

ABSTRACT

Based on data from the Indonesian National Police (Polri) as of August 2024, it was revealed that women constituted 92.38% (267 out of 321) of victims in pornography cases. This study examined the phenomenon of Non-Consensual Intimate Image Sharing (NCII) and its impact on the self-concept of female victims who were active on social media. This research aims to deeply understand how the experience of being an NCII victim shapes and alters their self-concept post-incident. Using a qualitative phenomenological approach, this study involved in-depth interviews with five female NCII victims who are active users of platforms such as Instagram, Facebook, TikTok, Telegram, and X. The analysis is based on the self-concept theory by Stuart & Laraia (1998), which includes five units of analysis: body image, ideal self, self-esteem, role performance, and personal identity.

The research findings indicate that the experience as an NCII victim causes significant shocks and changes to all five components of self-concept, particularly damaging their body image and change of personal identity. It was found that the victims go through a process of reinterpreting the traumatic experience to reconstruct a more positive self-perception. The process of internal self-evaluation in their recovery and the reshaping of their identity. These findings underscore the need for a more comprehensive recovery approach that considers both psychological and social aspects in supporting NCII victims.

Keywords: *Self-Concept, NCII, Phenomenology, Female Victims, Female.*