

ANALISIS WACANA KRITIS S.JAGER & F.MAIER DALA FILM BUDI PEKERTI TERHADAP CANCEL CULTURE

Meisya Annisa Nurmaladevi

ABSTRAK

Cancel culture atau budaya pembatalan merupakan fenomena sosial yang berkembang pesat seiring dengan pertumbuhan media digital. Fenomena ini mencerminkan kekuatan masyarakat dalam menuntut pertanggungjawaban atas perilaku publik yang dianggap bermasalah, namun juga menimbulkan dilema etis dalam penerapannya. Skripsi ini membahas fenomena *cancel culture* dalam konteks media sosial, kekuasaan naratif, serta pro dan kontra dari sudut pandang teori analisis wacana kritis s.jager dan f.maier. Penelitian ini menggunakan pendekatan kualitatif deksriptif dengan studi pustaka sebagai metode utama. Hasil analisis menunjukkan bahwa *cancel culture* wacana *cancel culture* dalam film tidak berdiri sendiri, melainkan dikonstruksi melalui jaringan narasi, institusi, dan tindakan simbolik yang bekerja secara sistemik. Film budi pekerti merefleksikan kerentanan individu dalam masyarakat digital yang cepat menghakimi tanpa pembenaran, serta membuka ruang kritik terhadap normalisasi kekuasaan publik dalam mengontrol moral dan reputasi seseorang. Dengan demikian, film ini tidak hanya menjadi medium naratif, tetapi juga ruang diskursif yang memperlihatkan kerja kekuasaan dalam membentuk subjektivitas.

Kata kunci : Film budi pekerti, *cancel culture*, analisis wacana kritis, Siegfried jager, Florentine maier, media sosial.

CRITICAL DISCOURSE ANALYSIS BY S. JÄGER & F. MAIER IN THE FILM BUDI PEKERTI ON CANCEL CULTURE

Meisya Annisa Nurmaladevi

ABSTRACT

Cancel culture, or the culture of cancellation, is a social phenomenon that has rapidly developed alongside the growth of digital media. This phenomenon reflects the power of society to demand accountability for public behavior deemed problematic, but it also raises ethical dilemmas in its application. This thesis discusses the phenomenon of cancel culture in the context of social media, narrative power, as well as its pros and cons from the perspective of critical discourse analysis theory by S. Jäger and F. Maier. This research employs a qualitative descriptive approach with a literature study as its primary method.

The analysis shows that the discourse of cancel culture, as depicted in film, does not stand alone; rather, it is constructed through a network of narratives, institutions, and symbolic actions that operate systemically. The film *Budi Pekerti* reflects the vulnerability of individuals in a digital society that is quick to judge without verification, while also opening space for criticism of the normalization of public power in controlling someone's morality and reputation. Thus, this film serves not only as a narrative medium but also as a discursive space that reveals how power operates in shaping subjectivity.

Keywords: Budi Pekerti, *cancel culture*, critical discourse analysis, Siegfried Jäger, Florentine Maier, dispositif, social media.