

# Impulsive Behavior in the Phenomenon of Cancel Culture on Social Media: An Analysis of Social Media Posts in Regards to the Accusation of Satanism towards Hindia

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## Abstract

The research aims to showcase the phenomenon of impulsive behavior in cancel culture that happened recently to a musician called Hindia. The object of the research was the phenomenon that recently happened, which is the accusation of satanism towards a musician named Hindia. The aim of the research was to find impulsive behavior in the various posts on social media of X and TikTok. A qualitative method with case studies approach was applied in this research. The research used the theory of behavior, which consists of impulsivity and inhibitory control. The research found that impulsive behavior was found in various tweets and comments, which resulted in the accusation of Hindia and the withdrawal of some of the musician's fans. This phenomenon showcased flaws in social media, since people on social media will not even hesitate to think for a second about the situation, whether it was on X or Tiktok, and in this case, the majority of people mostly agreed with their impulsivity to treat Hindia as a satanist

**Key Words:** Cancel culture; Impulsivity; Behaviour; X and Tiktok

## Introduction

With the growth of social media, it is not a surprise that freedom of speech is not a new definition anymore. However, the term freedom of speech is not always viewed as a positive phenomenon on social media. Since freedom of speech could influence more and more people to speak their thoughts freely on the internet, some individuals sometimes abuse their freedom of speech for reasons that are not nearly as important as they actually are. With the growth of social media, it indicates that hate posts and messages are on the rise, and more and more users are joining in (Alam, 2016, p. 4). Especially in these times, where the term "cancel culture" arose even more. Some individuals even started a group with the intentions of canceling some individuals that "they" thought needed to be cancelled. The formation of a group is necessary for public shaming or canceling to be successful because it relies on finding others who share the same goals, which then will create a collective "we." (Haskell, 2021, p. 23). The intention of the cancel culture phenomenon once, at the very least, comes up positively. For instance, it helps people that go through difficult times, bringing justice to those who, indeed, needed it, or even public shaming by judging one's morality because of one's action. Although the term cancel culture somewhat implies a positive intention regarding the action, sometimes the individuals who participate in the trend do not have the self-control that is needed before actually compromising with the action. The lack of self-control can lead them to abuse the culture, accuse the wrong person, and judge one's morality with a lack of evidence, since they tend to participate in the action without thinking about the consequences or any proof whatsoever.

This phenomenon happened recently to a music artist called Hindia. Hindia was an Indonesian musician with only one member who also created the band, whose name is Baskara Putra. Recently, the band was filling most of the Indonesian headlines with the controversies surrounding the band, which were caused by a concert of Hindia's recent album called "*Lagipula Hidup Akan Berakhir*," which can be interpreted as "life is going to end anyway." The theme of the concert gained such a significant amount of attention from people on social media that people associated it with the term satanism. The majority of Indonesian citizens accused the band and even Baskara of being satanists; some even accused Baskara's morality of inviting his fans to become satanists through his concert, even though there is no evidence whatsoever besides the appearance of the concert. Although it might not seem like such a big deal for a

person, it is a different deal when it comes to a celebrity. The cancellation could potentially lead to a career downfall or, even worse, an end for the artist since Satanism is generally viewed as a bad representation in society.

The phenomenon is the reason why this research is being conducted: to show that the impulsive behavior of people on social media is gradually concerning, and the effect could possibly land on an innocent bystander. Therefore, the researcher planned to show the phenomenon that happened to Hindia recently with the intention of showing how concerning this phenomenon is, especially for the person that is being accused, since it can happen not only to a big celebrity or an influencer but also to a small community or business since it could go viral on social media (Aghoian, 2022, p. 2).

## Methodology

This research used a qualitative method with a case study approach. The qualitative method refers to a method that aims to gain an understanding of some group or a phenomenon in its context, and the research generally begins with a statement of problem. The qualitative method generally asks questions such as: What is happening? What does something mean? How are events organized or related? What are the perspectives of the participants? How do participants interact? And what are the relationships among structure, events, and participants (Ary, 2010, pp. 426-427). Case studies, on the other hand, refer to an approach that can answer a question or explain why something happened. The approach is also mostly focused on a particular phenomenon and provides an end result while also providing new insights from the phenomenon that is analyzed. Case studies can also attempt to understand why the individual or subject does what he or she does and how that behavior could affect the environment surrounding the subject (Ary, 2010, pp. 454 - 455). The objects of the research are five X or Twitter tweets or posts, that relate to the object of the research, which is the accusation of satanism against a musical artist, Hindia. All five posts have differences in their own regarding how the author of the posts brought up the topic, but they all come up with the same conclusion, which is bringing a mob of people together to discuss Hindia's accusation of satanism. The differences in each post are the statements that the author of the posts suggests in the tweet.

The first tweet came from a bot that provided the people of Twitter with an opportunity to express their opinion. The bot username is @tanyarlfes, and the author wrote the statement about the phenomenon by asking the people of X for their opinion on the subject. The author even correlated the phenomenon to the same cult of Satanism that was "allegedly" used by many American musicians as a marketing strategy. The other tweet also wrote the statements on a Twitter bot with a different username, @tanyakanrl. The statement of the posts genuinely asked a question about the phenomenon for a discussion since it went viral, but that does not stop people from keep accusing the artist of being a part of a cult of satanism. The next tweet comes from the same bot as the previous one, which is @tanyakanrl. The author of this post even correlates the phenomenon with religion; however, the researcher will not take the data that correlates with religion since it is a different discipline from what the researcher is intended to do. However, the researcher will still collect data from the tweet since it contains significant and important data for the research. The next tweet goes by the username @kolifloweerz, which is different from the previous tweet that the researcher discussed. Since the author in this post used humor and called himself a "sakatonik" as a way of mocking people who believe Hindia is a part of satanism. The author also suggests that people need to understand the concept of Hindia's music and concerts before deciding what is best for the musician. The last tweet was from a bot with the username @tanyarlfes, in which the author questions parts of the lyrics from one of the songs in Hindia's album called "*Matahari Tenggelam*," which is translated to The Sunset. The author of the tweet questions that the lyric to be overly abundant, which sounds like "*Kudoakan kita semua Masuk neraka*". Also, the research will use the TikTok video post from the account by the name @suneater\_\_ with the intention of collecting more data, since this is the earliest source that the researcher could find that correlates with the controversy. The reason why the researcher used all this data

is because the replies to each post contain the phenomenon of cancel culture, which occurs based on impulsivity.

This research is based on the phenomenon of cancel culture, which, as mentioned before, could be used as a way to generate justice for a greater good. However, without the right self-control, people who participated in the trend would abuse the culture to the point that the trend would have a significant impact on an innocent bystander. This lack of self-control is generally called impulsivity, which is described as a predisposition to rapid, unplanned reactions without considering the possible consequences that might affect moral decision-making (Lucifora, 2021, p. 1). This kind of behavior can also occur due to the need for satisfaction without thinking about the consequences (Wu AM, 2013, p. 2). There are numerous causes of impulsivity, such as impatience, carelessness, taking risks, seeking excitement, lack of deep thinking, being aware of undesired events less than expected, being unable to use current information in analyzing behavioral outcomes, abandoning big rewards for temporary desires, and being unable to display strong motor skills (Mustafa Savci, 2016, p. 107). Impulsivity also tends to have consequences for so many negative behaviors, such as obesity, sex addiction, alcohol and drug addiction, pathologic game playing, risky behavior, and internet addiction (Mustafa Savci, 2016, p. 107). The rise of impulsivity is not accidental; it may be caused by a lack of inhibitory control, which is the ability to suppress the natural behavioral response or to suppress a quick act, thoughts, actions, or feelings such as impulsivity and compulsivity (Lucifora C, 2021, p. 2). For instance, someone can be called to have inhibitory control when they reject the natural desire to comment or even participate in the action of cancel culture on social media posts, despite knowing that the practice occurs with lack of evidence. These theories will be used in collecting and analyzing the data, which correlates with the phenomenon, with the intention of showing that the term cancel culture could potentially become a tool or a weapon if it were used by the wrong person.

## Result and Discussion

### 1. Cancel Culture

The definition of 'cancel culture' can be varied; however, it has a somewhat similar definition, which is to withdraw any kind of support, social media follows, fanbase, the purchase of products that were endorsed by the person, or merchandise that was created by the person with the accounts that the person has said or done something awful (Doan, 2022, p. 2). The term cancel culture is deemed as a powerful tool for a society to change its construction to be more effective (Aghoian, 2022, p. 1). Not only does the movement so powerful, but it is also quite easy to do. It is not like a person needs a lot of requirements in order to do the movement; all it takes is proof of a person or a group that is intended to be cancelled. Also, the person who participates in the movement does not have to become a powerful person or a celebrity, since the person can be anonymous and still manage to participate efficiently (Aghoian, 2022, p. 2). It is also quite attainable since the public has now become much more aware of social issues, which makes it easy to gather a significant number of people to support the movement (Aghoian, 2022, p. 2). Once the people have gathered, it only takes a small amount of time before the person that is being affected by the action needs to take a step, whether it is to create a statement or to clarify what exactly happened. Some do not even have the chance to do that because the clarity has been found as proof of the wrongdoings that the person has committed. One example is the case of Kevin Spacey, which started in 2017 with an article published by BuzzFeed, "Actor Anthony Rapp: Kevin Spacey Made A Sexual Advance Toward Me When I Was 14". The article filled up American media, which quickly spread through social media, especially XTW, where people began to dig up more information, which helped support the claim to cancel Kevin Spacey (Haskell, 2021, p. 44). That is just one of many examples that show that it is easy to start the movement of cancel culture. It is even easier or actually more frightening that the person who is cancelled does not have to cause something unsettling since a person could get cancelled just by going against the popular opinions, as to what the majority think (Aghoian, 2022, pp. 2-3). At this point, it may seem that the movement of cancel

culture could be positively applied to society, seeing that it generates justice for those in need in terms of social.

However, since it is easy to start the movement of cancel culture, it becomes clear that this is the exact reason why cancel culture could potentially become a harmful tool towards people who do not deserve to be cancelled. The fact that a powerful tool that can be used by individuals anonymously is the reason why this is dangerous because people could hypothetically create fake evidence to attack others for whatever reason. As stated above, people are now becoming more aware of societal issues and can be gathered quickly to support the movement of cancellation. An example of this happened recently in Indonesia to a student at the University of Yogyakarta (UNY). It all went down from one tweet bot by the username @UNYmfs, which anonymously accused a student initially called MF, in which the author accused MF of sexual assault towards the author. The tweet spread like wildfire on the Indonesian social media. To make matters even worse, MF was also suspended from his position as the president of the Student Council at the University of Yogyakarta and was threatened to get expelled from the university. However, this could not be further from the truth, since the whole thing is a hoax that is constructed by another student initially called RAN, who was heartbroken because, once upon a time, MF was the one who was chosen when participating in a community instead of RAN. The other reason behind the accusation was also because, in the past, RAN was scolded during an event by MF, which led to his cancellation of MF (Wismabrata, 2023). This is just one of many reasons of how dangerous cancel culture can become. However, the example above is clear in terms of reason; although it was a hoax, the reason why people came to gather to support the movement (unknowingly), despite the fact that it was fake, was understandable. However, it does not always resulted from clear social issues; some cancellation could happen because of one person who goes against the majority, resulting in them being marginalized by the majority. When a phenomenon is undergone, people will absolutely go against it despite not having any evidence whatsoever of whether the accusation is true or not. An example of this happened recently to a band called Hindia, which is the reason why this research is being conducted.

## 2. Hindia's Controversy of Being a Satanist

The controversy began when a video that was uploaded by an account by the name of @suneater\_\_, which is a hybrid music-entertainment company that also represents Hindia on the platform Tiktok. The video was uploaded on October 1, 2023, with the caption “*Kenapa disuruh tutup mata? Coba komen dibawah,*” The caption can be interpreted to “Can you guess why you are being told to close your eyes? Try commenting below”. The video went viral uncontrollably across the Indonesian internet, or more importantly, the comment section, which is the one that played the biggest role in spreading the rumors that accused Hindia (Baskara) of being a satanist. The comment section filled with a variety of accusations towards the musician, from one that called Hindia satanic to connecting the musician to Illuminati solely by seeing a short video from the platform Tiktok. The controversy spread as far as Twitter, or X, where there were lots of tweets discussing the controversy. However, the researcher will separate each accusation into a different section of data, with the first being the accusation of 1) Hindia as a satanist band; 2) Hindia's concert as a way of invitation towards satanism; 3) a symbol of satanism; 4) a blindfold scene during the song “*Matahari Tenggelam.*” All four of these reasons are the main causes why people started the cancellation of Hindia across social media, and there are also no doubt other factors that also contributed to the controversy. However, the researcher will focus only on the four reasons since the comments and replies can possibly have a connection with how impulsive people behave on the internet, and since Baskara himself, in his Instagram, has given a clarification that has proven otherwise about all those four accusations, which the researcher will discuss later.

## 3. Hindia as a Satanist Band

Regarding this accusation, which is the most common, Hindia has already addressed the situation in his Instagram post on November 19, 2023. He stated that “*Selebihnya, tidak ada sama sekali niatan untuk menghasut,*

*mengajak atau menyebarkan ajaran tertentu, lebih-lebih aliran 'satanis', karena semuanya merupakan konsep dan satu kesatuan estetika dari album dan kosen LHAB (Lagipula Hidup Akan Berakhir)."* The statement can be interpreted to, "Furthermore, there is absolutely no intention to incite, encourage, or spread any specific teachings, especially not 'satanic' beliefs, as everything is a conceptual and aesthetic unity of the LHAB (Life Is Going to End Anyway) album and concept." The statement clearly denied the accusation that has been carried out by people on social media, or it can also be called a hoax at this point since there is no evidence whatsoever that can tie the knot to proof that Hindia (Baskara) has in any way a connection to satanism, even if, hypothetically, the statement is a lie. However, days before Hindia clarified the issues, people on the internet had already gathered to accuse Hindia of being a satanist, which implied the theory of impulsivity, in which the phenomenon relied heavily on cancel culture, especially on X.

The researcher found many tweets that straight up accused Hindia of being a satanic without hesitation or having a second thought to dig deeper into the situation, as in a tweet from @SerenadeLoena that stated, "*satanic mah satanic aja, ga usah alesan gimmick segala. Gimmick ko satanic*". Another similar tweet can be found on an account called @eldnahesaelp that stated, "*Gak gak, gak setuju gua. Artis luar negeri juga bilang gimick-gimmick tapi mereka beneran. Udah napa jaangan dibiasain begini?*". Numerous people on X have a similarity when accusing the musician with the word "gimmick" in these tweets, which intention is to accuse that Hindia use a deception or a frills to use satanism in the music. The accusation then continue through another tweet that go by the username @avragegf and stated, "*bro, the statue itself is a satanic pose. Why no one talkibg about it? Lol akui aja emang hal hal satanic gini diselipin dg balus biar pada diterima. Ni buktinya pada dibela?*". Some even go as far as trying to cancel the musician. "*Udah sejelas itu lho, apa ga ada ide lain pake gimmick nya? Harus se satanis itu ya??? Saatnya boikot musisi satu ini.. Maaf ya lagu2nya emang bagus aku pun suka, tapi setelah ada kasus ini dia pake lambang2 satanis, aku ga mah ikut2an.*" @miawwtheatcat. All of this four tweets have one thing that can be implied, which is the lack of inhibitory control and the desire that is caused by impulsivity to participate in the phenomenon, since it is proven that Hindia himself stated that he does not have any purpose to spread any specific teachings, especially satanism, which proves that the people who accused Hindia here do not have any evidence beside the tweets and the video from TikTok. The cancellation continues, however, with some people questioning the musician himself, as @CoShopeeYuk1 stated, "*Udah sick sih klo kata gue. Klo emg dia beneran bukan satanic, kenapa konsep dia nyanyiin matahari tenggelam kek gitu? Apa ga ada gaya lain? Apa ga ada bentuk video di screen nya itu yg lbh sinkron dg matahari tenggelam?*". Another one go by the username @minusneet and stated, "*Seni sih seni, tapi masa seni nya sececek itu? Kalo emang itu konsep, konsep satanis iluminati udah banyak yang pake. Jadi pertanyaanya, emang mau pake konsep begitu untuk 'seni' kalian, atau emang niat aja mau nyebarin satanis iluminati?*". It does not stop there however because some people do not even use the term "gimmick" or solely question the musician; they simply state that Hindia is a satanist, shown by a tweet from @PinjolSolution. "*Mau apapun alasannya, gua udah gapeduli. Tanpa embel2 satanic dan illuminati juga lu udah terkenal kok karyalu udah Bagus. Kenapa harus memakai satanic buat trik marketing atau sekedar konsep? Intinya lu bagian dari satanic dan fans lu denial*", another tweet also almost stated the absolute while also providing other sources that can backup his viewpoint. "*Keknya ngikutin dah wkwkwkwk. Udah obvious bgt soalnya wkwk. Coba cek video mongol deh*" @kenmaheart. There is also tweet that provide other sources to back up the claim that go by the username @VCHIHASARADA which stated, "*Satanic itu nder ketabuan babkan ayabku waktu tak aak diskusi juga bilang satanic.*" The thing with bringing other sources into the topic might help with the theories if hypothetically Hindia is found to be associated with satanism. However, it is different in this case since even if the other sources have credibility to know things that are connected to satanism, that does not justify the cancellation in which there is no evidence on Hindia's side. The last straw goes by the username @sebutir\_baja that is trying to cancel the musician without any reason "*saatnya apa ges ? yak betul BOYCOTT TAKE A BEERRR*". There is others that go as far as taking the matter into a legal route. "*Yg kayak gini masak dibiarin @DivHumas\_Polri @MUIPusat*" @patriotamiro. From the numerous accusations above, it can be implied that impulsivity and a lack of inhibitory control really play a role, since people with inhibitory control would not straight-up accuse or cancel a person without having a second thought and thinking about the consequences of the situation,



which the researcher would show an example of tweets with inhibitory control later. However, the matter does not end here.

#### 4. Hindia's Concert as a Way of Invitation Towards Satanism

Another cancellation that was received by the musician was the claim that Hindia was spreading the teaching of satanism and that the concert was claimed to be a way of recruiting people towards satanism. However, from Hindia's statement earlier, we could already tell that the claim was proven otherwise, since not only did Hindia confirm that it was not related to Satanism, he also stated that the concept of the concert was purely aesthetics. He further explained that each concert in a different city has a different way of showcasing its content in order to prevent repetition, which is coincidental since the concert in Jakarta has a genre of analog horror, which is where the video was taken. Hindia also suggests that accusing the band of satanism solely by seeing a short clip from a video is unfair, since it is equivalent to accusing an actor of being a misguided person solely because of the role that the actor plays.

The researcher discovered numerous accusations from the people of X regarding the accusation that Hindia is spreading and inviting people to join satanism through the concert, as stated in the tweet from @ExByb, which stated, "*Cara menyihir pemuda-pemudi dg propaganda halus adalah melalui music/lagu dan film. Dibuatnya mereka larut dan terbawa suasana, mengidolakan dan akhirnya ber-lifestyle seperti idolanya*" and another one by @dimasbahri that stated "*Udah lahh, yang jelas Hindia nyebar ajaran satanik berkedok seni music, segera tinggalkan Musik jenis ini. Musik akan indah tanpa ada intrik2 kesesatan seperti Hindia, Lady Gaga, dll.*" Both of these tweets implied that Hindia is spreading a specific teaching, which in this case is satanism, not only through the concert but also the songs and other stuff that is related to the musician. Although, even if hypothetically, Hindia influences their audience to eventually follow the musician's style, aesthetics, and way of life, it does not justify saying that Hindia might have something to do with satanism since there is no evidence, which makes both authors impulsively accuse Hindia. Other tweets implicitly suggest that the musician is currently seeking more followers to join Satanism. "*Marketing apaan, mreka emg lg gencarnya ko nyari pengikut,*" @DesiBieby. There are also a few tweets that suggest that the audience who attends the concert will automatically enter the teaching of satanism, while having no evidence that Hindia is a part of the teaching or not, as stated by @otakegulz. "*Satanic itu bukan seni. Mau gimmick kek apa kek, kalo udah menyerupai yah mereka udah secara "tidak langsung" jadi part of them. Jadi lu semua yang suka mereka, stop denial. Masih ada band enak di indo yang ga muja setan dan ga doain kalian masuk neraka*". Similar tweets were also found by the username @problman, which stated, "*Gua lebih heran lagi masih banyak denial tentang hal itu. It's really f\*\*\*\*\* disgusting, even hindia bukan satanis tapi dia itu seakan merealisasikan satanis dengan mempertunjukkan patung tersebut*". Both of these tweets have similarities in that they have the thought of absolutes regarding Hindia's concert, which again impulsively accuses the musician of being part of a bigger picture. The idea of accusing people of doing a concert as an invitation or a ceremony to enter a cult might have been true; however, in the case of Hindia, there is no evidence of any kind that can lead to a conclusion or proof that the concert is in any way for Hindia to invite people to join Satanism, which can imply that people on social media again impulsively use the cancel culture regardless of the consequences.

#### 5. A Symbol of Satanism in the Concert

The next cancellation that the musician faced was the presence of a symbol, which is what people on the internet assume to be clear evidence of Hindia's involvement with satanism. People on the internet stated that the statue is indistinguishable from the statue of Baphomet, especially the hand signs that were represented by the statue. However, the reality behind the statue is different from what the people on the internet interpreted. Hindia explains that the gesture of the statue was a symbol that represented evil, calamity, and disaster, which correlates with the meaning behind the album LHAB that symbolizes the angel of death, which was then realized by the statue. The reason why Hindia chose the angel as a figure of chaos also corresponds to his inspiration, which comes from several literature works that depicted angels, who was once depicted as a good figure but in the end brought evil, calamity, and disaster, whereas in the real world, Hindia depicts those angels as inflation, technological developments, politics, and the climate crisis.

However, people fail to comprehend the meaning, which Hindia also admittedly states in the Instagram posts that the symbolism is somehow confusing. However, the accusation did not just happen all of a sudden; it was possibly caused by impulsivity, as the researcher found in several tweets accusing Hindia of using symbols of satanism. As the tweet from @ZinniaArchive stated, *"Ya inilah tujuan mereka menyisipkan simbol simbol satanic. Supaya org org terbiasa dan akhirnya menormalisasi ini semua. Biar lebih gampang mendikte pemahaman mereka kedepannya. Selamat kamu sudah masuk marketnya."* Another tweet by @UncleJuu stated in a similar fashion, *"Gimmick – normalisasi – open minded – terjerumus – neraka beneran. Gws buat lu semua wkw."* These tweets have a similarity in that both authors stated that Hindia's intention of using the symbol is so that people will normalize satanism in the future, which is not true, especially in contexts of meaning and art. There are other tweets that stated Hindia using the word art is just a cover-up for satanism. As to what the user by the username @syelele\_ suggested, *"terlepas dia ngaku penganut satanic/illuminati atau gak. Simbol2 yg dia pake itu udh jelas bgt. Ini pake alibi 'part of art', padahal sihir dajjal bisa pke media apa aja, salah satunya art yang dia sebut itu."* Other tweets with similarity can be found by the username @umabizanraffif, which stated, *"beran, pdhl udh jelas2 ciri2 satan1c tp banyak orang yang bela mereka katanya seni. Liat di inst4gram banyak fans2nya yg bilang 'itu seni, artinya itu dalem bgt kamu ga bakal tau. Dasar fomo.'" Another tweet can also be found by the username @dilangitygbiruy, which absolutely stated that "Dari simbol yang dipake udah ketara mereka itu pemuja satanic, yang masih ngeyel bilang seni lah apalah itu gue toyor palak nya sampe otaknya rontok."* All three of these tweets have a similarity, which stated that Hindia cannot use the satanic symbol as a representation of art and that the art itself is just an alibi for the real satanism. However, the difference in this situation is that Hindia doesn't even use the symbol of satanism, and the statue itself does not even represent satanism, let alone come from satanism, but rather from literary works. This just shows that people on the internet are so easily controlled by such phenomena, which could damage the person or groups that are targeted since they would rather act impulsively than seek the bigger picture for truth.

#### 6. A Blindfold Scene During The Song "Matahari Tenggelam"

The accusations this far have been numerous, starting from the straight accusation against the musician to the concert that was regarded as an invitation to satanism, to the symbol on the concert, and now to the performance during the concert. During the song *"Matahari Tenggelam,"* which happened during the concert in Jakarta, the audience was told to close their eyes using a blindfold, which what the audience themselves brought before going to the concert. This stage act resulted in another accusation against the musician, since many people largely consider this to be the height of the ritual to join Satanism. However, the truth reveals that the blindfold scene was merely a matter of technical safety since throughout the song, the visual is specifically made to be horror and unsettling and could be dangerous to an audience member who has a seizure. Thus, the blindfold scene occurred, not only for safety but also to try to keep up with the aesthetics of the concert. Besides that, the song *"Matahari Tenggelam"* was also another source of accusation that was thrown at the musician, since one of the lyrics was thought to be controversial, which sounds like *"Kudoakan kita semua masuk neraka,"* which can be translated to "I pray we are going to hell," which became another source of evidence for the people who said the musician was trying to invite the audience to get involved in satanism. However, in his Instagram posts, Hindia had already denied the accusation and stated that the song is about cyberbullying and the group mentality of people on the internet. The song was intended by the musician as a hate message towards the internet after the bullying that targeted the musician before. The controversial part of the lyric also was meant to draw a picture of how hurtful it is, and the word "neraka" meant that the bully will face the same consequences or feel the same as the musician does.

Hindia admits that the lyric was extreme in its literal meaning; however, he also stated that he loves honest works, no matter how bad they seem. However, it seems that the expectation does not quite reach the audience on the internet since both the blindfold scene and the song become sole evidence to accuse the musician. The researcher stumble upon numerous comments on the video on the social media site TikTok, which started the whole controversy. The first comment comes from @idk\_ywa, which stated, *"Suruh tutup mata karena gambarnya Malaikat lagi symbolic Baphomet sama ada The All Seeing Eye ya?."* The comment stated that the audience was forced to close their eyes since there are evil beings, which could not

be farther from the truth. Other comment is from @sunrisesflower which suggest that *“itu secara tidak langsung penontonnya ikut ritual,”* and another one was stated by the username @23k\_dab4by, which stated in a similar manner, *“the heck, this literally like ritual.”* Another one by @pecinta\_kucng, which stated, *“oh itu disuruh ikut ritual.”* All three comments implied that once the audience closes their eyes with a blindfold, they will automatically enter a ritual, which implies that the people who commented have zero idea of what is going on during the concert. The people here falsely accused the concert of being a ritual, while in reality the musician was preventing harm since the visual was quite extreme to be showcased to the audience. There are also other comments that focused on the song, such as the comment by @doulobme that implied, *“wkwkwk lirik lagu matahari tenggelam “kudoakan kita semua masuk neraka” kurang apalagi?”* The discussion of the song doesn't just happen on the social media of TikTok; however, it was also briefly mentioned in some tweets that were collected by the researcher, such as the tweet from @weneedmorem0ney that implied *“YAKAN PDHL JELAS2 BGT ITU LIRIKNYA BEGITU TP PD NGMG iTu KaRyA SeNi Lo MaH gA nGeRtP”* and another one by the username @gerbongbagasi, which implied almost all aspects that were discussed earlier and tweeted *“Dari liriknya, dekoranya, sampai diajak tutup mata segala menurut gw ini udah jadi kyk semacam sekte pemujaan (sesat) sih jadinya.”* As shown by the comment on Tiktok and the tweet from X, the lyric is quite difficult to comprehend, especially the part where people treat it as a controversy. However, that still does not justify the accusation that the musician faced, since it was impulsively targeted without any question in any kind. However, above all the comments and tweets that were impulsively accusing the musician, there are some comments that most likely consist of the likelihood of inhibitory control, one of which is the tweet from @mautauipiragu, which discussed about the act of blindfolding during the concert: *“Padahal bisa aja maksud hindia cuma sesimple biar penonton bisa merimajinasi dengan alunan lagu dan musiknya, malah dikira satanic. Bjr lah.”* And another similar comment on TikTok by @fawwazstark stated that *“itu lambang peringatan tutup mata anjai karna lampu kelap kelip bikin sakit.”* The comment shows that people who presumably have inhibitory control will have a second thought on something before blatantly expressing their thought towards something that was on the headline.

The researcher purposely analyzed the phenomenon to show that the idea of cancel culture can sometimes become very dangerous when it comes to a large audience. This phenomenon with Hindia is just one tiny example of many cases of cancel culture that were largely influenced by impulsivity among the people on the internet. Although it might not seem fatal to this point, which only resulted in the backlash and withdrawal that was faced by the musician, it could potentially be further if no one steps up to explain what exactly is behind the story, in this case the musician himself. The impulsivity and lack of inhibitory control were connected to the idea of cancel culture, which resulted in all of the false accusations that the researcher intended to highlight since how dangerous it is, especially when it is affected towards an innocent bystander, for this example being Hindia.

## 7. The Withdrawal of Hindia's Fans

The controversy did not solely result in backlash and accusations however. Because of the controversy, some people who were once Hindia's supporters or fans were withdrawing their support from the musician solely because of the controversy. However, the researcher will separate the withdrawal with impulsivity since it was only a matter of opinion, not an accusation towards the musician. Some of those fans were X users by the username @\_L0KA, which stated that *“yabbbb, berkurang lagi musik kesukaanku :( yaudah gapapabbb, byebye Hindia”* and other tweets that followed the previous one by the username @growdxx, who stated *“sama deh. W juga suka lagunya yg lain. Tp yg ini mah gasuka bgt. Dan konsep konsernya emang big no. Jadinya kalau Cuma dengerin lagu yg lain lewat yutub apakah juga menyerupai????!!”* The user hesitates to even hear the song from the musician, even though there is no implication that the other song is connected to Satanism. Other tweets that follow @\_L0KA were the tweet by the username @sepahitrobusta, in which it stated, *“Samaa. Jujur “Secukupnya” dan “Evaluasi” bener2 bantu akuu dulu eh kok jadi gini daah basssssss.”* This tweet is also quite similar to the previous replies in that after seeing the controversy, the user starts to question the music and even the musician himself. Other user by the username @ksjdt0p was cut off entirely, as stated, *“Sama kak, dia musisi indo yang lately aku suka, tapi gapapa indo masih punya sheila on 7.”* These withdrawals were the result



of the controversy that happened recently, and although it was not the user's fault, the possibility of the withdrawal to occur would be much lower if the controversy did not exist. It does not just stop there; however, there are still numerous users who withdraw their support for the musician, without giving any reason, such as @RauffOfficial, which stated, "Bye bye hindia." There are, however, other fans who are grateful that the controversy began, such as @grizzlyulala, who stated, "Thanks bgt loh guys yg udh up ini, gue dari awal gk engeb sama makna liriknya dan enjoy aja. Alhamdulillah bgt ini seliweran, langsung hapus semua lagunya. Bener2 thank you untuk yg udh nyebarin ini karena pasti banyak juga yang gk engeb." As the researcher mentioned before, the withdrawal has nothing to do with impulsivity, because the reason behind the withdrawal was obviously the cancel culture that is heavily influenced by the impulsivity of the people on the internet, which led to the withdrawal of the musician's fan and could potentially affect the musician in the future.

## Conclusion

This research covers the controversy surrounding the cancellation of Hindia's accusation of satanism, which was mainly caused by the impulsivity of people on the internet. The data comes from various tweets on the social media of X and one TikTok video, which supposedly started the controversy. Various tweets and comments showcase that the accusations against the musician are varied in terms of reason. In the sense of impulsivity, on the other hand, it was not quite dangerous when it came to only one ordinary person who is guilty. However, with the ever-growing trend of cancel culture, the matter has become quite large since one person could inflict others to join the act with the intention to stop the one that was not in line with the majority, which is what happened to Hindia, since not only did he receive backlash and accusations from people on the internet, but a number of people who were once idolizing the musician were also withdrawing their support, which could result in a negative impact on the musician ahead.

This phenomenon not only showcases flaws from one individual but also flaws in social media as a whole, since almost the majority of people on social media will not even hesitate to think for a second about the situation, whether it was on X or Tiktok, and in this case, the majority of people mostly agreed with their impulsivity to treat Hindia as a satanist. The irony is that Hindia created the song to express his experience with bullying on social media, where this place should have been his safe place but, in the process, got cancelled instead.

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APPENDIX



Figure 1.1 Source: Instagram

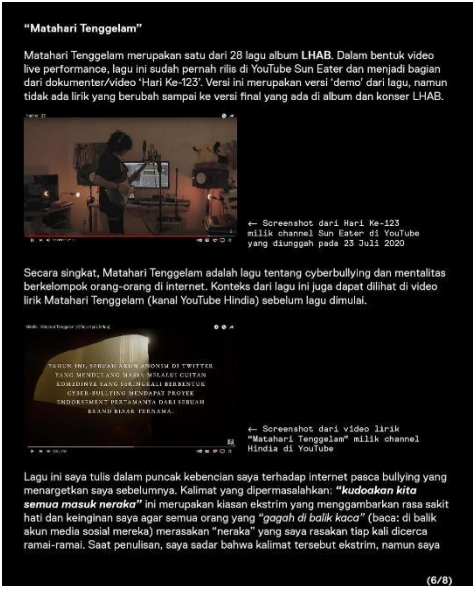


Figure 1.2 Source: Instagram

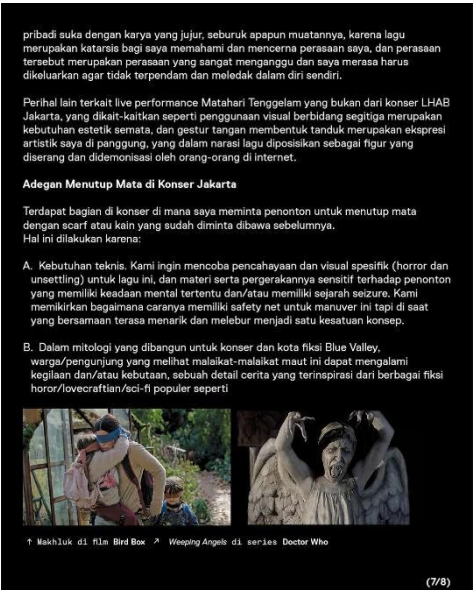


Figure 1.3 Source: Instagram

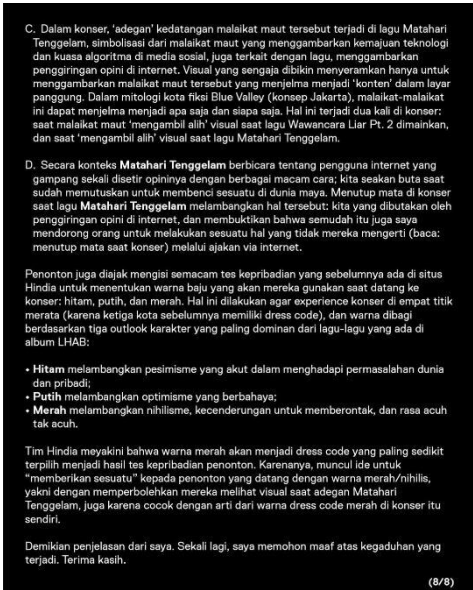


Figure 1.4 Source: Instagram



Figure 2.1 Source: X tweets



Figure 2.1 Source: X tweets



Figure 2.3 Source: X



Figure 2.4 Source: X



Figure 3.1 Source: TikTok



Figure 3.2 Source: TikTok