

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Positive and bad behaviors are both a part of youth development. This is because teens go through a psychotic phase that lasts from childhood to adolescence. (2019, Umami). Adolescence is a stage of life that occurs between infancy and adulthood, according to Santrock (2012). Sarwono (2018) posits that adolescence is a phase that marks the shift from childhood to adulthood, marked by changes in biology, psychological growth, cognitive development, and social environment adjustment. Adolescence was seen by Hall (in Santrock, 2007) as a turbulent and stressful period due to the significant changes that happened during this time. Guindon (2010) suggests that adolescence is a period when external influences, especially those from peers and role models, naturally become more significant. This stage involves various major changes, including emotional, social, physical, and cognitive development. According to Hurlock (cited in Denich, Ifdil & Ilyas, 2017), one of the consequences of this transition is a decrease in self-confidence. This decline can occur as a once confident child starts to lose self-assurance due to a drop in physical stamina and consistent criticism from friends and parents, leading to a fear of failure.

According to Dr. Eric Stice and Heather Shaw (2002), negative body image is prevalent among adolescents, with girls often experiencing higher levels of body dissatisfaction due to societal pressures to achieve a thin ideal. This dissatisfaction can lead to low self-esteem, eating disorders, and unhealthy behaviors. For boys, the pressure often centers around achieving a muscular physique, which can lead to body

dysmorphia and the use of dangerous methods to increase muscle mass, such as steroid use (Ricciardelli & McCabe, 2004).

In *Health at Every Size*, Dr. Linda Bacon (2010) emphasizes how body positivity, which emphasizes self-acceptance above complying to constricting beauty standards, helps people achieve greater physical and mental health and counteracts the negative impacts of weight discrimination. Both experts support the idea that body positivity is a social movement that is essential to achieving more equality and respect for all body shapes, rather than only being a personal practice.

Even if body positivity is becoming more widely known, many teenage boys and girls still just have a cursory grasp of the idea. Rather than the more profound ideas of inclusivity and acceptance of various body kinds, they frequently understand body positivity as just feeling good about one's own body or appearing a specific way. According to Dr. Jennifer Harvey (2018), this misperception frequently results from the media's and social media's widespread promotion of limited conceptions of beauty. Moreover, studies conducted by Dr. Jennifer Neff (2011) indicate that adolescents could not fully comprehend the movement's objective of promoting authentic self-love and acceptance across a range of body types, leading them to continue feeling dissatisfied with their bodies and making detrimental comparisons.

Based on the background explanation, this research is the basis for designing digital comic media about body positivity aimed at teenagers aged 15-18 and will be published through Instagram platform. It is hoped that later it will be able to educate more deeply about body positivity to teenagers, so that it can be understood the meaning of the word without any misunderstanding that makes the term toxic. This digital comic was also created to secure the target audience, namely teenagers. The tendency of teenagers who prefer visuals over the large number of writings makes the reason for the selection of media to be designed.

## **1.2 Problem identification**

1. Lack of education about body positivity to help young boys and girls know body positivity.
2. Lack of creative educational media about body positivity for teenage boys and girls.

## **1.3 Problem Formulation**

Based on the identification of the problem above, then the formula for this problem is how to design an interesting creative educational media about Body Positivity for teenagers?

## **1.4 Goals**

Based on the above problem formula, the purpose of this design is to create an educational media for 15 to 18 year olds about body positivity.

## **1.5 Scope of Research**

- a. What  
The research object here focuses on the main topic of Body Positivity.
- b. Why  
Teenagers don't understand body positivity well and correctly.
- c. Who  
The target audience for this study was teenagers aged 15–18 years.
- d. Where  
Research will be conducted in Bandung.
- e. When  
Research and design of this educational media was conducted from March to August 2024.
- f. How  
By designing a good educational media about body positivity for teenagers aged 15-18.

## **1.6 Research Method**

The research method to be used by the author is qualitative, such as :

### **1.6.1 Data Retrieval**

#### **a. Observation**

Sugiyono (2018:229) states that when compared to other methods, observation is a data collecting methodology with particular qualities. In this study, observations done by observing one comic as the same medium and one infographic about body positivity related to the design of this final assignment media.

#### **b. Interview**

Sugiyono (2018) states that interviews are a useful method for gathering data when a researcher wants to know more in-depth information when the number of responses is low or non-existent. Interviews may also be used as a preliminary study to identify issues that need further investigation. This method is carried out by interviewing an expert or resource person to strengthen the theory or collection of data sought. There was this study interview conducted to two informants, namely, Beby Nur Rahmadani, a high school student, as the target audience in this study led to teenagers, Sarah Fitaloka as psychologists and hypnotherapists.

#### **c. Questionare**

A questionnaire is a method for collecting information that involves giving respondents a set of written questions or statements together with a data collection software in exchange for their responses (Sugiyono, 2016:142). The questionnaire was distributed online to teenagers aged 15-18 with a total of 161 respondents and this questionnaire can be accessed at the following link <https://forms.gle/9qMksZe7Z8inde5h9>. The questionnaire consists of 7

questions which are optional questions and will be distributed on June 6, 2024. Respondents were between 15-18 years old, which could be categorized as teenagers who were still in high school. This questionnaire has a target audience that matches the research conducted.

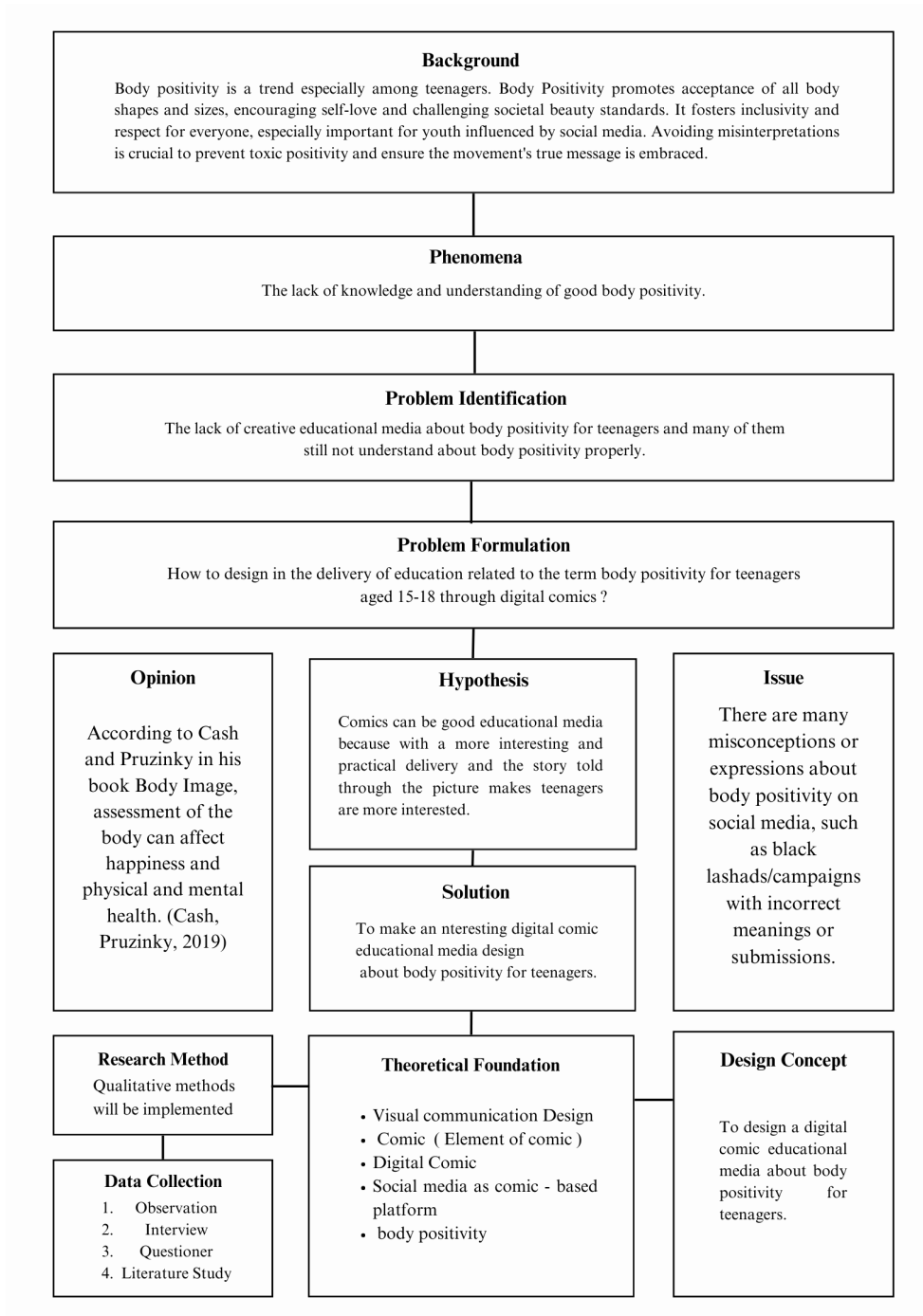
**d. Literature Study**

A library or literature study is a set of activities approved by the library's data collection method (Zedd, 2003:3). One method researchers use is to collect a number of books, or magazines, and such, intended for research. It's like brainstorming based on collected books. Research materials should be noted, read, and processed. A variety of hypotheses and data from books, journals, and articles were gathered for this study through library research.

**1.7.1 Data Analysis Method**

The methods used in analyzing the data in this study were SWOT analysis methods. A strategic planning technique called SWOT analysis is designed to maximize opportunities and minimize threats and weaknesses. Strengths are evaluated as strings and opportunities, respectively. (Ahmad, 2020:57)

## 1.8 Research Framework



*Table 1.1 Research Framework*

*( Source : Personal Document )*

## **1.8 Systematics**

In this report, use systematics as follows:

### **CHAPTER I : BACKGROUND**

This chapter contains the background, problem identification, problem formulation, scope, benefits, collection methods and analyses, and research frameworks.

### **CHAPTER II : THEORY FOUNDATION**

This chapter will explain the theories of the research topic and will extract relevant information in the preparation of the report.

### **CHAPTER III : DATA AND ANALYSIS**

In this chapter, describe the collected research results into the analysis of data and data that are appropriate for the purpose of the study. The data will be used in the report design process.

### **CHAPTER IV : DESIGN CONCEPT**

In this chapter, describe all design concepts and processes as a whole. From sketch to finish.

### **CHAPTER V : CONCLUSION & SUGGESTION**

This chapter contains the conclusions of the research topics in this report, and suggestions.