

ABSTRAK

Kehadiran media sosial seperti Instagram, selain menawarkan pola yang baru dalam berkomunikasi kepada masyarakat juga memunculkan budaya baru. Salah satunya berbentuk komentar negatif tentang tubuh seseorang. Komentar negatif tersebut dikenal dengan istilah *body shaming*. Para pengguna Instagram yang menjadi korban *body shaming*, secara terbuka mulai menunjukkan sikap mereka dalam memaknai perilaku tersebut melalui akun Instagramnya masing-masing. Penelitian ini melihat dinamika para korban dalam memaknai *body shaming* di Instagram. Menggunakan metode netnografi, peneliti menemukan bahwa dinamika yang terjadi pada para korban meliputi beragam hal yang mempengaruhi pengetahuan, kesadaran, pola interaksi, gaya hidup hingga citra diri subjek yang mereka refleksikan dalam aktivitasnya di Instagram.

Kata Kunci: Bullying, *Body shaming*, Body Image, Citra Tubuh, Body Positivity, Self-love, Media Sosial, Instagram, Dinamika Individu, Netnografi.

ABSTRACT

The presence of social media such as Instagram, in addition to offering a new pattern in communicating in the community also raises a new culture. One of them is a negative comments about someone's body. These negative comments are known as body shaming. Instagram users who were victims of body shaming, openly began to show their respons in interpreting the body shaming behavior through their Instagram accounts. This study looked at the dynamics of the victims in interpreting body shaming on Instagram. Using netnographic method, researcher found that the dynamics that occur in victims include a variety of things that affect knowledge, awareness, interaction patterns, lifestyles to the self-image of the subject which they reflect in their activities on Instagram.

Keywords: Bullying, Body Shaming, Body Image, Body Image , Body Positivity, Self-love , Social Media, Instagram, Individual Dynamics, Netnography