

ABSTRACT

Rakhmawati, Chintia Ayu. 2020. *Property Setting Public Service Advertisements on the Effect of Body Shaming that Happens to the Association of Telkom University Students. Thesis. Visual Communication Design. Faculty of Creative Industries. Telkom University.*

Currently in a social life it is normal to use greetings to other people who contain body shaming by referring to the body shape of the other person. This study aims to inform the audience about the adverse effects of greetings that contain body shaming that continues to be used in the social environment of Telkom University students. This research data collection method uses qualitative methods. Data collection techniques are carried out by studying literature from journals, books and articles. As for the visual literature, the designer studies aspects of property settings from film work and interviews several experts and victims of body shaming at Telkom University. From the results of data collection, researchers found that body shaming can result in unhealthy victims psychologically and tend to have a desire to change their body shape and consider themselves to be mere objects. This research was conducted to inform people who have or often do body shaming actions to their interlocutors by alluding to their appearance so that they no longer perform body shaming actions.

Keywords: Body Shaming, Greetings, Psychological