

ABSTRACT

Body shaming is a case that is widespread and usually occurs in the sphere of teenagers association. Body shaming can be categorized as a form of verbal abuse or bullying. According to psychologists this causes a person to become stressed and depressed. This study focuses on young girls aged 12-18 years and is the top problem experienced by their age group. Addressed to perpetrators of bullying and victims of body shaming bullying in the city of Batam. The main factor that causes body shaming bullying is that they do not realize what the consequences are and the negative impact it has on their victims. Therefore, awareness and early education are needed about bullying body shaming because it can prevent teenagers from feeling anxious, embarrassed, not confident, going on extreme diets, to severe mental disorders. This research will also bring a well-known brand product that is already known everywhere, namely, Nivea to support the introduction of this new campaign which will have a big impact. The purpose of the research is to invite teenagers to reduce the problem of body shaming bullying in a way that is easy for them to understand and they can apply to themselves through holding social campaigns with the final results of posters, videos, ambient media, banners, merchandise and others.

Keywords: Body Shaming, Bullying, Campaign, Social, Teenagers.