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Analysis of E-Wom Effectiveness in Celebrity Cancel Culture Action on Sosial Media X

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ABSTRACT

Keywords
Electronic Word of Mouth (E-WOM)
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This research examines the effectiveness of Electronic Word of Mouth (E-WOM) in the cancel culture phenomenon against celebrities on social media X, focusing on controversial cases involving Kpop idols and the cancel culture movement related to the "Blue" genocide. With high internet penetration in Indonesia, social media is the main platform for spreading public opinion that can shape the reputation and career of celebrities. This research method uses a qualitative approach with content analysis. Data was collected through observation of online interactions, reviews, and comments on social media X related to cancel culture on celebrities. Samples were selected based on relevant cancel culture events, with content analysis aiming to identify patterns, themes, and sentiments in online conversations. The results show that E-WOM plays a crucial role in shaping public opinion that can create significant impacts, both socially and economically, on celebrities or brands that are targeted by cancel culture. The impacts include decreased popularity, decreased financial support, and potential career losses. While cancel culture through E-WOM provides a platform for people to voice their concerns, there are debates around the potential injustice, lack of learning, and long-term impact on freedom of expression. The complexity of public opinion dynamics in the digital age and propose alternative approaches to address controversy and create constructive dialog in a digital society.

1. Introduction

In an age of ever-evolving technological advances, every group of people has easy and quick access to information. The internet plays a central role in facilitating various daily activities, from accessing transportation, communicating, to shopping and trading through social media or marketplace sites (Marendra & Wicaksono, 2022). In this context, the Hootsuite report in 2022 noted that the number of internet users in Indonesia reached 204.7 million, covering around 73.7% of the total population. This phenomenon creates great potential for businesses to utilize the internet as an effective tool in marketing products or services (Rohman & Santoso, 2024). With the internet, daily activities such as transportation, communication, and shopping become more efficient and can be done online. Social media and marketplace sites allow businesses to reach a wide range of consumers and promote products or services more effectively. The increasing number of internet users makes Indonesia an attractive market for businesses that want to utilize the potential of the internet. The use of the internet as a marketing tool is not only a necessity, but also an opportunity to reach consumers more effectively and benefit from large market potential (Ningtias & Sugiyanto, 2023).

The effectiveness of Electronic Word of Mouth (E-WOM) on social media X is a significant event that illustrates the power of public opinion and its impact on certain individuals or entities. Through this platform, E-WOM becomes the main tool in disseminating information, views, and opinions, which in turn can shape user perceptions and attitudes (Safitriani & Auliya, 2023). The context of cancel culture actions, E-WOM on social media X has proven to be very effective in mobilizing the

masses and creating pressure on targeted celebrities or entities. Comments, reviews and reposts of related content form a wave of opinion that can influence popularity and financial support.

Cancel culture is increasingly rampant in the context of disapproval of idols or famous personalities involved in activities or cooperation with brands involved in the "Blue" genocide movement. This phenomenon includes fans who feel disappointed and angry with their idols who engage in actions or promotions with brands blacklisted for their involvement in the genocide (Saldanha et al., 2023). Fans voice their disapproval through various social media platforms, citing such engagement as a violation of ethics and human values. This often results in boycotts of the idol or associated brands, with the aim of imposing social and economic sanctions as a form of response to the perceived unethical actions or endorsements.

Cancel culture highlights the powerful impact of public opinion and fan power in shaping the reputations and careers of famous figures. While some see it as a form of social activism, criticism is also aimed at its potential injustice and lack of space for learning and healing. The effectiveness of Electronic Word of Mouth (E-WOM) in celebrity cancel culture on social media X is increasingly seen to color the dynamics of public opinion. This phenomenon reflects how negative views or disapproval of celebrities can spread quickly and massively through social media platforms. E-WOM, which includes comments, reviews and reposting of related content, is a major force in mobilizing the masses to cancel culture actions (Bouvier, 2020). X social media users collectively raise their voices in protest against celebrity behavior or views that are considered controversial or unethical.

The impact of cancel culture through E-WOM can include decreased popularity, decreased financial support, and even potential career losses (Mueller, 2021). Celebrities targeted by cancel culture face immense pressure to account for their actions, while public opinion becomes the driving force in determining their fate in the entertainment world. While cancel culture through E-WOM provides a platform for people to voice their concerns, debates have arisen around the potential injustice, lack of learning, and long-term impact on freedom of expression. Therefore, this phenomenon continues to be a focal point in discussing the balance between celebrity accountability and individual rights in the digital age.

2. Literature Review

2.1 Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a form of communication through online media used to convey information about product advantages or purchasing experiences. According to (Naufan, 2024), in this context, the information communicated can be videos, photos, and written comments, which are then disseminated online through various platforms. This creates an ecosystem where consumers can share their experiences instantly and openly, the information reaching a wide audience.

According to (Nathalia & Indriyanti, 2022) emphasizes the dynamic and continuous aspects of E-WOM. They define it as a process of information exchange that occurs continuously between potential consumers, actual consumers, or former consumers. The information shared in the context of E-WOM covers various aspects such as products, services, brands, or companies. The importance of this definition lies in how the information can be accessed by many people and institutions through the internet, making it relevant and widely accessible. Overall, E-WOM creates a medium where individuals can actively participate in the exchange of information regarding their experience with a particular product or service. With the technology and connectivity of the internet, E-WOM becomes an effective means for consumers to share, search, and provide valuable information to the online community.

According to (Andriani & Puspita, 2021), there are several indicators that can be used to measure Electronic Word of Mouth (E-WOM).

a. The intensity indicator relates to the extent to which consumers access information from social media, including the number of reviews or comments written by users on these

platforms. This indicator provides an overview of how often information about products or services is spread in the digital realm.

b. The content indicator covers information conveyed through social media, ranging from product variants, quality, price, to safety aspects. This highlights the importance of the content contained in E-WOM as an integral part of the information sharing process in the digital world.

c. The positive opinion indicator refers to positive comments related to testimonials of product and service usage experiences. Recommendations from social media users are also part of this indicator, reflecting the positive impact that can be generated through positive influence from consumers to other consumers.

d. The negative opinion indicator includes negative comments made by consumers about products, services or brands on social media. This is a reflection of doubt or dissatisfaction that can influence other consumers' perceptions of a product or service.

2.2 Cancel Culture

According to (D. Clark, 2020) Cancel culture refers to a phenomenon in which individuals or groups actively seek to reject, punish, or isolate a public figure, celebrity, or company because of actions or statements that are considered controversial, unethical, or inconsistent with the group's perceived values. This term reflects a strong social dynamic in the digital age, especially through the use of social media.

According to (Velasco, 2021) cancel culture creates an environment where people collectively respond to actions or statements that are considered deviant from the moral or ethical standards accepted by a group or society. In this regard, individuals or entities that are the target of cancel culture can face consequences in the form of social rejection, restriction of public access, or even cancellation of support from those who previously supported them. The cancel culture process often begins on social media platforms, where users share opinions, express disapproval, or even start online campaigns to "cancel" someone or something. This can include the creation of dedicated hashtags, calls to stop supporting, or even boycotts of works or products associated with individuals targeted by cancel culture.

This phenomenon has sparked widespread discussion regarding the limits of free speech, the right to repentance, and the long-term impact of social canceling on individuals or entities. While some see cancel culture as a form of social accountability, which can force positive change, others are concerned about the potential for abuse of power and the inability to admit and correct mistakes.

According to (Teixeira da Silva, 2021) cancel culture is a phenomenon that commonly occurs on social media, where users actively use the platform to voice disapproval of individuals or entities that are perceived to violate certain social norms or values. This process can include several elements that in detail explain the dynamics of cancel culture in the digital era.

a. First, online campaigns are an integral part of cancel culture. Social media users may form online groups or communities to collectively express their dissatisfaction with actions or statements deemed controversial. Such campaigns can involve various forms of participation, such as sharing information, creating material in the form of memes or images, or detailing arguments in favor of rejecting certain individuals or entities.

b. Second, the creation of a specific hashtag often characterizes cancel culture. These hashtags can be a kind of symbol for organizing and uniting aligned opinions regarding a particular issue or individual. The hashtag can spread quickly and create momentum among social media users, increasing the impact of rejection of cancel culture targets.

In addition, calls for boycotts of products or works associated with individuals who are the target of cancel culture are common follow-up actions (Norris, 2020). Social media users can invite others not to support products or works associated with individuals who are perceived to violate social values or norms. These boycotts can create additional pressure on individuals or entities to respond or take corrective action (Saldanha et al., 2022). While the intentions can vary, from a push to

promote accountability to the defense of certain values, cancel culture has also created a debate about the extent to which this action can be a form of restriction of free speech or whether it creates an environment where individuals can be punished without any room for repentance or learning.

2.3 Social Media

According to (Rafiq, 2020) Social media is a form of online media that operates through internet-based applications, users to share, participate, and create content such as blogs, wikis, forums, social networks, and virtual world spaces. Increasingly sophisticated multimedia technology supports the development of social media, providing advantages in the rapid dissemination of information. However, the disadvantages of social media include a reduction in the intensity of in-person interpersonal interactions, the risk of addiction, and legal issues related to content that violates morals, privacy, and regulations.

According to (Sampurno et al., 2020) Social media is an online communication platform or channel that has changed the way we interact and engage in social activities through electronic mediums. With social media, users can create their own digital identity by creating a personal profile that includes information such as name, profile photo, and status. Then, users can share various types of content, including text, images and videos, to express their thoughts, ideas or experiences. Through interactive features such as comments, likes, or other reactions, social media allows users to engage in online conversations with others. It creates a space for broad social engagement, allowing users to connect with friends, family, and people around the world. According to (Puri et al., 2020) Social media also provides opportunities to follow and participate in various social activities, from charity campaigns to social movements. However, along with its benefits, the use of social media can also pose various challenges, including privacy issues, the spread of false information, and psychological impacts. Therefore, while social media plays an important role in connecting people globally, it is also important to understand and manage its impact in daily use.

Some of the most popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, Snapchat, and many more. Facebook, being one of the most dominant, provides a wide range of features including personal profiles, friends, and sharing content such as photos, videos, and thoughts through statuses. Instagram, focused on sharing images and videos, emphasizes the visual aspect of social interaction. Twitter, with its short character limit, users share brief thoughts or information and engage in public conversations. LinkedIn, more professionally oriented, provides a platform for building business networks and seeking career opportunities. Snapchat, with a focus on ephemeral content, users share photos and videos that disappear after a short period of time (Putri, 2021). Each of these platforms has its own unique features and goals, creating a variety of ways to communicate and connect with others online. While the common goal is to facilitate social engagement, the approach and special features of each create a different experience and suit the needs and preferences of users.

According to (Wibowo et al., 2020) Social media plays an integral role in facilitating global communication by providing an online platform that individuals from different parts of the world connect and interact with. It has created opportunities for the instantaneous exchange of ideas, cultures and information, bringing communities closer virtually. Social media has also become an important platform for promoting community engagement, allowing people to get involved in social, political, and environmental issues. However, along with its benefits, the use of social media also raises a number of issues that need to be addressed. Privacy issues are a major concern, with users often having to deal with the management of their personal information and the risk of data misuse. Online safety is also a serious issue, with increasing cases of cyberbullying, fraud and other security threats. In addition, the psychological impact of social media use has also become a focus of attention. The pressure to compare oneself to other people's beauty or life standards on these platforms can lead to mental health issues, such as anxiety and depression.

The classification of social media, based on (Appel et al., 2020), is divided into six parts.

a. Collaborative projects are a form of social media democracy where internet users can collaborate to change information in a wiki, for example Wikipedia.
b. Blogs allow users to write new entries in the order in which they were written.
c. Content communities are social media that host and share content from users, such as YouTube, SlideShare, and Flickr.
d. Virtual game worlds relate to online games where players have profiles and characters, such as World of Warcraft.
e. Virtual social worlds are similar to virtual game worlds but with the purpose of building another "life" outside of real life, such as Second Life.
f. Social networking sites are places where users have personal profiles and can communicate with other users, such as Facebook, Friendster, and MySpace. Instagram is a type of social networking site.

In this study, researchers tried to find previous research literature using the publish or perish application to find the right source of reference and find gaps of knowledge so that researchers could find something new in the research that the researchers conducted. The search is only limited to publications in the form of journals indexed in Google Schoolar in the 2019-2023 period, this is done so that the references found are not too old and still fresh to be discussed. Researchers used electric word of mouth and cancel culture keywords to suit the subject of this research. Based on searches in the publish or perish application, the following publications were found.

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
A Romano	Why we can't stop fighting about cancel culture	2019	Vox	3
JC Velasco	You are cancelled: Virtual collective consciousness and the emergence of cancel culture as ideological purging	2020	Rupkatha Journal on Interdisciplinary	4
M D. Clark	DRAG THEM: A brief etymology of so-called "cancel culture"	2020	Communication and the Public	5

The first paper entitled "Cancel Culture: A critical analysis" by E Ng published in 2022, discusses the phenomenon of "cancel culture" from the perspective of media and cultural studies. In contrast to mainstream critiques from multiple perspectives, it identifies the multiple origins of the practice and discourse of canceling, and describes its evolution in celebrity culture, consumer culture, and national politics in the United States and China.

In the second paper in the journal "Cancel Culture: Myth or Reality?" published in 2023 in Political Studies, Pippa Norris poses the following question: Do claims about a "cancel culture" that increasingly involves restrictions on free speech on college campuses reflect a rampant myth, fueled by angry partisan rhetoric, or do these arguments reflect social reality? Norris finds that contemporary academics may be more reluctant to speak out for fear of being exposed to "cancel culture".

In the third journal entry "Why We Can't Stop Fighting About Cancel Culture" by Aja Romano published in 2019 in Vox, Aja Romano discusses the phenomenon of "cancel culture" which has been a topic of debate over the past few years. The term "cancel culture" refers to the practice of boycotting or ceasing support for individuals who do or say something deemed offensive or inappropriate.

The fourth journal "You are Cancelled: Virtual Collective Consciousness and the Emergence of Cancel Culture as Ideological Purging" is a journal written by Joseph Ching Velasco and published in 2020 in the Rupkatha Journal on Interdisciplinary Studies in Humanities. This journal discusses the phenomenon of "cancel culture" through the concept of "virtual collective consciousness" proposed by Neil Alperstein.

Initially, social networking platforms were designed to allow individuals to engage in various forms of online interaction. However, along with technological developments, social media has become a powerful force in contemporary life. The phenomenon of "cancel culture" emerged as a form of public punishment initiated on social media to reduce one's influence or attention with the aim of making public discourse more diffuse and less monopolized by those in positions of privilege. However, "cancel culture" can also be seen as a form of intolerance towards dissenting views.

The fifth journal "DRAG THEM:A Brief Etymology of So-Called 'Cancel Culture'" is a journal written by Meredith D. Clark and published in 2020 in Communication and the Public.It discusses the significant implications of the term "cancel culture" in defining the discourse of digital activism and social media.

In this essay, the author investigates the evolution of digital accountability practices carried out by Black Twitter, a meta-network of culturally connected communities online.The author traces the practice of callouts on social media from its roots in Black oral tradition to its misuse in the digital age by social elites.The author argues that the effective use of anger by minoritized people and groups has been successfully directed into social media spaces as a strategy to frame existing social problems. However, this strategy is challenged by dominant culture's ability to narrate the process of being "undone" as a moral panic that has the potential to disrupt the concept of a limited public sphere

3. Method

This research method uses a qualitative approach with content analysis. Qualitative research method is a research approach that aims to understand social phenomena or contexts in depth and comprehensively. In contrast to quantitative research methods that focus more on measurement and statistical analysis, qualitative research focuses more on interpreting the meaning, complexity, and context of a situation (Adlini et al., 2022). Data was collected through observation of online interactions, reviews, and comments on social media X related to cancel culture in celebrities.

The sample was selected based on cancel culture events that occurred within a certain period of time. Content analysis was conducted to identify patterns, themes, and sentiments that emerged in online conversations. The first step involved identifying cancel culture trends and selecting representative case studies. Then, data was collected from X social media with a focus on comments, reposts, and reviews related to cancel culture actions. Analysis was conducted systematically to identify user opinions, attitudes and reactions. Sentiment analysis was used to measure positive, negative or neutral responses to cancel culture. In addition, a qualitative approach was used to understand the context and nuances in online conversations.

The data is organized and presented in key findings, covering the dynamics of public opinion, the impact of cancel culture, and its implications for celebrities and society. This research methodology aims to provide in-depth insights into the effectiveness of E-WOM in cancel culture on social media X, as well as to understand the complex dynamics between public opinion, celebrities and their social impact.

4. Result and Discussion

As global awareness of the conflict between Israel and Palestine grows, the BDS (Boycott, Divestment, Sanctions) Movement has initiated a boycott of a number of products and brands deemed to support Israel's genocide against Palestine. Well-known brands such as Starbucks, McDonald's, and Puma are the main targets of the campaign (@yeongijalhae, 2023).

Recently, there has been controversy among Kpop fans as some idols deliberately showcased products on the boycott list. This raised suspicions among the public, who attributed it to the

allegation that these idols were paid to promote these products. The situation was further complicated by the fact that several companies experienced a drop in revenue due to the boycott of Israeli products.

Figure 1. Controversial posts of Kpop idols

This issue has led to allegations about the attitudes and partisanship of some Kpop idols, which are considered to be out of line with the pro-Palestinian views that are increasingly accepted by most of the public. While some public figures and the general public have begun to support Palestine and boycott Israeli products in protest, a number of Kpop idols have been seen using or consuming products involved in the controversy.

This raises ethical and moral questions, and suggests the potential for financial reward or business involvement behind these Kpop idols' choices. The contrast between widely supported pro-Palestinian views and the behavior of some Kpop idols who choose pro-Israel products creates tension and divisions within the fan community and opens up further discussion on the responsibility of public figures in voicing support or disapproval on sensitive global issues.

4.1. The Role of E-WOM in Spreading Public Opinion regarding Celebrity Cancel Culture Action on Social Media X

Electronic Word of Mouth (E-WOM) has a very important role in disseminating public opinion regarding the cancel culture action of celebrities on social media X. This phenomenon creates a dynamic ecosystem within social media platforms, where users collectively participate in expressing their views, thoughts, and evaluations of the behavior or views of celebrities who are the target of cancel culture.

E-WOM serves as a key tool in disseminating information related to controversies or controversial actions involving celebrities. Through features such as comments, reposting and tags, users can quickly and widely voice their views on the situation. These comments, along with various forms of content such as images or videos, form a narrative that reflects public opinion towards the celebrity in the spotlight of cancel culture. Beyond simply disseminating information, E-WOM also plays a role in shaping views and evaluations of celebrity behavior. X social media users can interact with each other, share experiences, and provide assessments of the celebrity's actions or statements. This dynamic creates an atmosphere where public opinion develops and changes over time, influenced by the discussions and interactions that occur within the social media ecosystem.

The domino effect of E-WOM creates a wave of opinions that can influence people's perceptions of celebrities in the context of cancel culture. Individual opinions can elicit a mass response, and in some cases, generate significant social or economic pressure on the celebrity. In the context of cancel culture actions, E-WOM is also a major force in mobilizing the masses. Users who support the

movement can use social media to spread calls for boycotts or campaigns in favor of cancel culture. This creates a viral effect where the collective voice of social media users becomes the main driver in expressing disapproval of a celebrity's behavior or views.

In the controversial case where a KPOP idol is allegedly involved in a genocidal movement, the impact can extend to various aspects of her public and professional life. This situation raises the question of how such involvement affects her relationship with brands and how Electronic Word of Mouth (E-WOM) plays an important role in spreading public opinion regarding cancel culture on social media.

Figure 2. Controversial posts of Kpop idols

KPOP idols involved in genocide controversies face not only criticism from fans, but also pressure from society at large. Brands that have collaborations with these idols find themselves caught in sensitive situations, especially if they are included in blacklists related to human rights violations or international policies. E-WOM is becoming a key tool in communicating news and opinions related to these controversies. Information and views can quickly spread through social media platforms, forming strong and deep public opinions. Hashtags, images and articles supporting or opposing the KPOP idol became an integral part of the narrative that developed online. Cancel culture, which includes boycotts against individuals or brands, is a manifestation of public opinion formed through E-WOM. Social media users en masse express their disapproval of behavior or views that are considered controversial. Brands associated with these KPOP idols feel a direct impact through decreased popularity, decreased sales, or pressure from consumers to end cooperation.

X social media platform facilitates the rapid and widespread exchange of information through features such as comments, reposting, and tags. When a controversy arises, users can easily voice their opinions and spread information to their followers. E-WOM becomes the main vehicle for conveying messages about why users support or oppose celebrities who engage in controversial activities. Comments and reviews posted by users can create a domino effect, where individual voices converge into a larger wave of opinion. The choice of words, images and context in E-WOM greatly influences the way public opinion is formed. In the context of cancel culture, E-WOM not only spreads information but also shapes narratives and views that trigger emotional reactions from users. In addition, E-WOM plays a role in mobilizing the masses to participate in cancel culture actions. Users who support the movement may repost related content, invite their followers to join the boycott, and spread the campaign by using relevant hashtags. This creates a viral effect where a topic or event gains wide exposure in a short period of time.

In some cases, E-WOM on social media X can also reinforce the cancel culture action by involving financial support. Users may express their disapproval by no longer economically supporting the celebrity or brand involved in the controversy. For example, they decide not to buy products or event tickets associated with the celebrity.

4.2. Reputation and Popularity of Celebrities Targeted by Cancel Culture through E-WOM

Electronic Word of Mouth (E-WOM) has a huge influence on the reputation and popularity of celebrities who are the target of cancel culture. In this digital age, information can quickly spread through various social media platforms and online channels. When celebrities are involved in controversies or accused of controversial acts, E-WOM reinforces negative perceptions among fans and the general public.

Many KPOP idols did not complete their higher education, and some of them did not even manage to complete their secondary education in middle school or high school. Most of them did not attend formal education according to standards, and their foreign language proficiency level tends to be below average, except for those idols who have a background as Koreans living abroad. This factor implies that many KPOP idols are limited in their role as public figures, often perceived as puppets controlled by entertainment company bigwigs.

Figure 3. Biggest agency in Kpop

This has led to a sense of disillusionment as most of them did not manage to complete higher education and have substandard levels of foreign language skills, except for those who have a background as Koreans living abroad. In this context, it appears that the KPOP industry is more focused on economic gain than the personal development and education of the idols. This situation creates the view that idols tend to become tools to achieve the financial goals of the company, thus limiting their personal freedom and potential. Criticism of exploitation and inequality in the KPOP industry is growing, underscoring the dilemma faced by many idols in their journey as entertainers.

Public opinion formed through E-WOM can create a wave of boycotts and rejection that can seriously impact a celebrity's reputation. Moreover, this influence doesn't just stop with fans, but also affects professional relationships with brands and companies that the celebrity is associated with. Negative E-WOM can damage future collaborations, endorsements and job opportunities. With the speed and breadth of information dissemination in the digital world, the impact of E-WOM on celebrity popularity and reputation in the context of cancel culture can have significant long-term consequences.

4.3. Public Opinion Dynamics Develop through E-WOM in the Context of Cancel Culture on Social Media X

In the context of cancel culture on social media X, Electronic Word of Mouth (E-WOM) plays a central role in shaping and significantly changing the dynamics of public opinion. Cancel culture, which is a phenomenon where individuals or brands are targeted for rejection and boycott due to controversial behavior or views, relies on the speed and reach of E-WOM to intensify the rejection campaign.

The speed of information dissemination through social media platforms, such as Twitter, Instagram, and other platforms on social media X, is key in strengthening cancel culture. A controversy or action deemed unethical can quickly go viral, creating a domino effect wave that massively influences public opinion. Hashtags, messaging and visual content are often key tools in accelerating and magnifying the impact of E-WOM.

Opinions and information about celebrities or brands targeted by cancel culture are widely disseminated, shaping public perceptions that are heavily influenced by the views developed among social media users. Intense online discussions on various platforms create an echo chamber, where collective opinions and support can reinforce and strengthen cancel culture actions. With E-WOM, social media X becomes a platform for users to engage in open dialog, make their opinions heard, and form digital alliances in favor of or against a subject. The effect is not just limited to the targeted individual or brand, but can also create a significant impact on the brand's reputation, career, and engagement with the subject involved in the controversy.

In the dynamics of cancel culture on social media, key elements such as hashtags, images, and viral messages become key instruments that shape narratives and increase the influence of public opinion. Hashtags are often used as a tool to unify and expand the impact of a collective voice, either in favor of or against a subject that is in the spotlight of controversy. Images, especially memes or strong visual content, can have a huge emotional and communicative impact. They can not only provide context to the controversy, but also change public perception through the use of visually powerful images. Viral messages spread across social media became the main channel for users to share their views on cancel culture. E-WOM allows people to easily share their information, thoughts or experiences, creating a collective voice that can create momentum and influence the views of many. Intense online discussions on various social media platforms can amplify opinion polarization. The formation of strong public perceptions of individuals or brands targeted by cancel culture can be triggered by discussions that often take place in an emotional atmosphere and direct interaction between social media users. Moreover, these tools create an environment where public opinion tends to evolve and change dynamically. Social media users can actively participate in shaping the narrative, and through E-WOM, information can spread quickly and widely, creating viral effects that strengthen or damage an entity's reputation.

In the context of cancel culture dynamics, social media plays a central role as the main stage on which this phenomenon develops. The immediate response to the controversy and the massive spread of information through Electronic Word of Mouth (E-WOM) amplifies the cancel culture effect, creating major challenges for the individuals or brands involved in the controversy. This immediate response is seen in the form of social media users' quick reactions to an emerging controversy. Online communities can respond very quickly through comments, retweets and various other forms of online interaction. This creates momentum and increases the impact of cancel culture in a short time. Massive information dissemination through E-WOM plays a key role in spreading narratives and views related to cancel culture. Social media users can easily share information, amplify messages in favor of or against controversial subjects, and create a domino effect that influences public opinion at large.

A big challenge arises for individuals or brands dealing with controversy. They must manage the impact on their reputation quickly and effectively, given that the massive spread of information on social media can have a lasting effect on the public's perception of them. Over time, the dynamics of cancel culture reflect the power and impact of public opinion formed through online interactions. Social media users become integral in shaping behavioral patterns and culture within the platform. Not only has this phenomenon created a shift in how public opinion is formed, but it has also created a culture where instant responses and wide exposure can shape deep narratives that can have a long-term impact in today's social media world.

As an alternative to cancel culture against idols who are often used as scapegoats by higher-ups, the following steps can be taken to address this controversial issue more effectively. First, is to provide education to idols using their native language to broaden their understanding of the issue at hand. Furthermore, demanding agencies to end cooperation with brands under boycott can be a significant step in voicing disapproval of controversial behavior. Not taking this issue as a platform to bring down disliked idols, and not buying products that are under boycott are actions that can have a major impact on the awareness of the seriousness of this issue to various related parties. Through this approach, it is hoped that awareness of the issue can be widely raised without disproportionately punishing and generating greater confusion in idols, and even creating a negative perception of the defense of freedom.

5. Conclusion

The controversial issue involving Kpop idols and the cancel culture movement on social media X highlights the complexity of public opinion dynamics in the digital age. Electronic Word of Mouth (E-WOM) plays a central role in shaping, changing and intensifying cancel culture campaigns. This phenomenon not only affects the reputation and popularity of celebrities, but also creates significant economic and social impacts. Disapproval of behavior or views deemed controversial can quickly go viral, creating a powerful and profound wave of public opinion. Social media users have an active role in shaping the narrative, whether through hashtags, images or viral messages. Cancel culture can have long-term consequences on the career and reputation of the targeted individual or brand.

In the context of cases involving Kpop idols and genocide controversies, E-WOM became a tool that amplified boycott and rejection campaigns. Brands associated with the idol faced pressure from consumers to end the cooperation. In addition, the impact of E-WOM is not only felt by fans, but also by society at large, creating tensions and divisions within the community. An alternative approach could involve educating the individuals involved and holding agencies accountable for the selection of brands they endorse. Boycott and cancel culture can be an effective strategy if implemented wisely, without compromising fairness and proportionality. Therefore, a deep understanding of global issues, the responsibility of public figures, and ethics in the use of social media are key in overcoming controversies and creating constructive dialog in today's digital society.

6. Acknowledgement

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