ABSTRACT

Advances in information technology led us to positive changes in social life, communication style is change in order to modern society which tends to use social media to provide the process of exchanging information. On the oher side, behind the positive impact, there is also a negative impact because the fast process of exchanging information that causes the body shaming on social media. This study uses a constructivist paradigm with qualitative methods and Alfred Schutz's phenomenological approach. Data was collected by observation, and semi-structured interviews with 10 informants who had experienced acts of body shaming behavior. The results showed that the experience of the victim can influence and cause changes to the self-meaning of the victim of body shaming.

Keywords: *Body shaming, new media, phenomenological*