

**Analisis Manajemen Krisis terkait Fenomena *Cancel Culture* terhadap
Abidzar Al-Ghifari dalam Film *A Business Proposal* pada Media Sosial**

Dinda Oktaviani Putrikusuma

210710227

ABSTRAK

Penelitian ini menganalisis strategi manajemen krisis Abidzar Al Ghifari dalam menghadapi fenomena *cancel culture* terkait perannya dalam film *A Business Proposal*, dengan fokus pada konten di media sosial. Krisis muncul akibat adanya komentar negatif pada unggahan promosi film yang menyoroti pernyataan kontroversial Abidzar. Peneliti menggunakan metode kualitatif dengan analisis isi dan mengacu pada *Situational Crisis Communication Theory* (SCCT). Hasil penelitian menunjukkan bahwa strategi awal *denial* dan *diminishment* tidak memberikan kontribusi dalam meredam krisis. Pemulihan krisis terjadi setelah menerapkan strategi *rebuilding* melalui permintaan maaf serta *bolstering* untuk memperkuat kembali citra positifnya. Penelitian ini dapat disimpulkan bahwa perlunya strategi manajemen krisis yang tepat dan cepat dalam menghadapi krisis bagi publik figur di tengah fenomena *cancel culture* di media digital.

Kata kunci : Manajemen Krisis, *Cancel culture*, Abidzar Al Ghifari, SCCT

**Analysis of Crisis Management Related to the Cancel Culture Phenomenon
Against Abidzar Al-Ghifari in the Film A Business Proposal Through Social
Media**

ABSTRACT

This research analyzes Abidzar Al Ghifari's crisis management strategies in responding to the cancel culture phenomenon related to his role in the film A Business Proposal, with a focus on social media. The crisis emerged due to negative comments on promotional posts criticizing Abidzar's controversial statements. The researcher employed a qualitative method using content analysis and referred to the Situational Crisis Communication Theory. The findings indicate that the initial strategies of denial and diminishment were ineffective in mitigating the crisis. Crisis recovery occurred after Abidzar implemented a rebuilding strategy through a public apology, followed by bolstering to restore his positive image. This study concludes that timely and appropriate crisis management strategies are essential for public figures navigating cancel culture dynamics in digital media.

Keywords : Crisis Communication, Cancel Culture, Abidzar Al Ghifari, SCCT