

ABSTRAK

ANALISIS ETIKA KOMUNIKASI NETIZEN DI INSTAGRAM FALCON PICTURES

(Studi *Cancel Culture* pada Abidzar Al – Ghifari di Instagram Falcon Pictures dengan Pendekatan Hermeneutika)

Oleh

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Pada awal tahun 2025, ruang komentar Instagram @falconpictures dipenuhi oleh praktik komunikasi digital yang cenderung niretis dalam merespons pernyataan aktor Abidzar Al-Ghifari pada promosi film *A Business Proposal* versi Indonesia. Komentar netizen tidak hanya berupa kritik, tetapi juga menunjukkan penggunaan bahasa kasar, penghakiman moral sepihak, serta berkembangnya praktik *cancel culture* yang mengabaikan prinsip etika komunikasi. Penelitian ini bertujuan menganalisis bentuk pelanggaran etika komunikasi dalam komentar netizen serta menjelaskan pengaruh horizon pemahaman netizen terhadap praktik komunikasi niretis dalam komentar digital. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan hermeneutika Hans-Georg Gadamer. Data diperoleh melalui observasi non-partisipatif dan dokumentasi komentar netizen yang dipahami sebagai teks digital, kemudian dianalisis melalui tahapan pra-pemahaman (*prejudices*), dialog dengan teks, peleburan *horizon* (*fusion of horizons*), hingga menghasilkan pemahaman (*understanding*). Hasil penelitian menunjukkan bahwa praktik komunikasi niretis netizen mengandung pelanggaran etika komunikasi berupa pelanggaran kejujuran, empati, keadilan, dan tanggung jawab etis. Praktik tersebut dipengaruhi oleh *horizon* pemahaman netizen yang terbentuk dari identitas kolektif dan budaya fandom, penilaian moral publik, serta sanksi sosial dalam budaya digital. *Horizon* ini mendorong penafsiran sepihak yang diekspresikan melalui komentar *konfrontatif* dan *destruktif*, sehingga berpotensi melahirkan tekanan sosial kolektif yang berkembang menjadi *cancel culture*. Oleh karena itu, kebebasan berekspresi di ruang digital perlu diimbangi dengan kesadaran etika agar komunikasi publik tetap dialogis dan bertanggung jawab.

Kata Kunci: Etika Komunikasi, Komunikasi Niretis, Hermeneutika Gadamer, Netizen, *Cancel Culture*.

ABSTRACT

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In early 2025, the Instagram comment section of @falconpictures was filled with unethical digital communication practices in response to actor Abidzar Al-Ghifari's statement in the promotion of the Indonesian version of the film A Business Proposal. Netizen comments were not only in the form of criticism, but also showed the use of harsh language, one-sided moral judgment, and the development of cancel culture practices that ignore the principles of communication ethics. This study aims to analyze the forms of communication ethics violations in netizen comments and explain the influence of netizens' horizons of understanding on unethical communication practices in digital comments. This study uses a descriptive qualitative method with the Hans-Georg Gadamer hermeneutic approach. Data were obtained through non-participatory observation and documentation of netizen comments understood as digital texts, then analyzed through the stages of pre-understanding (prejudices), dialogue with text, fusion of horizons, until understanding is achieved. The results of the study indicate that netizens' unethical communication practices contain violations of communication ethics in the form of violations of honesty, empathy, justice, and ethical responsibility. These practices are influenced by netizens' horizons of understanding, shaped by collective identity and fandom culture, public moral judgments, and social sanctions in digital culture. This horizon encourages one-sided interpretations expressed through confrontational and destructive comments, potentially giving rise to collective social pressure that develops into cancel culture. Therefore, freedom of expression in the digital space needs to be balanced with ethical awareness to ensure public communication remains dialogical and responsible.

Keywords: *Communication Ethics, Non-Ethical Communication, Gadamer's Hermeneutics, Netizens, Cancel Culture.*