

ABSTRACT

This study aims to design the application prototype, focusing on the body positivity movement, especially for teenage girls in Bekasi City. The application is envisioned as an educational and motivational medium to enhance users' self-confidence in their bodies. The development process employs the design thinking methodology, incorporating data from interviews, questionnaires, and analysis of similar applications. Findings reveal that most teenage girls struggle with self-confidence due to unrealistic beauty standards, often influenced by social media. Therefore, the application is designed to provide features such as education, consultations with psychologists, personal progress tracking, and an online community for experience sharing. With an engaging and intuitive interface design, it is expected to help users embrace their bodies, raise awareness of self-acceptance and mitigate the negative impact of social pressure.

Keywords : Body Positivity, Application, Teenage Girls, Self-Acceptance, Mental Health