

CHAPTER I

INTRODUCTION

1.1 Background of The Research

The problem of body shaming or humiliating body shape is no longer new and taboo in Indonesia. Body shaming behavior is commenting negatively and criticizing physical appearance, body size, and shape, as well as other people's weight (Chaplin, in Fauzia & Rahmiaji, 2019). Body shaming is not only found in the real world, it is often also found in cyberspace such as on social media Facebook, Instagram, and so on. Based on data from the number of cases handled by the Indonesian police, there were 966 cases of body shaming in Indonesia in 2018 (Detik News, 2018).

Negative comments or body shaming that appear in everyday life are very influential in building the body image of teenagers. Unfortunately, these comments are often considered reasonable and a joke. Even when the victim tries to defend himself, he gets labeled *baper* or the person is too sensitive and easily gets carried away by the situation around him. Not infrequently people do body shaming without knowing the consequences, so it is easy to comment on the shape and size of other people's bodies. Comments like that have a huge negative impact on the victims. Among the negative impacts of body shaming on victims are feelings of anxiety, shame, lack of confidence, extreme dieting, and severe mental disorders (Lestari, 2019; Mawaddah, 2020). Not infrequently victims who get negative comments close their social media accounts. The worst impact of body shaming is that the victim decides to end his life.

One of the causes of rampant body-shaming behavior according to Dr. Devie Rahmawati, namely the lack of education about body-shaming behavior (Jawa Pos, 2018). Thus, the person does not know what the impact will be on the victim. In addition, although the law already exists, there is no firmness in law enforcement, so many people assume that their body shaming behavior will not get them punished. In psychological studies, victims of body shaming experience feelings of shame towards one form of the body part when other people's self-assessments and

judgments are not following the self-ideal expected by the individual (Damanik, 2018). In addition, psychological symptoms experienced by victims according to psychological research are depression, anxiety, eating disorders, subclinical sociopathy, and low self-esteem (Chairani, 2018, pp. 12-27).

In 2020, there were recorded cases of teenagers who died because they were beaten by their friends (Newsdetik.com, 2020). This case happened to a junior high school student in Batam City, Riau Islands named AM who was 15 years old. AM is a student who is said to have a small body equivalent to the age of her friends. It is known that AM was beaten by a friend named SA who is a 16-year-old high school student. This incident is believed to be a form of SA's response to AM who was intimidated by unexpected body-shaming taunts. Allegedly because SA's body is bigger than AM's and AM did bullying about SA's body, which eventually resulted in AM's death.

From the AM and SA cases, it can be seen that the negative impact of body shaming on the victim is the emergence of feelings of anxiety, shame, lack of confidence, to severe mental disorders carried away by feelings. The perpetrator also does not know the consequences, so it is easy to comment on the shape and size of other people's bodies.

Until now, previous campaigns regarding body shaming have not had a strong impact, and the creative media strategies used are still minimal. This can be seen in the many cases of body shaming action on teenagers in the city of Batam, which killed one of the junior high school students in Batam city due to body shaming action in high school children. This occurs because of the response of high school students who are embarrassed and feel anxious about junior high school students who bully. The cause is the lack of teenagers education about awareness and behavior of body shaming actions. Therefore, an effective creative strategy is needed according to the target audience that can reduce body shaming behavior in teenagers.

This study will also bring a well-known brand, namely Nivea. The aim is to support the introduction of this new campaign which will have a big impact because the Nivea brand is well known everywhere. Nivea is also one of those brands that have acquired a very unique brand identity over the years. According to Keller

(2006), Nivea's brand identity is seen as the "guard" of the skin. Many people know the Nivea brand from childhood, and it is widely regarded as a brand that can be used by the whole family and caters to everyone's needs. Keller (2006:96) argues that "over time the name Nivea became a synonym for skin protection and care".

Socio-commercial as a type of advertising that is used to optimize the causes of social interest to meet non-commercial goals, channel social development, and optimize brand awareness by using relevant media. Nowadays, socio-commercial is preferred because it uses social media platforms to reach the target audience and fulfill its goals. With the design of this campaign, invites teenagers to realize that consciously or unconsciously, with good or bad intentions, that body shaming behavior is a form of violence that harms its victims, especially teenagers whose minds are not yet mature. The campaign approach to preventing body shaming and bullying behavior will use creative strategies related to finding messages and how to convey them, designing campaign visuals, and determining the right media to reach the intended target audience.

1.2 Problem Identification

The research problems that the authors propose as problem identification from the background that has been written are as follows:

1. The urgency of body shaming causes death and suicide in teenagers, one of the triggers is stress, shame and anxiety in the city of Batam.
2. The lack of visual media campaigns and education about body shaming among teenagers in Batam.

1.3 Problem Formulation

Based on the identification of the root cause of the problem, it is possible to conclude that the following points must be considered:

1. How to design a communication message to expose the urgency of reducing body shaming that is appropriate for teenagers aged 12-18 years in Batam?
2. How to design a visual media strategy for socio-commercial campaigns to expose the urgency of reducing body shaming that is appropriate for teenagers aged 12-18 years in Batam?

1.4 Problem Scope

The author will restrict the problem variables to be elevated in order to seek for more correct data so that the study problem is more ideal and concentrated in depth.

The following are the limits of the concerns raised:

1. What

The majority of body shaming research focuses on body shaming focuses on all types of body shaming ranging from body shape, skin color, and hair.

2. Who

The intended target audience is:

- a) Age: Teenagers (12-18 years old)
- b) Gender: Male and Female
- c) Group: Social Media Users
- d) Demographics: Socioeconomic Status (SES B) in Batam

3. Psychographics: This segmentation is intended for those with egocentrism who want to become a focus of attention by not being shy about sharing their thoughts or opinions with others (extrovert person) and people who are not easy to get along with, tend to be quiet, do not have many friends and never confident in themselves (introvert person).

4. How

Create a design a social campaign to reduce body shaming in teenagers, with the aim of reduce body shaming from occurring.

5. Where

The design will take place in the city of Batam on a music and talk show.

6. When

It will be held on 10th October 2022, to commemorate National Anti-Violence Day, because this campaign is also to prevent people from saying there will be no body shaming.

1.5 The Research Objectives

Based on the explanation of the problem formulation above, the following are the objectives of designing body shaming in society:

1. Find out the right and appropriate to design a communication message to expose the urgency of reducing body shaming for teenagers aged 12-18 years in Batam.
2. Designing a visual media strategy to provide information for socio-commercial campaigns to expose the urgency of reducing body shaming for teenagers aged 12-18 years in Batam.

1.6 The Benefits of Research

The benefits of this research are as follows:

1. It is hoped that this project will serve as a reference for academic research on related topics.
2. Design in non-academic fields can help individuals learn more about the topic of body shaming.
3. This design can provide authors with more knowledge that will help them better comprehend how excellent social and moral treatment should be in society.

1.7 Collecting Data and Analysis

In preparing the research, the author can use several methods such as:

1.7.1 Collecting Data

1. Interview

Interviews, as defined by Koentjaraningrat, are a method of gathering information or opinions orally from sources by talking and face-to-face interaction (Soewardikoen, 2013: 20). Interviews were done with specialists on connected problems as well as victims of body shaming.

2. Observation

According to Hadi (Sugiyono, 2013:145), observation is a complicated activity comprised of different psychological and biological processes. The author uses observation to examine youngsters in their surroundings who are subjected to body shaming.

3. Questionare

Soewardikoen's questionnaire describes a way for collecting data in a short amount of time with a big number of participants who may be contacted at the same time (2013:25). Questionnaires were produced and given to youths aged 12 to 18 in key cities like Batam using a Google form to measure their level of self-satisfaction and the frequency of instances of body shaming.

4. Literature Study

After determining the research method, the researcher collects data by looking for several literature books, journals, theses, articles from the internet that are in accordance with the phenomenon raised, from all the data collected it is hoped that it will make it easier for researchers to do this research.

1.7.2 Analysis Method

1. SWOT Analysis

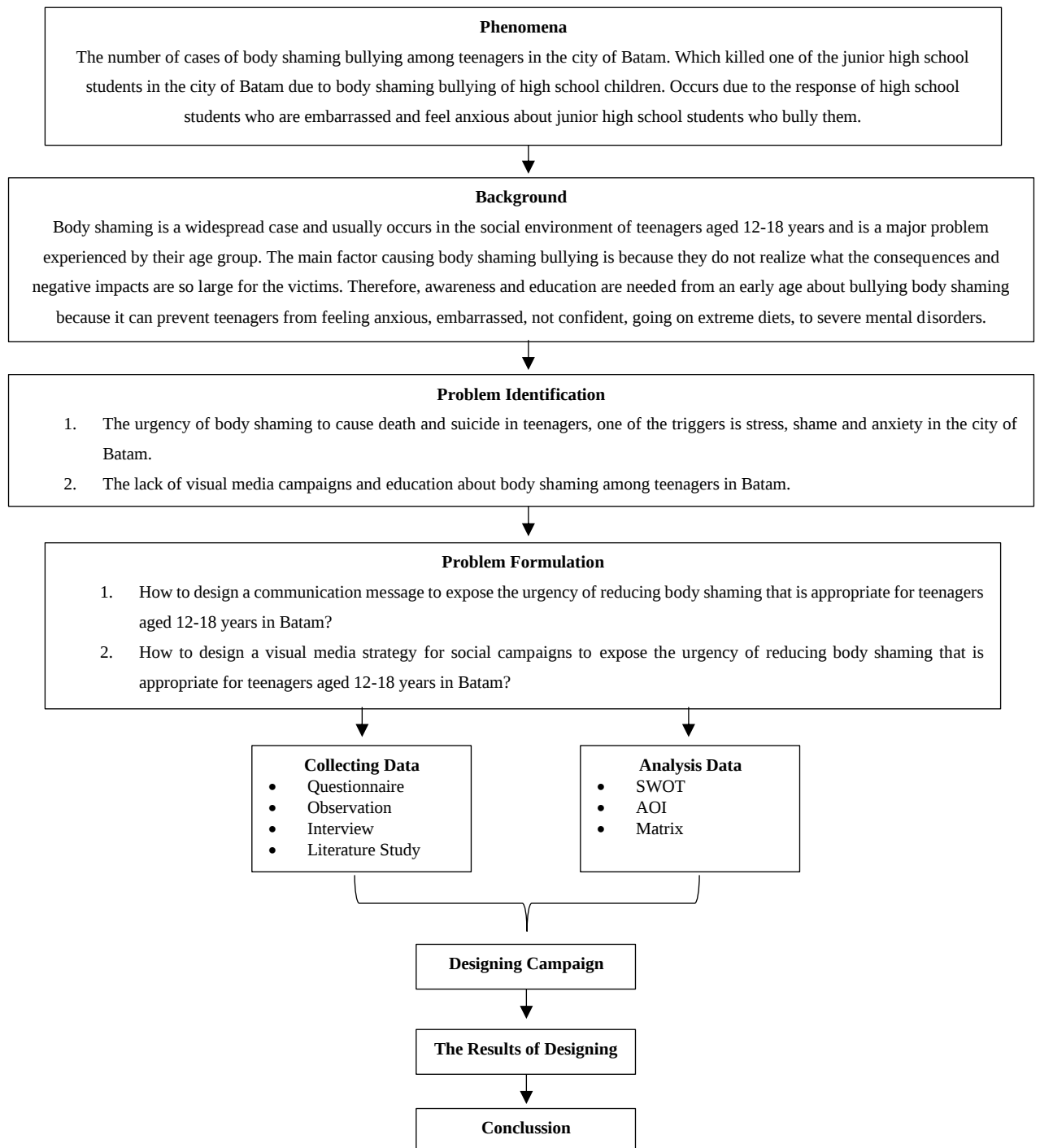
The author employs an analytical technique based on competitor knowledge. A SWOT analysis research backs this up. SWOT analysis, according to Freddy Rangkuti (2009:18), is a methodical split of numerous aspects to create a firm strategy. This study focuses on the process of converting strengths and opportunities into strengths while also addressing risks and weaknesses. The analysis enables the author to learn more about the product in more detail and depth in order to develop a notion that will become the core idea.

2. AOI Analysis

The author then use AOI (Activity, Opinion, and Interest) to ascertain the behavior of the target audience since a person's lifestyle can be readily represented based on his actions, views, and interests, allowing observations to be clearly recognized (Kotler, 2002, 192). Individual traits such as Activities, Interests, and Opinions (AOI) are used by market researchers to create psychographic profiles of individuals in their study. Individual AIOs are often investigated by academics through analyzing their

replies to statements or questions in surveys. Advertising experts use AOI principles to assist direct a company's marketing and promotion activities toward its target audience, allowing researchers and businesses to better identify their potential consumer.

1.8 Research Framework



Source: Sihombing, 2022

1.9 Chaptering

The following is the chaptering used in writing research reports:

CHAPTER I: INTRODUCTION

This chapter describes the background, problem identification, problem formulation, scope, benefits of research, methods of data collection and analysis, as well as the framework of the Final Project.

CHAPTER II: BASIC THEORY

The review of related theories consist of designing a social campaign to prevent body shaming in young girls through poster media.

CHAPTER III: DATA ANALYSIS AND INTERPRETATION

In this chapter, the results of the data collected is structured and ready to be analysed such as data observation, interview, questionnaire, data analysis and conclusions.

CHAPTER IV: VISUALIZING CONCEPT AND RESULTS

In this chapter, we will describe the concept, the results of the design, from the sketch to the visual application to the media.

CHAPTER V: CLOSING

This chapter consist of conclusion and suggestion.