bouvier, it can have the positive role in social media, such as Twitter, that can play in social justice campaigns. Cancel culture same with racist call-outs. There should be caution in regard to how social media platforms such as Twitter are able to lead in such matters of social justice. Meanwhile, according to Korri Palmer, cancel culture or boycotting a celebrity to be beneficial or harmful form of social media activism. For Joseph Ching, cancel culture means that the culture of cancellation has entered the vernacular of digital culture. Herve Saint-Louis stated that cancel culture is a phenomenon where individuals transgressing norms are called out and ostracized on social media and other venues by members of the public. The processes that shape cancel culture are misunderstood. Cancellation is only occurring if participating third parties with oversight over transgressing.

According to some, 'cancel culture' has also resulted in 'woke capitalism' (Sailofsky, 2021), where organizations or brands purport to take a stand against social injustice by removing a person from a job or releasing a statement, without making any substantial changes to the systems that allow those behaviors or beliefs to perpetuate. Another perspective about Cancel culture is often regarded as a witch hunt on social

media, a way to harass people into silence, an excuse to bully critics - but that was not always the case (Roos, 2017).

Actually, the cancel culture is not only happening in South Asian countries, it is also happened to Hollywood stars. The Me Too Movement and the eventual cancellation of Harvey Weinstein are among the highest profile examples of cancel culture (*The Duality of Cancel Culture*, 2020). Not only the news about Harvey Weinstein, there's also the news about Johnny Depp about the allegation of domestic violence to his partner, Amber Heard. Because of that, Johnny Depp's role in one of JK's Rowling movie called *Fantastic Beasts* is replaced by another actor. He got cancelled. Survivors now feel allowed to speak up, with the backup of a global society. This sends the message that things like domestic violence, sexual abuse, and any kind of harassments are not acceptable, and those found guilty of them will be held accountable for their actions.

One such contemporary issue is "cancel culture." It is comprised of the public refusing to (financially) support sanctioned public figures, most often celebrities, in an attempt to shame them into apologizing for inexcusable behavior. Individuals can be cancelled for any number of reasons, but the concept of "cancelling" most visibly entered the public sphere alongside the #MeToo movement among those in the entertainment industry. Those accused of sexual assault or harassment were "cancelled," with sections of the general public shaming and refusing to support accused individuals of sexual assault. "cancelling" acts as a method of communicating evolving social norms. Bromwich (2018) (Hutchins & Tindall, 2021) defined cancel culture as "an act of withdrawing from someone whose expression – whether political, artistic, or otherwise – was once welcome or at least tolerated, but no longer is". Cancellation is not the same as the widely used term, "cancel culture." Cancel culture is the idea that a person or brand can be "culturally blocked from having a prominent public platform or career".

The fact that Korean stars face for alleged misconduct stands in stark contrast to what happens to Hollywood celebrities. For example, British Actress Lily James has been accused of an affair with married actor Dominic West or Jude Law that has affair with his baby sitter. But those incidents barely affected their flourishing careers (Lee, 2021). As quoted from Song Jae Ryong (24 April 2021), a sociology professor at Kyung Hee University, reasoned that Korean celebrities sometimes fall victim to high expectations in a collective society where conformity and obedience are valued and being different is frowned upon. He said that,

"because celebrities stand out and draw the public's attention, people tend to be less tolerant of any perceived moral or ethical misconduct".

One of the participants also stated the same opinion,

"They are public figures, when they appear people are always asked what he did, what happened to his past. This reduces the work of parents to educate children. They are public figures, people who appear to be role models." (Vega, 13 Nov 2021)

Such has become a powerful force in contemporary life, paving the way for the rise of digital participatory cultures and social movements (Velasco, 2021). Digital media has narrowed the boundaries between global spaces. Media consumers who used to be passive parties, can now become active parties because the interaction between consumers and producers is increasingly possible with the new rules (Lainsyamputty, 2021). Power is the relational capacity that enables a social actor to influence asymmetrically the decisions of other social actor(s) in ways that favor the empowered actor's will, interests, and values. Power is exercised by means of coercion (or the possibility of it) and/or by the construction of meaning on the basis of the discourses through which social actors guide their action. Meaning is constructed in society through the process of communicative action. Cognitive rationalization provides the basis for the actions of the actors. Power as representation of the values and interests of citizens expressed by means of their debate in the public sphere. Thus societies are not communities, sharing values and interests. They are contradictory social structures enacted in conflicts and negotiations among diverse and often opposing social actors. Conflicts never end; they simply pause through temporary agreements. Availability of electronic information and communication technologies enables the network society to deploy itself fully, transcending the historical limits of networks as forms of social organization and interaction.

Thus, in fact the unbalance globalization of the network society is, highly significant feature of its social structure. The rise of social media, scandals and rumors spread even faster. The coexistence of the network society, as a global structure, with industrial, rural, communal, or survival societies, characterizes the reality of all countries, with different shares of population and territory on both sides of the divide, depending on the relevance of each segment for the dominant logic of each network.

The public as consumers of today's media have the power to be able to choose and determine what media they want to consume. The presence of fans is a form of power from the audience to determine their interest in the media and the results of the media they consume (El Farabi, 2020). That's why, based on the phenomena mentioned above, this study wants to see how the process and meaning of the cancel culture are constructed by the participants. Essentially, public opinion refers to the collective sentiments of a population on a particular subject. Most often, the media determine what subjects will be of interest to people, and the media often make a subject controversial (West & Turner, 2019). This research aims to see how the cancel culture phenomenon, can celebrities come back from being cancelled, departing from the case of Kim Seon Ho and several other celebrities is interpreted by the participants involved.

METODE

For this research, the methodology used is a qualitative method. Qualitative approach usually studies the details of meaning making in particular situations or groups. In qualitative research, the process of inquiry integrates the processes of data gathering, analysis, and interpretation organically into a whole (Baxter, Leslie A. & Babbie, 2018). Data gathering using semi structured interviews as primary data. Semi structured interview is when the interviewer has prepared some list of questions, focuses on gaining information and still has control over the response of the informants.

Phenomenon of cancel culture may provide learning and research opportunities for everyone involved. Through the perspectives social media users and discuss the duality in which cancel culture is a form of social media activism but also create a spiral of silence. For teenagers, it feels like taking away someone power and call out the individual for being problematic individuals perform sanctions. This research includes 4 out of 6 participants who come from the Gen Z. Participants in this study numbered six people with criteria, (1) know the know the phenomenon of cancel culture and (2) follow the news about cancel culture on celebrity.

Table 1 Focus Group Participants

No	Name	Age	Status
1	Talitha	29	Employee
2	Pandu	20	Undergraduate Student
3	Alesso	20	Undergraduate Student
4	Vega	34	Working mom
5	Mindy	36	Working mom
6	Seto	21	Undergraduate Student

Source: Primary Data, 2021

HASIL DAN DISKUSI

This study uses 3 previous studies related to cancel culture, including: "DRAG THEM: A brief etymology of so-called "cancel culture" written by Clark (2020). Her writing note that the power of culture is the power to define reality, the power to frame the debate, and that power resides among the elites." Thus framing these unruly discourses as "cancel culture" has found utility among those who wish to quash any attempts to critique their social position (D. Clark, 2020). Her finding is the growth of the internet and its outsize influence on news and entertainment media doesn't bode well for parsing the nuance of such clamorous conversation. The noise of online harassment that has evolved from the callout, the read, and the drag drowns out Black Twitter's approach toward demanding accountability in digital spaces.

The second research called, Masculinity, cancel culture and woke capitalism: Exploring Twitter response to Brendan Leipsic's leaked conversation" by Daniel Sailofsky (2021). He explored how public commentary about a professional sports scandal produces competing narratives about cancel culture and acceptable masculinities, as well as how these narratives interact due to class, race, or gender considerations (Sailofsky, 2021). The findings of this study is that there is crossing between those who support for Canadian hockey masculinity and opposition to perceived cancel culture also points to the importance of maleness and Whiteness in these concepts, as narratives supporting this masculinity and opposing cancel culture can both be used to preserve White male power.

The third research titled, With(Stan)ding Cancel Culture: Stan Twitter and Reactionary Fandoms by Hailey Roos (2020). She said that the the Stans noticed the power that cancel culture had to end careers, mixed the activism into harassment, and restructured cancel culture as an excuse to censor anyone who questions,

competes with, or critiques their idols. Today, cancel culture is seen negatively because of the deeply negative effect of Stan Twitter on this originally well-intentioned movement. The result of the study is Cancel culture's original motive was to remove abusive individuals from their powerful positions and boycott any company or other influential person who stood for such problematic behavior. Despite these roots in social justice activism, the current connotations of cancel culture are overwhelmingly negative. Stan Twitter saw the original impact that cancel culture had, noticed how it could negatively affect their idols, and decided to twist cancel culture into something incredibly vicious and appalling. The movement has lost nearly all sense of meaning, though it is normalizing polarization. The voices that need to be amplified are being diminished (Roos, 2017).

The similarity with the previous studies is about the cancel culture, but the object from the first research is black twitter, the object of the second research is about Hockey player Brendan Leipsic and masculinity, and the third one is about Black Twitter especially the Stan Twitter and reactionary fandom. However, the research novelty is the construction of cancel culture is interpreted by a number of people starting from the case of Kim Seon Ho. This research seeks to get collective understanding about the cancel culture especially in the Asian culture.

Media have helped to shape who we are today. Often, we are bombarded with mediated messages. The messages from news, websites, television, etc have contributed to our cultural discourse. Indeed, these media have even affected the direction of public discourse on socially significant issues (Butsch, 2007). Finally, the theory is important to address "because it directly relates to speech freedom, which is the cornerstone of our democracy" (Liu, 2006). Therefore, the value of examining Spiral of Silence Theory remains high (West & Turner, 2019). A number of participants in this research agree or pro to the cancel culture, meanwhile the others don't or contra the cancel culture. These opinions and statements can be seen from the findings below.

Herve Saint-Louis stated that cancel culture is a phenomenon where individuals transgressing norms are called out and ostracized on social media and other venues by members of the public. The understanding of Cancel Culture mentioned by each is as follows, Seto said that cancel culture has growth more in social media and create panic to its surrounding, there are social media peer groups that boycott someone (popular) or boycott some brand.

Alesso stated that cancel culture is,

"In my opinion, getting rid of or when we want to remove someone from the social media or social environment means that on social media platforms and in the real world, we are no longer paying attention to that person. So we want to stop dealing with someone who has been affected by the "cancelled culture." (A, Nov 13, 2021)

Meanwhile for Talitha, cancel culture is similar to Boycott's actions, she said that,

"I happen to be a pop culture connoisseur, so I am familiar and aware of the phrase cancel culture. Cancel culture is actually the action of citizen boycotts, either on the internet or in general, against figures who have social status who are seen as more like politicians, artists, and so on, on social media who usually disagree with the opinions or behavior of these figures collectively will usually reject -Cancel their work or the character. An example of a Hollywood artist who was hit by a case, so many stopped watching the film." (T, Nov 13, 2021)

For Pandu, it's a form of social sanction, or in his words

"In my opinion, it is a form of social sanction that arises because of someone's disappointment with a public figure. Because maybe the public figure made a mistake that a certain community couldn't accept. Honestly, I am more familiar with the term boycott, maybe in the last few years the cancel culture has emerged. I agree with Seto, this is a modernization of boycott towards public figures." (F, 13 Nov 2021)

Vega a working mom stated that cancel culture is when some public figure makes mistakes and being cancelled, he/she has to accept the effects not only social effect but also in his works related.

Kim Hern-sik, Pop culture critic added that a collective social structure places moral standards above an individual's privacy, subjecting publicly known figures to a strict code of conduct.

"Because Koreans value social and ethical norms before privacy, we tend to prioritize the social impact of a person's actions," he said. "Also, Korea has a centralized media structure – although it is changing with the emergence of social media and digital media outlets – so if the issues are raised by a few media outlets, they spread quickly and have a huge impact."

In the countries that has high-context cultures, nonverbal messages have an important role, and most of the meaning of a message is internalized by listeners or resides in the context. For examples, countries with the high-context cultures are Japan, Korea, and China. These cultures value indirectness in speech because listeners are expected to ignore much of the explicit code in favor of understood meanings cued by nonverbal and context. According Hofstede (2001) (West & Turner, 2019), South Korea rated no 43 for the Rankings of Individualism and Collectivism Around the World.

According to Ting Too-Mey (West & Turner, 2019) the way people are interacted into their culture affects how they will manage the conflict. Adaptability, then, allows for interdependent bonds with others (positive face). What this means is that members of collectivistic communities consider their relationship to others when discussing matters and feel that a conversation requires ongoing maintenance by both communicators.

"Actually, I have only heard of the term cancel culture since the KIM SEON HO case. Because following the case, he finally came to know that this cancel culture had previously existed in the case of other artists. Honestly, I don't really know much about this, but what I can see is that in Korea now it seems easy to stop someone's career because someone has a scandal." (M, November 13, 2021)

Ting-Toomey stated that collectivistic cultures (China, Korea, and Taiwan) had a higher degree of other face concern. Gudykunst and Tsukasa Nishida (1986a) conclude that in Japan, (South) Korea, and the United States, being attracted to another most likely reduces some uncertainty in acquaintance, colleague, friend, and dating relationships.

"But if boycott is usually for goods, brands or products, but if the culture is cancelled now it seems to be a public figure. Honestly, for his country to go to Korea, because it is very well known that a country that is really evil to cancel its culture is Korea. In other places, it seems that they can still live in their environment. But if in Korea this person has the desire to commit suicide if he has been hit by the cancel culture." (A, Nov 13, 2021)

For some country like the United States, they value the open airing of differences between two people; but for the other country believe that conflict should be handled discreetly. They are collectivistic and individual culture. Collectivistic cultures "are concerned with the adaptability of self-presentation image" (Ting-Toomey, 1988, p. 224).

"Honestly, this is the first time. My cousin lives in Korea and we are both fans of KIM SEON HO, he said that all Koreans have concerns that KIM SEON HO does not commit suicide. So it seems that this term is already there and has a significant impact." (M, 13 Nov 2021)

In the culture of High Context Culture in Asia like Indonesia, there are similar cases to cancel culture or it use to called Boycott, the participants stated that,

"I remember a case, it was still a boycott and it wasn't a sexual harassment issue. 10 years ago in Indonesia, certain people and religious groups boycotted Inul Daratista because they thought that her swaying was too vulgar. He even had to go to religious leaders and ask if what I was doing was wrong in the eyes of the general public." (S, 13 Nov 2021)

"We also have local ones from the time of Luna Maya. There was a scene in the past, I remember that he was on the rise with his brand endorsement. And suddenly because of an incident (Sex Tape) he had been missing for quite a while, maybe a few years since Ariel was imprisoned. And come back again after society starts to subside." (M, 13 Nov 2021)

"The closest one, who recently died, the late Vanessa Angel, was once in a boycott with the community who didn't want to watch his FTV anymore, no longer wanted to hear news about him, if he appeared, explore the contents of his comments full of blasphemy. The bad side is cancel culture, maybe sometimes revealing cases that have happened a long time ago or it could be the privacy area of a figure like the case of Vanessa Angel yesterday." (A, Nov 13, 2021)

"In Indonesia, maybe I want to add Rachel Vennya, I just don't really follow the case, but I don't know whether it's been canceled or not, but many have criticized her actions." (T, Nov 13, 2021)

"Syaiful Jamil's case, even now there are news that he was not accepted at a certain TV station, the news still emerges to this day." (F, 13 Nov 2021)

According to Ting Too-Mey, the culture of Collectivism is the togetherness identity or "we" identity. People in a collectivistic culture value living, playing, and doing things together and viewing themselves as part of a larger group. Collectivistic societies, consequently, value inclusion.

"To be honest, if we talk about what is in Indonesia, maybe we don't really have a cancel culture, sadly like that. For example, people make mistakes, go to prison, the punishment is light and then after they leave, they appear everywhere. Because I am an observer of Korean culture, if Korea is already famous, cancel this culture and I can accept it. For example, I am a fan of artist A, then he is famous for a scandal and does not appear again. In Korean artists I can accept this fact because it's the artist's fault, it's okay to be punished, it's okay not to be able to see him again. But if in Indonesia, when he was talking about Syaiful Jamil, he was released from prison and then in wine, he reappeared on TV, I'm not surprised either. Maybe this cancel culture applies in each country. If it's like in Korea, what in Hollywood, Indonesia may not be too cancelled. So there are several different cancel cultures, there are various ways in the world. We as netizens must know how to react to it." (V, 13 Nov 2021)

"If you look at other people's comments when this news appeared, people started to get disappointed and started "Goodbye Seonho" but in Indonesia, people are still in denial, they don't even know it. His reaction "It can't be like that, you're a good person" and so on. Just like his fans, Syaiful Jamil and Rachel Vennya also defended them yesterday. So maybe this is no longer a regulation in the respective media and entertainment world but is also influenced by the way its citizens react to the case. That's why it seems that in Indonesia the cancel culture doesn't work." (V, 13 Nov 2021)

However, just like the previous research stated that cultural traditions as a trigger for culture shock often occur because cultural traditions seem to have become habits that have been carried out from generation to generation since the time of the ancestors. Success in the life of cultural traditions can be seen by having a mature nature in dealing with traditions from other cultures (Devi & Tanjung, 2020).

Noelle-Neumann mentioned that when there are issues raised, people provide their opinions on a variety of issues that the media have defined for the public. The Spiral of Silence Theory suggests that people who believe that they hold a minority viewpoint on a public issue will remain in the background where their communication will be restrained; those who believe that they hold a majority viewpoint will be more encouraged to speak. In the focus group discussion, some of the participants pro regarding the cancel culture and some is contra with the cancel culture. For example, when Vega said that she is agree with the cancel culture because as the public figure, it will help to build goodwill from its citizens, as the public figures, when they make a mistake they should clean up first. Regarding the cancel culture in Korea, the people who appear on TV are the ones who can be role models. Mindy also said that she's somewhat agree with Vega, she's pro with the cancel culture,

"(in my view) cancel culture is good for self-reflection, that what he does has consequences. Do not let those who have become public figures then make mistakes and just walk away, while he is an example in society. Automatically people will see him, will "look up" to him with all the treatment. I also agree that the cancel culture here is not like in Korea, in fact all the negative things that happen to our public figures actually raise their names. I think that's a bad example, the artist has made a mistake but is still being hailed, the public would want to be like him.

However, this one in Korea is different from ours, it seems to be more extreme. Not only about his career but his social life also influenced him until the issue of suicide arose, meaning that this is a very big social pressure, there should be certain limits in the consequences. But I agree that people who make mistakes, or public figures who have scandals, must have their "punishment", just step back so that people understand that there will be consequences for their mistakes. Because people watch TV, watch social media, children also go there, if he doesn't have the positive abilities he gives, then only the negative side will be seen on social media."

Clark (D. Clark, 2020) stated, the hashtag activism toward celebrity is the "application of useful anger" to address and reframe societal issues, because of the absence of deliberation in chastising bad actors, misconstrued as the outcome of cancel culture, is a fault of the elites' inability to adequately conceive of the impact social media connectivity has for shifting the power dynamics of the public sphere in the digital age.

Mindy said that,

"Actually, what we see is actually only through social media. We don't know him personally; we can only see his character from the outside. We see how people talk about him, like KIM SEON HO we see his crew speak up, his friends speak up that he is a good person according to what we see on social media. But not all of course like KIM SEON HO. There are people who look good on the outside but are not like that on the inside, or vice versa. We will never be able to judge as long as we still see it only on social media. So if we really don't know what his real personality is, it seems difficult to answer objectively how he will come back again. Maybe, what can be answered is, because we've been judging people by their charisma, from their looks, maybe what should be done is to show netizens that they have changed, become a better person, not to repeat their mistakes."

Meanwhile, Alesso on the other side has different opinion, he believes that people should give the person a chance to grow, before they are destroyed by the society through cancel culture. As stated below,

"I want to give you a few things about cancel culture. If we talk about the humanist thing, that humans must be supported, the logical consequence is that we must believe that "people can change and grow". It's impossible that we say we support humanity but our second premise says that people can't change we should cancel. This really removes someone from the social circle and even gets rid of him. I hold the principle that a person can change and can grow with a record that if someone makes a mistake they should be punished. The problem with the cancel culture that I see, the main goal is to cancel it so that this person doesn't appear again. We kill his character, they don't appear in the media and have no place in society, this is not a good thing. We also have to know that many incidents are not as bad as the media reports. Even though if we want to prosecute someone, we should understand the news comprehensively. The problem is because they don't want to know, they cancel the wrong person. The bad thing about cancel culture is that we can't trust the law. We live in a rule of law, but we give more social punishment and don't forgive the person. We should believe in the law and that the punishment given to these guilty people is just."

Clark (D. Clark, 2020) stated that, the expansiveness of the internet and its outsize influence on news and entertainment media doesn't bode well for parsing the nuance of such clamorous conversation. The noise of online harassment, doxing, and bad-faith piling on that has evolved from the callout, the read, toward demanding accountability in digital spaces. From the Spiral of Silence assumption is that the public's behavior is influenced by evaluations of public opinion. Noelle-Neumann (1991) proposes that public behavior takes the form of either speaking out on a subject or keeping silent. For examples, when the individuals feel supported for a topic, then they are likely to talk about it; but if they feel that others do not support a topic, then they will stay silent. We should not just follow the words of the majority because we have to seek information first and provide ourselves with information and truth before being able to judge someone right or wrong. In regard to the Kim Seon Ho cancellation, one of the participants stated that when people support the cancel culture phenomenon, it means that people also support the disappearance of artists from the brand ambassador. Then it can be seen that this means that these artists are not considered like humans but are commodities. Because it can be seen from how the brand just let go of the celebrity because it is no longer profitable for them.

Table 1 Focus Group Discussion Recap Results

Elemen	Talitha	Pandu	Alesso	Vega	Mindy	Seto
Personal Information						
Bio	Talitha, 29 y.o	Pandu, 20 y.o	Alesso, 20 y.o	Vega, 34 y.o	Mindy, 36 y.o	Seto, 21 y.o
Daily activities	Employee	Undergraduate Student	Undergraduate Student	Working mom/Lecturer	Working mom	Undergraduate Student
Understanding cancel culture						
Cancel culture	Boycott actions of citizens both on the internet or in general against figures who have social status such as politicians, artists, etc., on social media to show disagreement with the behavior of these figures collectively.	form of social sanctions that arise because of a person's disappointment with a public figure. Because maybe the public figure made a mistake that a certain community couldn't accept.	getting rid of or when we want to remove someone from the social media or social environment means that on social media platforms and in the real world, we are no longer paying attention to that person	if someone makes a mistake, especially if he is a public figure, he must accept the effects not only socially but also have an impact on his work. Because it is feared the parties who work with him will get a negative impact as well.	Actually I don't really understand about cancel culture, but from what I see is that in Korea now, it seems easy in Korea to stop someone's career because someone has a scandal.	cancel culture is developing more on social media and how the goal is to maybe cause panic for the surrounding environment, especially in social media peer groups to boycott someone or even a brand.
Where do you know about the terms?	social media, and from articles. mostly from foreign media, especially U.S	social media, Twitter and also circle of friends	From the media	From the media	From Kim Seon Ho cases	I heard on 9GAG and it contained memes about Harvey Weinstein a film producer who sexually harassing his artists
Top of mind cases related to cancel culture	from Local, Rachel Vennya and the case of Johnny Depp who committed domestic violence to his ex-wife, Amber Heard	Syaiful Jamil	the late Vanessa Angel	From Korean culture contents	Talking about from local artisit, we have Luna Maya in the past	10 years ago in Indonesia, certain communities and religious groups boycotted Inul Daratista
Face Management and Culture						
Cancel culture in high-context culture	Not really sure Rachel Vennya whether it's been canceled or not, but many have criticized her actions	even now there are news that Syaiful Jamil was not accepted at a certain TV station, the news still emerges to this day	Vanessa Angel was once in a boycott with the community who didn't want to watch his FTV anymore, no longer wanted to hear news about him, if he appeared, explore the contents of his comments full of blasphemy	when talking about Syaiful Jamil, he got out of prison and was then paraded and glorified by his supporters, then he appeared again on TV, I'm not surprised either	because of an incident (Sex Tape) of Luna Maya, she had been missing for quite a while, maybe a few years since Ariel was imprisoned. And come back again after society starts to subside	Inul Daratista was boycotted because they thought that her swaying was too vulgar

Source: Primary Data, 2021

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This study examined the collective understanding of cancel culture regarding the case of Kim Seon Ho. From the findings and discussion above, we can conclude that cancel culture has good and bad sides depending on how to react to it, both from victims and from netizens who see it, they also have to be more aware of their behavior. There's always something that can be learn from this incident. After the incident, Kim Seon Ho accept the 'punishment' by taking a break from his dramas, shows, or commercial, only one commercial and one movie that he wants to take. By doing this, he gains more sympathy, public no longer cancels him but they even put on billboard wanting him to comeback. It could be his way to do face restoration regarding the incident. The way to do cancel culture is to be assertive, not reactive. It should be remembering this way, humans can grow and can change, just give it a second chance maybe it can change. In April 2022, Kim Seon Ho seen in Thailand to shoot the movie called Sad Tropics. Photos and news about Kim Seon Ho started popping up again, from the

public reception in Thailand, or people in Internet regarding this news, they are seen happy and can't wait for a comeback from Kim Seon Ho. Not only the news about the comeback of Kim Seon Ho, but also the news about legal battle between Johnny Depp and Amber Heard is also being talked about lately. From the news, it is known that the allegation for Johnny Depp is not proven. It's been proven otherwise, and people turned around, who previously canceled Johnny Depp but now support him.

That is why when we talked about cancel culture, we need to get both insights, the pro and the cons. What we need to do to respond to this, we have to think about how to humanize humans. Then as people who may like that person, back to us again. On one hand, cancel culture can be a good thing when we want to make those who can be role model are those with positive attitudes and can be a good example. But on the other hand, cancel culture can be a bad thing when we place celebrity as a material commodity. As the celebrities no longer benefit the brand, because of their personalities or problems, they got cancelled easily. However, there are still things that need to be refined again in the execution and whether cancel culture can be a form of justifying someone with all their differences and personalities. That is why this study still need more discussion and open for further research, especially in other countries with different social, economic, political, or culture background.

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