



Victims Business *Body Shaming* In Responding to Social Reality

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ABSTRACT

The body is the main part of physical appearance that can be seen and is very easily assessed by oneself and even by others. *Body shaming* is the act or practice of embarrassing someone by making comments mocking or criticizing someone about their body shape and size. The method used in this paper is descriptive qualitative method with direct data collection. The data obtained will be described in writing according to what the author got. The results of the study show that the efforts of victims of body shaming in responding to social reality, the first positive response to victims of body shaming is that victims respond with a smile, with a sense of humor, respond with an indifference attitude and do not take it seriously. The two negative responses to victims of body shaming are that victims are angry, offended, and unable to accept criticism from other people.

Keywords: *Body Shaming, Social Reality, Victims*

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INTRODUCTION

The body is the main part of physical appearance that can be seen and is very easily assessed by oneself and even by others (Fitria & Febrianti, 2020; Pop, 2016; Muhsin, 2014). Having an ideal body, slim, tall, white and smooth is everyone's dream. Talking about body shape is often an unpleasant thing for women. Especially during the growth and development period of adolescents who experience transitions such as puberty which affects a person starting from body shape, weight, to appearance. Phenomena that occur in general someone affected *body shaming* due to body shape that is not ideal, such as being too thin and overweight, thin body shape is the cause of several factors such as heredity, food intake, mindset and others, while for fat body

shape it is the result of excessive eating patterns with less than ideal body shapes, causing them to feel ashamed of their body shape (Puluhulawa & Husain, 2021). The shame or inferiority that a person has takes advantage of to carry out acts of verbal aggression from people around him, one of which is the result of *body shaming* (Nihayati et al., 2020). Actions of body shaming are sometimes carried out unconsciously and carried out in daily interactions, sometimes in interactions words are inserted that are directed at body shaming behavior which is usually carried out intentionally or unintentionally but can have various impacts on victims of body shaming, such as loss of trust. themselves from individuals and withdraw from their social environment so that it has an impact on social relations (Muallifah et al., 2020).

Body shaming is the act or practice of embarrassing someone by making comments mocking or criticizing someone about their body shape and size. According to (Ginting et al., 2022; Rizaldi et al., 2022; Widiyanti et al., 2019), *body shaming* is an act of commenting or expressing an opinion on someone or oneself regarding the body they have. Giving a negative body image which is more directed towards acts of discrimination which is commonly known as body shaming (Pranowo & Kusumastiti, 2022). Term *body shaming* intended to ridicule those who have a physical appearance that is considered quite different from society in general. Example *body shaming* is the mention of fat, pug, cungring, and so on related to physical appearance (Kemala & Sukmawati, 2019; Mendes et al., 2020; Nihayati et al., 2020). Among housewives, apart from doing household chores, they also carry out activities outside the home, such as participating in social gatherings, recitations, gymnastics, and other activities in the village. In participating in outside activities, they also gossip about things such as appearance, body shape and others, they even indirectly commit verbal aggression to their friends who have a body shape that is not ideal which results in a person's decreased self-confidence. Besides that, there is an impact of behavior that experiences verbal aggression, such as feeling inferior, making people become *insecure* and not confident, victim *body shaming* will shut down and prefer to be alone, make other people not develop, do extreme things to improve their physical condition, depression, do *self-harm* to suicide and others.

According to (Fitria & Febrianti, 2020; Hikmawati et al., 2023; Nisa, 2022; Grogan S, 2008) sustained body dissatisfaction can make *body shame* more increasing. Dissatisfaction is an individual's judgment and negative feelings about his body. All things that are not ideal are considered as a lack of body that makes women feel ashamed. Women realize that physical attractiveness plays an important role in social relations in general, and plays a role in evaluating the opposite sex in particular (Muhsin et al., 2023). Age has an effect on the emergence of body judgments in individuals because of the mindset in reacting to it. Self-blame behavior was defined as involving negative internal and unstable events attributing to self-controlled behavior and being associated with feelings of guilt. Self-blame and maladaptive evaluation of the 'whole' self are hypothesized to be associated with feelings of shame (Green, 2012). Feelings of shame usually arise because of an embarrassing event for someone, one of which is

shame about the physical condition that is often made fun of by others (Aradea et al., 2022; Novita, 2022).

One of the events that often happens in today's society is *body shaming*. Term *body shaming* intended to ridicule those who have a physical appearance that is considered quite different from society in general (Hariyati et al., 2022; Ismail, 2022). Example *body shaming* is the mention of fat, pug, cungring, and so on related to physical appearance. Damanik (2018) states that: "Data obtained from a BLISS magazine survey shows that 90% of adolescents out of 5053 are unhappy with their body shape, only 19% are overweight, 67% think they need to lose weight, and 64 % are on a diet ("90% *teens unhappy*", 2016). When individuals have a romantic relationship, there will be an assessment of their partner's physique. Dolezal (2015) said women check their appearance more compulsively in front of the mirror and are more worried about the clothes they use for make-up, as well as their appearance when carrying out an activity. According to Chairani (2018) states that: "*Body shaming* it has to do with body image. Body image is the perception of one's own body shape.

Physical appearance is usually made into a joke for individuals in a group (Kemala & Sukmawati, 2019; Pranowo & Kusumastiti, 2022). The existence of body shaming behavior can cause a person to avoid himself from the environment and the people around him. This is because a person feels uncomfortable about his physique (Hariyati et al., 2022). The trigger for body shaming is due to an assessment of a perfect physique, as a result, consciously or unconsciously, it can make a person compare himself to other people, resulting in feelings of shame because he is considered not ideal. Based on the information obtained (Atsila et al., 2021; Pratiwi, 2019; S. Rahmawati et al., 2021) in the book *The Fat Pedagogy Reader: Challanging Weight-Based Oppression Through Critical Education*. The forms of body shaming are: 1) Fat shaming, explained as criticism given to a large individual's physical posture using a bad term. For example mentioning the elephant; 2) Skinny shaming, namely criticizing the physical posture of individuals who have a small body weight called walking bones; 3) Body hair or body hair, with body shaming in the form of calling a gorilla because individuals have hair growing on their bodies, or calling bald because they don't have eyebrows; 4) Skin color, namely commenting on individuals because of skin pigment, for example calling soy sauce because their skin is black. Because of this body shaming, it can have a psychological impact on those who experience it

Body shaming affects self-confidence in social interactions, because physical humiliation makes a person feel uncomfortable to the point of being embarrassed, when in society, and makes a person not believe in himself and feel insecure so that he can distance himself from his environment because body shaming can also ends with bullying (Mendes et al., 2020; Nihayati et al., 2020; Wiguna et al., 2018).

RESEARCH METHODOLOGY

The method used in this paper is descriptive qualitative method with direct data collection. This study aims to determine the response of victims of body shaming to

social reality in the Nagari Tigo Jangko community, Lintau Buo District. The primary data source in this study is the victim of body shaming and the secondary data source is the surrounding community. The data Obtained Will Be Described In Writing According To What The Author Got (Mardhiah Et Al., 2021; Rahmat & Yahya, 2021). If There Is A Procedure, The Author Will Describe It Along With The Picture. Furthermore, In Accordance With Previous Studies Such As In The Article (Asmita, 2021), In which the Authors also used data collection techniques, namely observation, interviews and documentation. Data Collection Techniques through observation and interviews, while data analysis through three stages, namely; Reduce data, Present data And Verify data (Irman Et Al., 2022).

RESULT AND DISCUSSION

Positive Response of Body Shaming Victims to Social Reality in Society

Based on the results of the research that the authors conducted, the victim's positive response *body shaming* namely the victim responds with a smile, with a sense of humor, an indifferent attitude and does not take it seriously even the victim has principles when it comes to action *body shaming*. If it is not detrimental to himself then the victim will be relaxed (Murthy, 2008; Naziro et al., 2021).

Based on the results of the research described above, the researcher found that experience *body shaming* will create different impressions for the five informants. Each informant was also different in evaluating himself after receiving treatment *body shaming* (Amelia et al., 2017; Pop, 2016; Pratiwi, 2019). Some are able to evaluate themselves and determine ideal assessment criteria based on environmental influences, both comments on the body and adjusting to ideal standards. Strong self-control also influences women to control their emotions in dealing with violence *body shaming* what happens, this is in line with the opinion (Hurlock, 2011), that is individuals can exercise socially acceptable self-control and can understand how much control is needed to satisfy their needs in accordance with societal expectations, and can assess situations critically before responding and decide how to react to the situation (Hidayah, 2021; Hu et al., 2023; Safarina & Halimah, 2019; Sugandini et al., 2019).

Next, the experience of being a victim *body shaming* namely, action *body shaming* Some of these come from children, old friends, the local community and other housewives. And then, form *body shaming* received by the victim that is included in the type *body shaming chronic body*. This includes the act of verbal bullying where the victim is labeled as "ateng, thin, fat, and yet prosperous."

Accordingly, according to (Atsila et al., 2021; Rahmawati et al., 2021; Damanik: 2018) there are two types *body shaming* namely: (a) *Acute body shaming* which type *body shaming* this is more related to the behavioral aspects of the body, such as movement or behavior. This term is commonly known as embarrassment, type *body shaming* which usually occurs in unexpected or unplanned preparations. *Body shaming*

this acute is a natural shame that occurs in social interaction and even this shame is needed in social interaction. Behavioral aspects of the body, such as movement and behavior. This term is commonly referred to *embarrassment* (shame), type *body shaming* which usually occurs in preparations that would not have been foreseen or planned in advance. (b) *Chronic body shaming* type *body shaming* it is caused by a permanent and persistent form of appearance or body, *Body shaming* This can lead to reduced body experiences that constantly affect self-esteem and self-worth (*self-esteem and self-worth*). Actions in a permanent form are carried out continuously on an appearance or body, such as weight, height and skin color. Besides that, *chronic body shaming* related to bodily functions and anxiety commonly experienced such as acne, disease, defecation, aging and so on.

Furthermore, the positive impact on the victim. Based on the results of the research that the authors did, there was a positive impact from the follow-up *body shaming* this has a positive impact on the victim, the victim gets help from the surrounding community and friends (Hariyati et al., 2022; Ismail, 2022; Nabila Erica Ristanti, 2022). This assistance was in the form of material assistance because the victim had difficulty finding a job because his body condition was too low. In addition, the positive impact on the victims of the action *body shaming* This makes the victims maintain a more balanced lifestyle by maintaining a diet and exercising to be able to have an ideal body shape. Then action *body shaming* This has a positive impact on the victim because the victim washes his face more frequently by performing ablution and therefore the victim is always in a state of purity.

Next, regarding the victim's business. The victim tries to accept the fact that this is fate from Allah SWT. In addition, the victims also tried to maintain a balanced lifestyle by maintaining a diet and exercising in order to have an ideal body shape, but the majority of victims have not succeeded in getting an ideal body shape. Victims in appearance are quite confident and according to them it is very important to maintain appearance so that it looks good to look at and to look dignified because someone knows that personality seen from the way he looks. Then the victim also tried to keep food and keep his face more clean and pay more attention to the facial products used.

Negative Response of Body Shaming Victims to Social Reality

Based on the results of the research that the authors conducted, the victim's negative response *body shaming* that is, the victim stated that every time the victim was criticized the victim felt offended and could not accept criticism from her old friends (Chairani, 2018; Widiyanti et al., 2019; Wiguna et al., 2018). The treatment or words spoken by people around caused the victim to become uncomfortable with her own body. They are not confident and embarrassed if the environment sees themselves not in accordance with environmental assessment standards. This is in accordance with the aspect theory *body shaming* social cognitive put forward by (Gilbert, 2002), that is, with the existence of social cognitive or thoughts from other people who judge the victim as

someone who is low or not good physically will make more women become victims *body shaming* and felt ashamed of his physical condition. Victims also have emotional changes after getting the behavior *body shaming*. Victims cannot control their emotions properly so they experience changes in attitudes such as irritability, quietness, laziness, and depression. This is corroborated in the view (Gilbert, 2002), where treatment *body shaming* will make individuals think and judge themselves as someone who is not good or low. Therefore someone who gets treatment *body shaming* the first time they couldn't do anything and tended to suppress their emotions by choosing silence and surrender. This will later give rise to a bad self-concept, which will lead to self-blame causing insecurity and discomfort in appearance (Muhsin et al., 2023). Women are also more sensitive and often pay attention to other people's opinions regarding the relationships associated with their bodies.

The research results also show that the negative impact of *body shaming* more dominant than the positive impact. *Body shaming* can cause psychological disorders in sufferers, because of the action *body shaming* is an act of violence. *Body shaming* that we often encounter is in the surrounding environment, where *body shaming* it was done unintentionally or even on purpose. Starting from the pleasantries then joking demeaning. What usually happens in the surrounding environment is where our own friends often mock imperfect body shapes and this makes victims insecure, feel humiliated by people and try to form a more ideal body (Samosir, 2015). This response is the result of women's interpretation of the joke which is expressed in the form of their behavior. Where only a small number of victims were able to bring up a positive response after receiving treatment *body shaming* (Dewiyanti & Rosmalia, 2018; Hariyati et al., 2022). They respond *body shaming* is a form of attention of the people in the environment towards him. So that they are able to show accepting behavior and realize that what is said is true. Meanwhile, most of the victims showed a negative response in the form of refusal behavior. They are more surprised, angry, annoyed, hurt, and uncomfortable. Body shaming behavior can make a person even more uncomfortable and even insecure about his physical appearance and begins to close himself off from society (Yolanda et al., 2021).

This is due to the different adjustments of each victim. Where according to Satmoko's view in Ghufroon said that an individual is said to have a successful adjustment if he can achieve satisfaction in his efforts to meet needs, overcome tensions, and be free from various disturbing situations (Hidayah, 2021; Muallifah et al., 2020; Wiguna et al., 2018). In line with the opinion of Rahmawati who said that in response to experience *body shaming* like that, it takes a long time to be able to adjust to, respond to, and raise resistance to treatment *body shaming* experienced. Starting from not replying and responding to other people's comments. The behavior or attitude shown will eventually become a separate experience for the victim *body shaming*.

Victim *body shaming* will also feel that his psyche is starting to get disturbed and start looking for ways to answer how to deal with phenomena *body shaming* that befell

him (N. Rahmawati & Zuhdi, 2022). Some victims are unable to enjoy their own bodies due to hurtful comments and women's bodies are forced to be beautiful by existing standards. This condition certainly makes victims *body shaming* under pressure from himself to make changes to himself. This is in line with the opinion (Widianti et al., 2019) which says that the psychological effects that occur on victims *body shaming* very wide and dangerous. Objectification regarding body appearance has certain psychological consequences such as having negative views of self and others, having anxiety problems, high risk of eating disorders, and prone to depression.

Based on the data above, it is necessary to have a solution for victims who have a negative response. Ideally, every individual should have a pretty good view of himself. Someone who has a good self-image tends to have a better view of himself about his physical assessment, abilities, interests and judgments about dominant behavior (Puluhulawa & Husain, 2021; Rizaldi et al., 2022). A person must have the desire to know himself better, because that way he can control his feelings and thoughts to the extent of understanding and realizing himself.

Therefore, for taking solutions to cases of this phenomenon, individual counseling services can be provided through reality techniques. From various journal sources that have been reviewed, the provision of reality counseling services is one of the appropriate and effective services to help victims *body shaming* with the aim of being able to pay attention to the behavior of the counselee. A successful personality is achieved with the individual's desire to change it, of course, not forgetting self-awareness and responsibility (Mendes et al., 2020; Nihayati et al., 2020).

Furthermore, related to the victim's comfort in socializing. Victims feel comfortable in socializing and are not disturbed by their physical condition. Even the victim did not feel the slightest difficulty. In addition, there are also victims who feel uncomfortable when socializing with the surrounding community. Because when socializing, the victim often gets criticism, even the community or old friends focus more on discussing the physical condition of the victim, this is what makes the victim uncomfortable when socializing with the surrounding community or old friends. Furthermore, related to activities in the community. From the results of the author's research in the field, there were several people who stated that these actions did not affect their activities in society. The victim will relax and ignore the criticism. However, there were also two victims who stated that it was an act *body shaming*. This greatly influenced his activities in society. This makes the victim not confident to participate in activities in the community, and the victim feels disturbed by the criticism given by the community (Priyatna, 2010).

Next, related to whether the victim needs advice from other people in choosing clothes. Of the five respondents, there are two people who do not need advice from others in choosing clothes or appearance to meet or hang out with other people. Because the victim looks according to his own style and the victim has high self-confidence. In

addition, the condition of the victim's thin body also made whatever he wore fit him. Unlike the case with three respondents who needed advice from people because the victim lacked confidence in dressing because the victim had a fat body condition (Puluhulawa & Husain, 2021). Furthermore, if other people commented on the victim's physique in a crowd what was the victim doing. Depending on the form of the criticism, if the criticism is in the form of a joke, the victim will be relaxed, but if the criticism is in the form of negative criticism, the victim will be angry and offended and will keep a distance or stay away from that person. Furthermore, if the victim becomes the center of attention at an event what does the victim do and feel. The results of the research from the interviews that the author conducted, the victim will try to accept and act normal and will not pay attention to that person. Victims will try to convince themselves that victims can also be like those who have an ideal body shape.

CONCLUSION

Based on the data that the researchers obtained from the results of research in the field both from observations and interviews, the researchers can conclude as follows: a) Positive response from victims *body shaming* to social reality in society, victims respond with a smile, and even victims respond with a sense of humor. In addition, the victim also responded with an indifferent attitude and did not take it seriously, even the victim had principles when it came to behavior *body shaming*. If it is not detrimental to himself then the victim will be relaxed. b) The victim's negative response *body shaming* the social reality in society is that victims will be angry and offended, and victims cannot accept the criticism they receive from old friends or the surrounding community.

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