

Respon terhadap Aktivisme Selebriti Hollywood: Studi Kasus Keterlibatan Susan Sarandon dalam Unjuk Rasa #FreePalestine = Responses to Hollywood Celebrity Activism: A Case Study of Susan Sarandon's Involvement in the #FreePalestine Protests

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Abstrak

Hollywood, sebagai pusat industri film yang terkenal, telah memainkan peran penting dalam membentuk opini publik. Terutama dalam konteks hubungannya dengan Negara Israel, Hollywood menjadi alat utama dalam mempengaruhi pandangan masyarakat. Selama bertahun-tahun, Hollywood menampilkan narasi yang menguntungkan pihak Israel dalam meruntuhkan citra Bangsa Palestina. Tidak jarang propaganda ini mengikutsertakan selebriti yang dianggap memiliki pengaruh besar terhadap audiensnya. Munculnya suara baru yang menentang narasi tersebut datang dari beberapa aktivis dan selebriti seperti Susan Sarandon. Kendati demikian, pidato sang aktris dalam demonstrasi 17 November 2023 diputar balikkan oleh media Barat yang mengakibatkan publik dan industri “membalikkan punggung” mereka dari sang aktris. Susan dipecat oleh agensi yang telah menaunginya selama 10 tahun akibat tuduhan anti semitism yang dilekatkan padanya. Respon media Barat dan industri terhadap keterlibatan sang aktris akan ditinjau melalui teori Manufacturing Consent dan dianalisis melalui media framing. Penulis menggunakan metode penulisan kualitatif dan pengumpulan data secara studi literatur dari buku, jurnal, artikel, dan berita internet dari sumber terpercaya. Penelitian ini mengungkapkan bahwa kuasa media oleh elit dan korporat tetap kuat, bahkan di era media sosial. Namun, masyarakat terus berupaya membangun solidaritas untuk mendukung isu-isu yang mengancam kehidupan di Palestina. Dengan mengecam ketidakadilan yang diterima aktivis dan figur publik yang menunjukkan advokasi #FreePalestine seperti Susan Sarandon, hingga upaya untuk melawan balik sistem yang membatasi ruang kebebasan berbicara seperti akan memberikan kontribusi bagi keberhasilan gerakan media sosial.

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Hollywood, as the center of the famous film industry, has played an important role in shaping public opinion. Including in the context of the State of Israel, Hollywood is the main tool in influencing people's views. Over the years, Hollywood has performed narratives that benefit the Israelis in undermining the image of the Palestinians. It is not uncommon for this propaganda to include celebrities who are considered to have a great influence on their audiences. The emergence of a new voice against the narrative came from several activists and celebrities such as Susan Sarandon. However, the actress's speech in the November 17, 2023 demonstration was reversed by Western media which resulted in the public and industry "turning" their backs from the actress. Susan was fired by the agency that had been watching her for 10 years due to allegations of antisemitism attached to her. The response of Western media and industry to the actress's involvement will be reviewed through the Manufacturing Consent theory and analyzed through media framing. Authors use qualitative writing and data collection methods to study literature from books, journals, articles, and internet news from reliable sources. This research reveals that media power by elites and corporations remains strong, even in the era of social media. However, the community continues to strive to build solidarity to support issues that threaten life in Palestine. By condemning the injustices

received by activists and public figures who demonstrate #FreePalestine advocacy such as Susan Sarandon, and efforts to fight back against systems that limit the space for free speech, such as will contribute to the success of the social media movement.