

A STUDY OF AUDIENCE RESPONSES TO THE “KAMPUNG PENADAH” STIGMA IN THE VIDEO “PENELUSURAN DESA SUKOLILO PATI YANG DICAP KAMPUNG PENADAH” ON CNN INDONESIA’S YOUTUBE CHANNEL

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Abstract. This study aims to analyse the formation of the negative stigma of ‘kampung penadah’ towards Sukolilo Village, Pati, Central Java, through comments on CNN Indonesia YouTube videos. A content analysis approach was used to categorise the comments into negative, neutral and defence. Most of the comments supported the negative stigma, reinforcing the stereotype of criminality against the village. This research draws on cultivation theory, which explains how media influence public perception through consistent narratives. Social media algorithms magnify the visibility of emotional comments, further reinforcing stigma. As a result, Sukolilo residents experience discrimination and social exclusion, which is economically and socially detrimental. The results of this study highlight the role of digital media in shaping public opinion and its impact on specific local areas or communities.

Keywords: stigmatisation, cultivation, social media, collecting village

INTRODUCTION

This study aims to analyze the dynamics of the formation of the “kampung penadah” (village of illegal dealers) stigma through comments on CNN Indonesia's YouTube video titled “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” (*Exploring Sukolilo Village, Pati, Labeled as a Village of Illegal Dealers*). Using content analysis as proposed by (Krippendorff, 2019) and cultivation theory by Gerbner (Annisa & Sari, 2023), this research investigates how this stigma emerged and evolved. The label “*kampung penadah*” attached to Sukolilo Village, Pati, Central Java, gained attention after a viral assault case that resulted in the death of a car rental business owner. This incident occurred when the victim and his colleague attempted to retrieve a rented vehicle located in Sukolilo Village. Local residents, misunderstanding the situation, accused the victim of being a thief, which led to mob violence. This case was later reported by CNN Indonesia in a video uploaded to its YouTube channel under the title “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*.” The three-minute video contains a negative narrative, both in its content and title, reinforcing the negative stigma of “*kampung penadah*.”

YouTube, as one of the most widely used social media platforms in Indonesia, serves as a digital public space that enables open discussions. However, this also makes social media vulnerable to the spread of negative narratives. In the case of Sukolilo Village, the comment section of the video was filled with netizens’ remarks, many of which supported the negative stigma. The discourse not only revolved around the assault incident but also strengthened stereotypes about Sukolilo as a criminal area linked to illegal vehicle trade activities. These comments illustrate the digital dynamics in which public opinion can be formed, reinforced, and rapidly disseminated through social media. This negative stigma not only affects the image of Sukolilo Village but also poses social and economic disadvantages to its residents. Being labeled as a “*kampung penadah*” can hinder regional development, lead to social exclusion, and deepen inequalities with other communities. In today’s digital era, the speed of information dissemination, supported by social media algorithms like

YouTube’s, often prioritizes controversial or highly engaging content. This amplifies the impact of stigmatization, especially when negative comments receive greater visibility than neutral or balanced perspectives.

This phenomenon of stigma formation through social media is not new. A previous study by (Sunarsih, 2020) examined the negative stigma surrounding widows that emerged during the COVID-19 pandemic in Indonesia. In that study, the term “widow” was used as a clickbait by online news media and social media platforms. The stigma associated with widows—being stereotyped as seductresses or immoral women due to their lack of a legitimate sexual partner—was already deeply ingrained in society. This research offers a novel contribution compared to previous studies using similar methods, such as content analysis of YouTube comments. For example, (Prayoga, 2022) analyzed deviant behaviors like cyberbullying in the comment section of the video “*Keke Bukan Boneka*” on Rahmawati Kekeyi Putri Cantika’s YouTube channel. That study focused on the phenomenon of cyberbullying without addressing the emergence of new stigmas. In contrast, this research examines the formation of a negative stigma through comments on CNN Indonesia’s YouTube video “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” in the social context following the assault case that led to the death of a car rental business owner in Sukolilo Village, Pati Regency, Central Java.

Additionally, this research updates previous studies on the influence of media in shaping societal stigmas. For instance, the study by (Kivijärvi & Sintonen, 2022), titled “*The Stigma of Feminism: Disclosures and Silence Regarding Female Disadvantage in the Video Game Industry in US and Finnish Media Stories*,” discusses how media influences the representation of women within specific cultural contexts. That study highlighted the stigma faced by women, particularly concerning their competence, ambition, and social roles. The novelty of this research lies in its method and subject matter, employing content analysis on digital social media comments. Consequently, this study contributes to understanding the formation of platform-based digital stigmas, offering a new context within media and communication studies.

This phenomenon is worth exploring further as it reflects how social media plays a role in shaping societal perceptions. Based on Goffman’s stigma theory (Ake-Kob, 2020), the negative stigma against Sukolilo illustrates how labeling, stereotyping, and discrimination can occur in digital media spaces.

RESEARCH METHOD

This study employs qualitative content analysis to understand public perceptions of the “kampung penadah” (village of illegal dealers) label attributed to Sukolilo Village in the YouTube video “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” by CNN Indonesia. Data collection is conducted through documentation and observation of comments in the video’s comment section. The data is analyzed using keywords such as “penadah” (illegal dealer), “maling” (thief), “boikot” (boycott), “kasus” (case), and “setuju” (agree), categorizing them into negative comments, neutral comments, and defensive comments. The focus of this research is to identify whether the labeling creates a social stigma against the residents of Sukolilo Village. The study will analyze comments that support, oppose, or remain neutral towards the “*kampung penadah*” stigma. The findings are expected to reveal the dynamics of stigma formation on social media and its impact on the image of Sukolilo Village.

RESULT AND ANALYSIS

The discussion in this study focuses on analyzing comments related to the “kampung penadah” (village of illegal dealers) stigma in the video “*Penelusuran Desa Sukolilo Pati*” on CNN

Indonesia’s YouTube channel. The study categorizes comments found in the upload titled “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” on CNN Indonesia’s YouTube channel, which was uploaded on June 11, 2024. The researcher categorizes internet users’ comments into several categories based on Krippendorff’s qualitative content analysis method. These categories are divided into three: negative comments, neutral comments, and defensive comments.

The researcher examines a sample of 1,500 top comments from the video. These comments are selected based on several keywords relevant to the “kampung penadah” stigma associated with the residents of Sukolilo Village, such as “penadah” (illegal dealer), “maling” (thief), “boikot” (boycott), “kasus” (case), and “setuju” (agree). To collect the 1,500 comment samples, the researcher utilized **Apify.com**, a cloud-based platform designed for web data extraction, automation, and scraping. Using the YouTube Comment Scraper on the platform, the researcher extracted data based on the relevant keywords and categorized the comments according to the top ten comments with the highest engagement. The findings are as follows:

Tabel 1. Data on the Top Ten Comments Based on Keywords.

No	Account	Comments	Reply	Like	Category
1	@L_famil yLove	Boikot warga sukolilo...jangan kasih kos di jogja . Yg setuju like	322	2700	negative
2	@PitaZahr a-tv6vk	KAMPUNG PENADAH 100000% BENAR BANGETTTT	65	1600	negative
3	@BerkatK awan-k1p	ayooo semua warga NKRI ber'SDM TINGGI rame-rame blacklist & boikot segenap penduduk ds.sumbersoko-sukolilo, kec. pati- jateng !!!	42	549	negative
4	@taufiqgu nawan310 5	Orang jawa tengah sendiri saja mengenali desa sumbersoko kecamatan sukolilo kabupaten pati jawa tengah sebagai kawasan kriminal.. Apa kita percaya saja dengan perkataan warga yang paling tidak ikut menyoraki korban ketika diarak..?? Penipu akan berteriak penipu dan maling akan selalu berteriak maling.. Dan mata adalah jendela hati dan sanubari yang bisa menunjukkan bahwa seseorang itu manusia keji yang pintar bermain watak atau bukan.. Dan orang-orang jawa tengah pasti tetap waspada terhadap mereka..	31	546	negative
5	@redpeopl e1389	Sukolilo Ramah? Ramah Pada Bekingan JENDRAL dan Para MALING	13	442	negative
6	@sefriaji4 127	Diteriaki maling karena warga mengira mobil tetangganya di curi, tapi kenapa warga justru membakar mobilnya kalau itu milik tetangga mereka	23	327	negative

No	Account	Comments	Reply	Like	Category
7	@SEKED ARJALAN	Betul sekali. Pernah tinggal disana 1 semester dan warga sekitar menyebutnya Desa Penadah.	12	309	negative
8	@georgebruce9313	Saking ga fungsinya kepolisian sampe ada kampung begal,kampung maling,kampung penadah,kampung narkoboy,kampung pengemis dll.	28	305	negative
9	@genshin1114	Dulu rame ada kampung yg warganya jual narkoboy, sekarang ada lagi kampung yg warganya maling mobil. Menuju indonesia cemas.	3	225	negative
10	@bonbonn4971	Pernah punya teman SMP disitu, dari dulu itu kampung penadah barang curian. Sudah terkenal dari dulu	7	135	negative

3.1 Messages Dominating the Comment Section

Based on the collected data, this study analyzes comments on the video “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” on CNN Indonesia’s YouTube channel. Using Krippendorff’s (2019) analytical method, the results show that comments containing the predetermined keywords are predominantly found in the negative category, supporting the “*kampung penadah*” stigma directed at the residents of Sukolilo Village without considering context or facts. Most comments tend to be emotional, influenced by personal experiences, and lack valid data.

For example, YouTube account **@kusaluminiumsidoarjo7162** responded to a comment by **@L_familyLove** with the following statement: “*Sukolilo itu kecamatannya, desa nya Sumber Soko. Jadi jangan pukul rata. Berbijaklah saudara*” (*Sukolilo is the subdistrict, and Summersoko is the village. Please don't generalize. Be fair, my friend.*) This interaction by **@kusaluminiumsidoarjo7162** in response to **@L_familyLove** provides a defensive statement, clarifying that Sukolilo refers to the subdistrict while Summersoko is the specific village where the incident occurred. The statement received 61 likes as support. However, several other accounts responded to **@kusaluminiumsidoarjo7162**'s comment with differing opinions:



Figure 1 Response to comment of @kusaluminiumsidoarjo7162

Comments categorized as neutral or defensive appeared to have limited space for further discussion. This was due to subsequent replies dismissing @kusenaluminiumsidoarjo7162’s statement as ineffective in altering the “*kampung penadah*” stigma attached to the residents of Sukolilo. The analysis of comments related to the “*kampung penadah*” label aligns with (Goffman, 1963) stigma theory, which defines stigma as an attribute that negatively impacts individuals or groups, marking them as different and leading to social rejection. The “*kampung penadah*” stigma associated with Sukolilo Village has resulted in its residents being perceived as dangerous due to the criminal act of mob violence in the highlighted case, leading to widespread societal rejection.

3.2. Media Effects on Public Opinion Based on Cultivation Theory

The content analysis of comments in the YouTube video “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” on CNN Indonesia’s channel illustrates how media content shapes public perception and opinion. According to the cultivation theory proposed by (Gerbner & Gross, 1976) long-term exposure to media messages shapes perceptions, understanding, and beliefs about the world. In this case, YouTube serves as the medium. CNN Indonesia’s use of a negative narrative in the video, following the mob violence incident that resulted in the death of Burhanis, a car rental owner, aligns with the opinions expressed in internet users’ comments. Referring to Sukolilo Village as a “*kampung penadah*” (village of illegal dealers) portrays the area as a hotspot for criminal activity. CNN Indonesia’s media strategy to elicit public reactions is evident from the dominance of negative comments in the video’s comment section, showing that the audience was influenced by the narrative conveyed by the media. The media content amplified the incident in Summersoko Village, Sukolilo, Pati, Central Java, transforming an isolated event into a broader concern. This escalation incited widespread public fear and anxiety about safety and crime. Emotional reactions in the comment section were filled with harsh criticism, including calls to boycott Sukolilo residents and branding the area as a criminal zone.

The prominence of negative comments with high interaction rates demonstrates how social media algorithms amplify engagement and intensify the impact of such narratives. This observation aligns with the cultivation theory, which suggests that prolonged media exposure to a specific narrative reinforces certain perceptions within society. Thus, this study highlights the effects of digital media exposure on social interactions in shaping stigma, in line with cultivation theory. Additionally, it provides insights into how social media algorithms and user comments can intensify negative perceptions, building upon previous research by (Tsoy et al., 2021), which examined risk perceptions during the COVID-19 pandemic. The study also extends prior research by (Prayoga, 2022), which explored how YouTube comments influence public perceptions of social phenomena.

3.3. The Impact of CNN Indonesia’s Reporting on Stigma and the Sukolilo Community

CNN Indonesia’s reporting through the video “*Penelusuran Desa Sukolilo Pati yang Dicap Kampung Penadah*” has had a significant impact on the formation of a negative stigma toward Sukolilo Village. The use of a sensational headline and narrative has reinforced criminal stereotypes about the residents of Sukolilo. The viral phenomenon, supported by YouTube’s algorithm, can exacerbate the negative stigma. As a result, controversial content with emotional interactions often becomes prioritized. From this coverage, the social impact includes discrimination from people outside the area against Sukolilo residents. Additionally, tensions among villagers can affect internal social relationships. This stigma also affects the identity of the entire village, particularly for those who were not involved in the case. Economically, this negative labeling has led to a decline in business transactions, reduced investor interest, and stagnation in infrastructure development in the region. Digital media, in this case CNN Indonesia, also faces criticism for prioritizing sensationalism in its reporting without considering the social consequences. The lack of a balanced narrative can further strengthen the public’s negative perceptions and create challenges for villagers to restore their image. To mitigate these effects, strategic measures are needed, including clarification through media, positive community activities in Sukolilo, improving digital literacy among the public regarding how to use and evaluate media information, and support from local government and authorities. It is essential that the public verify information to ensure its accuracy (Taufiq et al., n.d.).

This can help restore social and economic relationships in the region. As a result, the negative stigma surrounding Sukolilo will gradually dissipate.

CONCLUSION

The conclusion of this study focuses on analyzing the negative stigma of “*kampung penadah*” (village of illegal dealers) against Sukolilo Village, Pati, Central Java, which was formed through interactions in the comment section of the YouTube video “*Penelusuran Desa Sukolilo Pati Yang Dicap Kampung Penadah*” on CNN Indonesia’s channel. The results of this study indicate that the majority of comments in the section support the “*kampung penadah*” stigma directed at the residents of Sukolilo. This stigma is driven by media narratives and social media algorithms that promote content with the highest engagement. This labeling process aligns with the theory proposed by (Goffman, 1963), which strengthens negative perceptions and creates social impacts, such as discrimination and the marginalization of Sukolilo residents. It also corresponds to the cultivation theory by (Gerbner & Gross, 1976), which suggests that continuous media consumption can influence societal perceptions. This study highlights the role of social media in shaping public opinion and reinforcing stigma, which affects social dynamics and the image of the impacted area or community.

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