238/FKIP-UNIKU/PBI/S1/SKR/2026

ARGUMENTATION PATTERNS IN CELEBRITY CANCEL CULTURE DISCUSSION ON X

A PAPER

Submitted as Partial Fulfillment of the Requirements
for getting ***Sarjana Pendidikan*** Degree

By:

AKBAR RACHIMSYAH
20220410005

ENGLISH EDUCATION STUDY PROGRAM FACULTY
OF TEACHERS TRAINING AND EDUCATION
UNIVERSITAS KUNINGAN
2026

PAGE OF APPROVAL

ARGUMENTATION PATTERNS IN CELEBRITY CANCEL CULTURE DISCUSSIONS ON X

A PAPER

Submitted as Partial Fulfilment of the Requirements

for getting a Bachelor Degree

By:

Akbar Rachimsyah

NIM. 20220410005

HAS BEEN APPROVED BY ADVISOR TEAM ON FOLLOWING DATE

Kuningan, June 2026

Supervisor I	Supervisor II
Dr. Erwin Oktoma, M.Pd	**Drs. Yayan Suryana, M.Pd**
NIDN. 0409108503	**NIDN. 0424016601**

Acknowledged By:

Head of Department of English Education,

Dr. Nani Ronsani Thamrin, M.Pd.

NIK. 41038111377

PAGE OF APPROVAL

The paper entitled: **ARGUMENTATION PATTERNS IN CELEBRITY CANCEL CULTURE DISCUSSIONS ON X,** by **Akbar Rachimsyah,** Student Number **20220410005**, has been established through examination hold at English Education Study Program, Faculty of Teachers Training and Education, Universitas Kuningan on on **June 15th, 2026**, based on The Dean's Decision Letter number: **419/FKIP-UNIKU/PP/2026** about committee and examiners nomination of final thesis as follows :

Examiner I	**Dr. Erwin Oktoma, M.Pd** NIK. **41038091320**	
Examiner II	**Dr. Dadang Solihat, M.Pd.BI** NIK. **410102720112**	
Examiner III	**Dr. H. Marwito Wihadi, M.Pd** NIK. **410110710102**	

This paper has been accepted and assigned as a requirement of a Bachelor degree at English Education Study Program, Faculty of Teachers Training and Education, Universitas Kuningan.

Kuningan, June 2026

Supervisor I

Dr. Erwin Oktoma, M.Pd
NIDN. 0409108503

Supervisor II

Drs. Yayan Suryana, M.Pd
NIDN. 0424016601

Acknowledgment,

Dean,

Dr. Asep Jejen Jaelani, M.Pd.
NIK. 41038091314

Head of Department,

Dr. Nani Ronsani Thamrin, M.Pd.
NIK. 41038111377

STATEMENT OF ORIGINALITY

The researcher declares this paper entitled **"ARGUMENTATION PATTERNS IN CELEBRITY CANCEL CULTURE DISCUSSIONS ON X"** is really her own writing with some quotations from source by using acceptable scientific writing method.

The researcher has written this statement of originally according to the truth. The researcher sincerely is responsible for any risk that will be happen in the further if this paper is proven to offend the ethnic of scientific writing.

Kuningan, July 2026



Akbar Rachimsyah

NIM. 20220410005

MOTTO AND DEDICATION

"*Winners never quit, and quitters never win.*"
— **Vince Lombardi**

Dedication

I would like to dedicate this thesis to everyone who has been part of my journey and has supported me throughout the completion of my studies.

To my beloved family, thank you for your unconditional love, endless prayers, unwavering support, and countless sacrifices. Your encouragement has been my greatest source of strength and motivation to overcome every challenge.

To my supervisors and lecturers, I sincerely express my gratitude for your guidance, patience, constructive feedback, and valuable knowledge throughout this research. Your mentorship has played an essential role in shaping both this thesis and my academic development.

To my friends, thank you for your companionship, encouragement, and understanding during this journey. Your support, shared experiences, and positive spirit have made every challenge easier to face.

Finally, I dedicate this thesis to myself for staying committed, embracing every challenge as a learning opportunity, and never giving up despite the obstacles along the way. This achievement is the result of perseverance, determination, and the support of the people who have always believed in me.

May this thesis serve as a meaningful contribution to future research and inspire others to pursue their goals with dedication and resilience.

ABSTRACT

ARGUMENTATION PATTERNS IN CELEBRITY CANCEL CULTURE DISCUSSIONS ON X

Akbar Rachimsyah

Department of English Education, Faculty of Teacher Training and Education, Kuningan University

E-mail: akbarrachimsyah@gmail.com

The rise of cancel culture on social media has changed how public opinion, morality, and accountability are negotiated in digital communication. Celebrity controversies on X often spark public debates in which users express support, criticism, and arguments about public figures. However, previous studies have mainly focused on the social and psychological effects of cancel culture rather than on argumentation patterns in online discourse. Therefore, this study aims to analyze argumentation patterns in celebrity cancel culture discussions on X related to the Nicki Minaj controversy. Specifically, the study investigates the types of arguments used by users and how users support and contest arguments in online discussions. This study employed a qualitative descriptive method using the Toulmin Model of Argumentation as the analytical framework. The data consisted of 52 public tweets and reply tweets collected through purposive sampling from X. The data were analyzed by identifying claims, data, warrants, and rebuttals, as well as categorizing argument types into emotional, ethical, and logical arguments. The findings revealed that emotional arguments were the most dominant type (56%), followed by ethical arguments (31%) and logical arguments (13%). Emotional arguments mainly reflected disappointment, anger, and fandom attachment, while ethical arguments focused on morality and accountability. Logical arguments generally relied on evidence, popularity metrics, and counterarguments. The study also found that users frequently employed persuasive strategies such as emotional expression, evaluative language, sarcasm, and defensive framing in online discussions. In conclusion, cancel culture discussions on X are strongly influenced by emotional engagement, moral evaluation, fandom dynamics, and persuasive communication practices in digital discourse. The findings contribute to the understanding of digital argumentation and may also support debate and critical thinking learning in educational contexts.

Keywords: *cancel culture, argumentation patterns, social media discourse, Toulmin Model, persuasive strategies*

PREFACE

Praise be to Allah SWT, the Almighty and Most Merciful, who continuously bestows His blessings upon all humankind. May peace and blessings be upon the Prophet Muhammad SAW, as the final messenger, as well as upon his family, his companions, and those who faithfully follow him until the Day of Judgment. The researcher expresses sincere gratitude to Allah SWT for granting strength, health, and guidance, which have enabled the completion of this paper.

This paper, entitled "Argumentation Patterns in Celebrity Cancel Culture Discussions on X," is prepared as a partial fulfillment of the requirements for obtaining a Bachelor's Degree in the English Education Study Program, Faculty of Teacher Training and Education, University of Kuningan. The primary objective of this research is to examine the characteristics of argumentation patterns that emerge in discussions about celebrity cancel culture on the platform X.

It is hoped that this study will provide meaningful contributions and serve as a useful reference for future researchers who intend to explore similar topics in related fields. Nevertheless, the researcher acknowledges that this paper is not yet perfect. Therefore, constructive feedback, and suggestions from readers and scholars who are interested in this topic are highly appreciated for the improvement of this work.

Kuningan, July 2026

Akbar Rachimsyah
NIM. 20220410005

ACKNOWLEDGEMENTS

Alhamdulillahi Rabbil 'Alamin

All praise is due to Allah SWT, the Most Gracious and the Most Merciful, for His blessings and strength that enabled the researcher to complete this paper. The researcher realizes that this work could not have been accomplished without the support, encouragement, and guidance from many people. Therefore, the researcher would like to express sincere gratitude to the following:

1. First, the researcher would like to send sincere peace and salutations to Prophet Muhammad SAW, whose teachings, patience, kindness, and perseverance continue to inspire the researcher in facing challenges and pursuing knowledge. May peace and blessings always be upon him, his family, companions, and followers until the end of time.
2. Dr. Erwin Oktoma, M.Pd., as the first supervisor, and Drs. Yayan Suryana, M.Pd., as the second supervisor, for their guidance and motivation in completing this research.
3. Dr. Nani Ronsani Thamrin, M.Pd., as the Head of the English Education Study Program, for her encouragement.
4. All lecturers and staff of the English Education Study Program, Faculty of Teacher Training and Education, Universitas Kuningan, for their support and guidance.
5. Mr. Asep Jejen Jaelani, M.Pd., as the dean of the Faculty of Teacher Training and Education of Universitas Kuningan.
6. Dr. Anna Fitri Hindriana, M.Si., as the Rector of Universitas Kuningan.
7. The researcher would like to express the deepest love and gratitude to his beloved parents and family for their endless prayers, sacrifices, patience, unconditional love, and continuous support throughout every stage of life and academic journey. Thank you for always believing in the researcher, even during the most difficult moments, and for becoming the greatest source of strength, motivation, and encouragement in completing this paper.

8. The researcher would also like to dedicate sincere appreciation to his beloved grandmother, whose prayers, affection, care, and warmth have always provided comfort and peace throughout this journey. Thank you for the endless kindness, support, and love that continuously motivated the researcher to keep moving forward despite every challenge faced along the way.
9. The researcher would like to express heartfelt gratitude to the members of Durian Runtuh for always being present through endless conversations, random jokes, emotional support, sudden motivation, and unforgettable moments throughout the researcher's academic journey. Thank you for making stressful days feel lighter and for reminding the researcher that surviving university life together is already an achievement itself.
10. The researcher is deeply grateful to Coffee Shop Otaku for becoming more than just a place to gather, but also a space filled with encouragement, storytelling, shared struggles, and moments of healing during the writing process. Thank you for the memories, support, and countless cups of coffee that accompanied this journey.
11. The researcher would also like to thank the friends at Kosan Ganesha for the warmth, togetherness, support, noise, laughter, and memorable experiences shared throughout university life. Thank you for becoming a second home and for making exhausting days feel less lonely.
12. Last but not least, special appreciation is dedicated to the beloved Red Velvet community and fellow fans whose music, content, and positive energy provided comfort, happiness, and emotional support during stressful moments. Thank you for becoming a source of motivation and joy throughout the completion of this research.

Finally, the researcher realizes that this paper is not perfect. Therefore, constructive suggestions and comments are highly appreciated. The researcher hopes that this paper will be useful for readers and future researchers.

TABLE OF CONTENTS

PAGE OF APPROVAL

PAGE OF APPROVAL

STATEMENT OF ORIGINALITY

MOTTO AND DEDICATION

ABSTRACT ..... **i**

PREFACE ..... **ii**

ACKNOWLEDGEMENTS ..... **iii**

TABLE OF CONTENTS ..... **v**

LIST OF FIGURES ..... **vii**

LIST OF TABLES ..... **viii**

CHAPTER I INTRODUCTION **1**

1.1 Rationale 1

1.2 Research Question 2

1.3 Research Objectives 2

1.4 Scope of the Resesach 3

1.5 Significance of the Study 3

1. Theoretical Contribution 3

2. Methodological Contribution 4

3. Practical Relevance 4

4. Contemporary Relevance 4

CHAPTER II THEORETICAL BACKGROUND **6**

2.1 Toulmin's Model of Argumentation 6

2.2 Cancel Culture 7

2.2.1 Definition and Characteristics of Cancel Culture 7

2.2.2 Cancel Culture as Digital Social Control 7

2.2.3 Psychological and Social Dimensions of Cancel Culture 7

2.2.4 Cancel Culture in Indonesian and Global Contexts 8

2.3 Celebrity Controversy 9

2.3.1 Celebrity as a Discursive Construction 9
2.3.2 Digital Reputation and Symbolic Power 9
2.3.3 Fandom Dynamics and Moral Judgment 10
2.4.1 Characteristics of Communication in X 10
2.4.2 Reply Chains and Quote Tweets as Debate Arenas 11
2.4.3 Stance-Taking and Positioning 11
2.5 Previous Studies 12
2.6 Research Gap 14
2.7 Argument Types and Persuasive Strategies 16
CHAPTER III RESEARCH METHOD 20
3.1 Research Design 20
3.2 Data Source 20
3.3 Unit of Analysis And Site 21
3.4 Data Collection Technique 21
3.5 Data Analysis Technique 22
3.6 Trustworthiness 28
CHAPTER IV FINDINGS AND DISCUSSION 29
4.1 Findings 29
4.1.1 Argument Types in Celebrity Cancel Culture Discussions on X 29
4.1.2 Supporting and Contesting Arguments in Cancel Culture Discussions 37
4.2 Discussion 45
CHAPTER V CONCLUSION AND SUGGESTIONS 49
5.1 Conclusion 49
5.2 Suggestions 51
REFERENCES 53
APPENDICES 57

LIST OF FIGURES

Figure 3. 1 Research Procedure 23
Figure 4. 1 Scrnshoot of Tweet 1 41
Figure 4. 2 Scrnshoot of Tweet Picture 37 42
Figure 4. 3 Scrnshoot of Tweet Picture 38 42

LIST OF TABLES

Table 3. 1 Coding Framework Based on Toulmin Model 25
Table 3. 2 Operational Definitions of Toulmin Components 26
Table 3. 3 Operational Definitions of Argument Types 26
Table 3. 4 Operational Definitions of Persuasive Strategies..... 27