

Analysis of the Utilization of Social Media Monitoring @Roseallday.Co Instagram to Prevent Cancel Culture Crisis

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Abstract

The cancel culture phenomenon has become a very significant part in the Indonesian society. With the information technology advancement, various of marketing activities nor a reputation rejuvenation are mostly utilizing the social media. One of the activities of the public relations team is social media monitoring especially on Instagram. This paper will do research on one of Indonesian beauty company, Rose All Day, which get cancelled by the online society due to its controversial issue which caused the company being cancelled. This research uses a descriptive method with qualitative approach with Naives Bayes Classifier mechanism to help analyze the sentiment. The results of the research and discussion that has been carried out by the author, a conclusion was obtained that the sentiment analysis reveals that 53.53% of the comments are positive, 25.84% are neutral, and 20.63% are negative. Social Media Listening is essential before Social Media Monitoring, as it helps the company track communication efforts on platforms like Instagram to prevent further cancel culture issues.

Keywords: Cancel Culture, Social Media Monitoring, Company Reputation

1. Introduction

With the advancement of an information and communication technology nowadays creates a whole new form of media to deliver any information. With its information technology advancement also impacts to several marketing activities for companies efficiency to deliver their message to the public. Social media brings a significant changes to the digital society which gives the opportunity for those who has opinions nor perspectives to express themselves with no certain limitation, and how those perspectives could influence others. Many social phenomenon which created on social media, one of them is cancel culture phenomenon which has been occur lately. According to Muller (2021) (Mardeson & Mardesci, 2022) social media has a massive power to open a portal to make each individual collectively act like a judges nor a bully to other individuals.

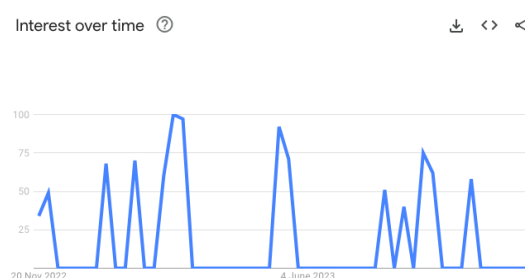


Figure 1. Cancel Culture phenomenon in Indonesia for the last 12 months (Nov 2022 – June 2023)

Within the last twelve months the cancel culture phenomenon has become very massive in Indonesia according to the graphic in Figure 1. and with those cancel culture has become a very significant part in the Indonesian society. The cancel culture phenomenon on social media is not occur on one individual, brands or a company has the possibility to

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get cancelled by the cancel culture. This paper will do research on one of Indonesian beauty company, Rose All Day, which get cancelled by the online society due to its controversial issue which caused the company being cancelled. The controversial issue occurs due to the co-founder of the company assumed to give a support to Israel due to the conflict between Israel-Palestine by liking a photo uploaded by Gal Gadot which a photo of the 'blue star of David' with 'I Stand with Israel' written on its post. Not long after the boycott the company and the co-founder herself released a clarification press release through their Rose All Day Instagram account and they also enclosed a proof of their donation to Palestine through BAZNAS. According to Dowling (1993) (Davies & Miles, 1998) company reputation is a intangible asset just as how Winkleman (1999) cited (Theresia D. Wulandari, 2011) explained how valueable company reputation as its affecting on how people see the company itself. A crisis such as cancel culture can affect to the company's reputation, and reputation of a company develops from how the information is received by the stakeholders.

To rebuild a positive reputation to the public eyes needs a public relations, which has a function to do media monitoring. With the technology advancement, various of marketing activities nor a reputation rejuvenation are mostly utilizing the social media. Hence, one of the activities of the public relations team is social media monitoring especially on Instagram. As for the social media monitoring research will contain sentiment analysis on public opinion regarding Rose All Day. According to Liu (2012) cited (Murnawan & Sinaga, 2017) the fundamental function of sentiment analysis is to classifying the polarity of certain texts on documents, sentences, or feature which later be determined whether it's positive, negative or neutral.

2. Literature Review

2.1. New Media Communication

New media is as common as how its defined, it's a medium to reach communication efficiency. New media can not be separated from technology, especially in communication technology where the communication process is not separated by the time and space, due to the existence of the internet. New media provides the ability for society to expresses their opinion and one of them is how the concept of cancel culture is created. According to Chen (2007) cited (Chen, 2012) indicated that the impact of new media towards the living society demonstrated by the cognitive aspect, social effect, and a new form of esthetic.

2.2. Social Media

Social media has become part of the society's daily consumption in the digital era. According to (Kaplan & Haenlein, 2010) social media is defined as internet based application which aims to facilitate any communication activity nor information access from various society layers to be connected to the social media platform. Cited by (Katadata.co.id, 2023) we are Social reported Instagram is one of social media that reached the highest users which 1,6 billion users per the month of July 2023 and Indonesia is 4th the biggest users of Instagram. According to (Murthy, 2018) cited (Abdalla et al., 2022) stated how social media held a crucial role to facilitate and spread information and organizations act in social movement.

2.3. Cancel culture

Cancel culture refers to a cancellation action to certain individual nor a community which assessed to do wrongdoings on social media like how Instagram has the power to do mass boycott to someone or in this research to a company by the online community (Amalina et al., 2023). According to a book written by (Dershowitz, 2020) which called 'Cancel culture : The Latest Attack on Free Speech and Due Process' explains that cancel culture is a cancellation action towards a celebrity or a famous figure by meaning discharging any supports towards the famous figure. Cancel culture also defined by the strategy which done by the media activist by social pressing towards the target which did an offensive or controversial act (Norris, 2021).

2.4. Company Reputation

Fombrun and Van Riel (2007) cited from (Romenti, 2010) has a concept of a how to build a stronger company reputation through the eyes of buyers and consumer with attributes he stated such as:

Product attributes such as reliability (reliability according to customers) and suitability of the value obtained compared to costs (value for money) are important contributors

- Workplace attributes such as competent staff (skill full) and providing benefits (good benefits)
- Financial attributes in the form of good records relating to profitability
- Leadership attributes in the form of good management (well managed)
- The attribute of emotional appeal is trustworthiness
- Social responsibility attributes such as support to become better (good causes)

2.5. Social Media Monitoring

Social media monitoring can be described as a ‘listening solutions’ which provided a technology service and interpretation and responds to what the social media users are sayings (Rappaport, 2010) cited (Ruggiero & Vos, 2014). The use of text mining is also part of the Social Media Monitoring itself which can be defined as a process of extraction information which could be use as a data source. To help analyze the sentiment in comments uploaded by internet users, a certain mechanism is needed that can help classify responses into positive, negative or neutral. The Naives Bayes Classifier method combined with the tf-df feature are necessary in this research.

3. Research Method and Materials

This research implements a descriptive method with qualitative approach. The qualitative approach is commonly used to describe specifically and analysing a phenomenon or occurrence by learning the social phenomenon and individuality perspective which to be researched. This research uses the virtual ethnography approach or netnography which use to do an exploration to entity (user) of the internet. In this research we uses the constructivism paradigm, paradigm is a research perspective which researched uses to value certain perspective or worldviews of the researcher. The constructivism paradigm considers social science as a systematic analysis of socially meaningful action with direct and detailed observation of social actors in a natural daily setting. In this research sentiment analysis will occur to analyses sentiment or opinion mining all the comments from Rose All Day Instagram post.

3.1. System Analysis

The built system is a system design which processes the extraction of scraping data from Rose All Day’s Instagram comments. To extract the datas from Rose All Day’s Instagram in this research uses Phantombuster website by entering the URL which will be extratcted by the system. With the new dataset (testing) will pass preprocessing steps which will resulted with features of words, and with the uses of tf-idf technique and Naïve Bayes Classifier to generate the data probability with the sentiment classification results according to the classification model from the *learning* steps.



Figure 2. System Analysis

3.2. Classication with Naives Bayes Algorithm

A data that has passed the preprocessing and term frequency stages has been confirmed to be training data that will be an input to the testing process. Continuing from the test data, it can go through the classification stage using algorithms. The example of naïve bayes classifier shown on Table 1.

Table 1. Example of Naives Bayes Classifier

Comment Example	Class Word		Label
	Positive	Negative	
Tetep gak repurchase maaf kalian terlalu jahat	Not Available	Available	Negative
Pray for Palestine thanks rad	Available	Not Available	Positive
Silahkan donasi terimakasih but the damage has been done	Not Available	Available	Negative
Duh baca komen ko jadi bingung	?	?	?

4. Result

4.1. System Testing Result

From the system testing that can be cone to check a system that has been built, a system tester will be carried out consisting of a training process or testing of the comments data.

Table 2. Multinomial NB Test Results

Value	Count	Percentage
Positive	462	53.53%
Neutral	223	25.84%
Negative	178	20.63%

From the table above, it can be seen that the results of the test using the Naive Bayes Multinomial algorithm with an accuracy level of 99.56% out of a total of 862 data show that the highest sentiment results in the comments uploaded from Rose All Day is **positive sentiment**.

4.2. Sentiment Analysis Results

4.2.1. Positive Sentiment Analysis

The results of the positive sentiment analysis in this study, namely the comments on Rose All Day's uploads on the Instagram account that clarified the owner's misunderstanding of Rose All Day about the events that occurred in Palestine and showed Rose All Day's form of concern for Palestine by making donations through BAZNAS with a percentage of 53.53% and a total of 462 comments.

Table 3. Example of Positve Sentiment

Example of Sentence	Label
Alhamdulillah jadi aman beli mascara wkwk	Positive
Moga berkah donasinya yaa min	Positive
Been rooting for this respect	Positive

4.2.2. Negative Sentiment Analysis

The results of the positive sentiment analysis in this study, namely the comments on Rose All Day's uploads on the Instagram account that clarified the owner's misunderstanding of Rose All Day about the events that occurred in Palestine and showed Rose All Day's form of concern for Palestine by making donations through BAZNAS with a percentage of 20.63% and a total of 178 comments.

Table 4. Example of Negative Sentiment

Example of Sentence	Label
Boikot boikot	Negative
Sayang bgt <i>cruelty free</i> tapi dukung genosida malu	Negative
	Negative

4.2.3. Neutral Sentiment Analysis

The results of the positive sentiment analysis in this study, namely the comments on Rose All Day's uploads on the Instagram account that clarified the owner's misunderstanding of Rose All Day about the events that occurred in Palestine and showed Rose All Day's form of concern for Palestine by making donations through BAZNAS with a percentage of 25.84% and a total of 223 comments.

Table 5. Example of Neutral Sentiment

Example of Sentence	Label
Boikot boikot	Neutral
Sayang bgt <i>cruelty free</i> tapi dukung genosida malu	Neutral
	Neutral

5. Discussion

Boycott activities have become a big thing in Indonesia, one of which is the boycott of the Rose All Day company due to a misunderstanding made by the Co-Owner of Rose All Day. Public opinion in this cancel culture movement is a very crucial thing for a company how public opinion can easily lead in a direction that can bring down a company or improve the reputation of a company. Companies that have a good image in the eyes of consumers cited from (Istighfarin & Yuliani, 2020) their products and services are relatively more acceptable to consumers. To overcome the crisis and restore the company's reputation, innovative, creative and adaptive corrective actions must be taken. According to the Reputation drivers identified by Van Riel and Fombrun (2007) cited (Romenti, 2010) states that there are several attributes to strengthen the reputation of a company, which are as follows

- (1) The attributes of trustworthiness and credibility where the company must be honest and transparent to consumers and build strong relationships with external parties by building effective communication with consumers Rose All Day can slowly restore public trust in the company.
- (2) The reliability (service) attribute is the suitability of the value obtained compared to the cost (value for money), which is where the quality of a company's products and services and how the company can adapt to responses in the form of comments and can provide appropriate responses.
- (3) The attribute of social responsibility or CSR where a company is important has a form of social responsibility where one of the efforts made by Rose All Day is to collaborate with BAZNAS and this can be a sustainable program.
- (4) The attributes of leadership where in this attribute inspirational leadership is indispensable in the Rose All Day company in overcoming the crisis that occurs.
- (5) Workplace attributes such as competent staff and provide benefits (good causes) how a company can implement inclusion and diversity in the workplace.
- (6) Financial attributes also a very influential attribute in the management crisis of a company where an action from the company will greatly affect the financial success of the company.

Social Media Monitoring which can be said to be a listening solution which also has a function to analyze and listen to the success of a campaign that is being run by a company or a message that a company wants to convey to the target audience. After being tested with the dataset, the results of the study showed that the sentiment that was found from the content of the comments uploaded showed a positive sentiment which reached a percentage of 53.53% with a total of 462 comments. This is an interesting discovery because with the rampant boycott actions that occurred in Indonesia and how netizens responded to what the Co-Owner of Rose All Day did, it was inversely proportional to the discovery of the results of the sentiment found.

With a very significant positive sentiment result, it cannot be said that it can describe the state of the image or reputation of the company. The results of the analysis of comments in the form of positive, negative, and neutral are still at level two of communication achievement in the sense that it has not been proven that the reputation of a company has improved.

6. Conclusion

Based on the results of the research and discussion that has been carried out by the author, a conclusion was obtained that the sentiment analysis reveals that 53.53% of the comments are positive, 25.84% are neutral, and 20.63% are negative. Despite the predominance of positive sentiments, this does not necessarily indicate that the company's cancel culture crisis has been resolved or that trust has been fully restored. The damage to the company's reputation could significantly impact its sales and the broader Indonesian economy, potentially leading to layoffs. To rebuild its reputation, the company must prioritize trustworthiness and credibility by being honest, transparent, and fostering strong relationships with consumers and partners. Social Media Listening is essential before Social Media Monitoring, as it helps the company track communication efforts on platforms like Instagram to prevent further cancel culture issues.

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