

ABSTRACT

This study aims to analyze the dynamics of opinions expressed by K-Popers and how K-Popers respond to cancel culture applied to Suga BTS in the case of driving under the influence (DUI). This study focuses on how K-Popers express their opinions and apply cancel culture toward Suga following the DUI incident. In conducting this research, the researcher employed a qualitative approach, using interviews as the primary data collection technique. The researcher conducted in-depth interviews with 10 K-Popers who met the criteria of being female, residing on the island of Java, aged 12–25 years, and understanding the driving under the influence (DUI) case involving Suga BTS. The results of the study showed that there were three categories of key informants, divided into pro, con, and neutral. Although the key informants had their own opinions, they observed how the majority opinion of others indicated the adoption of attitudes (role-taking) from the behavior of others, as mentioned in Symbolic Interaction Theory, where key informants interpreted and observed the opinions of others to determine whether their attitudes aligned with the majority behavior or not.

Keywords: *K-Popers, cancel culture, public opinion, driving under the influence (DUI), Symbolic Interactionism Theory.*