

ABSTRACT

The emergence and growth of digital platforms and technologies that developed in the late 20th and early 21st centuries is referred to as the development of new media. TikTok, a short video social media platform with social interaction, visualization, and fragmentation, emerged as a type of new media. While TikTok is a fun and entertaining platform, it also has some drawbacks. There are some negative impacts related to this platform such as addiction, inappropriate content, privacy issues, distraction, and cyberbullying. Through a phenomenological approach, this study aims to deeply understand the real experiences and meanings that are interpreted by female TikTok users who are victims of sexual objectification. The experience is felt by each subject through two channels, namely first through the comment section of the TikTok video content or upload by the subject, which is the main channel for the audience to sexually objectify the subject.

Keywords: *TikTok, sexual objectification, women, new media, social media.*