

ABSTRACT

Body shaming is the behavior of criticizing, commenting, humiliating, mocking or insulting that leads to physical, body shape, body measurements such as height, weight, skin color, and hair type which can be fatal. This study used a constructivist paradigm with qualitative methods and a case study approach. Data collection was carried out by indirect observation and semi-structured interviews with 8 female students at several universities in Indonesia who were victims of body shaming. The results showed that body shaming behavior was carried out in the form of verbal and non-verbal communication which caused a change in the self-concept of victims of body shaming.

Keywords: *Body shaming, self-concept*