

When Body Shaming on Social Media Harms One's Mental Health, Who's to Blame?

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Abstract. This research aims to identify the influence of body shaming on Instagram towards the mental health of adolescents in Bogor City, and it is prominent because more adolescents become victims of bullying in cyberspace. As many as 168 direct and indirect reports through print and online media were sent to the central KPAID in 2021. From the KPAID Bogor City data, from 2017 to 2022 there has been an increasing number of adolescents as victims of psychic violence, which reached its peak in 2021 as many as 4 cases. Women mostly experience body shaming. This quantitative study uses body shaming as the independent variable and adolescents' mental health in Bogor City as the dependent variable. The indicators for body shaming variables are fat or skinny shaming, body hair, skin color, and face shaming. The indicators for adolescent mental health variables are: having a positive attitude towards themselves, being able to actualize themselves well, feeling good about themselves, being comfortable when in relationships with others, and being able to carry out the demands of life. This research was carried out in the Bogor City area in six districts using a non-probability sampling technique through accidental sampling. The total sample of 100 people were taken from the total adolescent population of Bogor City, as many as 267,593 people. This study shows some damaging influences of body shaming on Instagram towards the mental health of Bogor City teenagers.

Keywords: Body Shaming, Instagram, Mental Health, Social Media

1 Introduction

Indonesia is one of the highest user countries of social media. This is stated by the *We Are Social Institution* in the book "*Digital 2021: The Latest Insights In The State of Digital*". Of total Indonesia's population of 274.9 million people, active social media users reached 170 million. The number of social media users in Indonesia is 61.8 percent of the total population in January 2021. Indonesia's number of active social media users increased by 10 million or around 6.3 percent compared to January 2020 [1].

The most used social media are Whatsapp, Facebook, Instagram, Tik Tok, and Twitter. *We Are Social* also stated that the average social media user is active for 8 hours and 52 minutes daily. According to the digital data from *We Are Social and Hootsuite Institutions* in 2021, most social media users are dominated by 13-17-year-olds with a percentage of 6.8% [2].

Social media is a form of advancement in information and communication technology. The growing social media has resulted in a quick and easy spreading of information in the community. This results in a shifted value that can influence people's views on the standardization of the ideal body. Ideal body standardization is applied to both men and women. An ideal physical appearance has become one of the main values for each individual, especially for women. Since ancient times, women in various countries have had their own beauty standards or ideal bodies. Women of ideal stature have large breasts, fair skin, large buttocks and curls during the Italian Renaissance [3]. According to Ni Luh Rahayu Widiasti (2016), the ideal body is a thin, curved, strong and healthy body. There was a lot of unfair treatment and discrimination against women who did not meet the beauty criteria applied at the time. [4]. Modern beauty trends set on a tall and slender body, having dense buttocks and chests filled, white skin with high noses, tapered cheeks, rosy lips, and black and glowing hair. Nowadays, social media does not stop presenting beauty standards that women believe [5].

Unlike women, men have three body shapes: the ideal body, athletic, and ramps. Men's perfect body are tall, with a slender and long neck, small ankles and hands, and superior muscles. The waist, hips, and shoulders should be small. The athletic body shape has *V-shape* muscles, broad shoulders and a narrow waist characterize the athletic body shape. The sloping body shape has a higher body fat, but the body is easy to shape into muscles. Men of this body shape have larger thighs and hips [6].

Social media is an image media where everyone can share moments they have for others to see. Women, namely by sharing photos often do the use of social media, videos on social media either with photos or videos of the whole body, or just taking selfies. When sharing a photo or video, of course, they will choose the best photo or video for others to see. One of the consequences of posting this is the envy of others in the form of body shape, skin color, and the appearance that others have [7]. One of the most popular social media nowadays is Instagram. Instagram is a social media that can upload photos, videos, and contain information and even be used as a communication and information tool [8]. In 2020 in Indonesia Instagram occupies the fourth most used position with a percentage value of users as many as 79%. The selection of Instagram as the object of research, because instagram has become the number one social media used to do body shaming. This follows the results of a survey conducted by the anti-bullying agency Ditch the Label that more than 12% of cyber bullying or bullying victims claim to be from Instagram [9]. Instagram is one of the social media platforms that people in Indonesia use in their teens 18-24 years, which is 36.6% [10].

Instagram is one of the social medias that is very vulnerable to body shaming treatment. An act of body shaming is a form of verbal violence that the perpetrator is unaware of because it is considered as joke material. The act of body shaming on Instagram social media through the comment section is used by users to comment negatively on others regarding body shape.

Cases of body shaming often occur lately on Instagram both against public figures and the general public. Body shaming treatment includes verbal bullying by commenting on a person's physique, appearance, or self-image either done by others or against ourselves [11]. Body shaming has some negative impacts on the victims. They can become inferior, lacking self-confidence and feeling excluded from the environment, so it will affect the victim's mentality [12].

The Indonesian Child Protection Commission (KPAI) noted that within 9 years, from 2011 to 2019, there were *bullying* both in education and on social media reaching 2,473 reports and it continues to increase [13]. The central Indonesian Child Protection Commission (KPAI) received reports for children as cybercriminals in 5 cases, children as perpetrators of cyberbullying in 6 cases, and children as victims of cyberbullying as many as 153 cases. The

Indonesian Child Protection Commission for the Bogor City Region received reports of children as victims of rape sexual violence from 2017 - 2022 as many as 7 cases and children as victims of psychic violence from 2017 - 2022 as many as 10 cases.

There are many cases of body shaming on Instagram, namely there is one young singer born in 2001, Maria Simorangkir, was a singer from the Indonesia Idol 2018 talent search event. Maria Simorangkir admitted that she had experienced body shaming comments from internet citizens or haters that were made continuously in photo posts on her Instagram. Maria Simorangkir explained that internet residents gave negative comments about her body shape. Excerpted from [14], Maria Simorangkir once received negative comments from internet citizens about her face, body size and skin color such as "black, ugly, and fat person is not suitable to be an idol, just suitable to be a public figure". Internet citizens said that Maria should do diet to get an ideal body shape that is the standardization of women's beauty today. The body shaming comments experienced by Maria made her mentally unwell, not confident, withdrawing from the environment and had not activated Instagram for one month because she felt slumped so she wanted to commit suicide.

Special attention should be given to body shaming perpetrators because it greatly impacts the victim. In 2018 there were 966 cases of body shaming throughout Indonesia and there were 374 cases of body shaming that had been resolved. According to the Head of the Public Information Bureau of the Public Relations Division of the National Police, Brig. Gen. Dedi Prasetyo, body shaming was included in two actions. Actions in the form of insults, ridicule of a person's shape, face, skin color, posture using social media may be included in the Law on Information and Electronic Transactions Article 45 paragraph 1 and Article 27 paragraph 3 and are punishable by a criminal penalty of 6 years. The second act, body shaming which is carried out verbally, is directly shown to a person subject to Article 310 of the Criminal Code with the threat of a 9-month sentence and body shaming which is directly addressed to the victim in writing in the form of a narrative through social media, subject to Article 311 of the Criminal Code and a sentence of 4 years.

Table 1. Case Data Tabulation of the Indonesian Child Protection Commission (Central KPAID) Data in 2021

No	Case Cluster	Types of Complaints			Media		Total
		Direct Complaints	Indirect Complaints (mail & email)	Online	Print	Online	
1	Children as cyber criminals	0	1	4	0	0	5
2	Children as cyberbullies	1	1	4	0	0	6
3	Children as victims of cyberbullying	3	11	153	0	1	168

Source: Central KPAID in 2021

Table 2. Data on KPAID Violence Cases in Bogor City 2017 - 2022

No.	Case Cluster	Amount					
		2017	2018	2019	2020	2021	2022
1.	Children As Victims of Rape Sexual Violence		2	3	2		

2.	Children as Victims of Psychic Violence			1	3	4	2
Total			2	4	5	4	2

Source: KPAID Bogor City in 2017 - 2022

Research conducted by [15] about the influence of bodily shame on Instagram and adolescent girls' self-concept on 400 adolescent girls, respondents showed that bodily shame affects the self-concept of adolescent girls. The influence exerted falls into the category of weak, after receiving bodily shame comments adolescents become worried about the opinions of others, but the adolescent's self-concept remains positive. Bodily shame comments are responses or impressions that a person writes to criticize themselves or others because of aspects of physical appearance. Bodily shame comments can affect the self-concept of adolescent girls. This is done because how others judge a person in terms of appearance, will shape a person's self-concept.

Based on the ZAP Beauty Index 2020 report, around 6.2% women in Indonesia have been victims of body shaming during their lifetime. Several things cause body shaming, including having a body that is considered too full. From the questionnaire results on 47% of respondents, as many as 36.4% of respondents experience body shaming because they have acne-prone skin, and 28.1% of respondents are victims of body shaming because they have an inert face shape. As many as 23.3% of respondents were affected by body shaming because they had a dark skin tone and 19.6% of respondents were exposed to body shaming because they were considered to have a body that was too thin [16].

Based on the study's results (Sartika, Yustiana, and Saripah 2021) information related to the physical picture, most often gets body shaming from its weight. In general, the results showed that adolescent victims of body shaming had psychological well-being in the category of quite good. The study also compared the psychological well-being of adolescent victims of body shaming based on the total score of each dimension with the largest percentage obtained about the purpose in life, followed by the dimensions of autonomy, personal growth, positive relations with others, and environmental mastery. The smallest percentage obtained from the dimension of self-acceptance. The results showed that many adolescents are dissatisfied with their own condition, have problems with personal qualities and the desire to be a different person from themselves or do not accept themselves as they are. Based on the test results there was no significant difference in the psychological well-being of adolescent victims of body shaming based on gender and age.

The motive of the perpetrator of body shaming to the victim of body shaming, a student of SMPN 17 Kendari, is that the perpetrator did body shaming only for signage or jokes. There were resentment and hatred for other friends. The target of body shaming is to a person with an unideal body shape or a body that is different from others, to students with a quiet nature and low self-confidence. The victim's reaction to the act of body shaming is that the victim's communication behavior is disturbed, has shame for other friends, and difficulty adapting or befriending others. The victim's learning behavior is difficult to have a discussion in class and difficult to do group work because students are afraid to talk in class or outside the classroom [17].

The majority of women who experienced body shaming were 66% or as many as 33 people, while 34% or 18 people specifically experienced skin tone body shaming. On men, the body shaming is about skin tone and thin shaming as many as 30% or 9 people. Body shaming is mostly experienced by adolescent girls, namely skin tone as many as 34% (18 people) and fat shaming 32.1% (17 people). The majority of body shaming experienced by

adolescent boys are thin shaming and skin tone as many as 30% or 9 people. The students of SMAN 2 Mempawah Hilir have self-esteem level of 56% or as many as 28 people and the majority of adolescents who have adaptive coping mechanics as many as 60% or 30 people [18].

Body shaming is related to body image or known as the formation of a perception of the ideal body according to society, to the point of causing the existence of standards of beauty or good looks that make a person feel inferior if they do not meet these standards. Both adults and adolescents can carry out abusive behavior of other people's physical forms. For adults, body shaming may be accepted positively, but for teenagers who are still experiencing a transitional period, it often causes self-blaming where a person will blame themselves, hate his own body, withdraw from the social environment, cause stress, depression, and can even cause death [19].

Self-blaming is a person's way of dealing with problems by blaming and punishing oneself by regretting what happened (Zuama, 2011) in [20]. Self-blame is a common reaction to stressful events and has a certain effect on how individuals adapt. Problems that often arise when a person experiences self-blaming are the existence of self-distrust with one's own body, seeing 16 negative self-figures, criticizing oneself excessively, feeling unattractive, inferior, feeling of failure, and feeling oneself weak or helpless (Zuama, 2011). If an individual blames themselves continuously, it will result in depression, and self-blame is a component of self-directed emotions such as guilt and disgust for oneself which means that mental health is not good.

Mental health is a science that includes a system of principles, regulations and procedures to strengthen spiritual mental health. A mentally healthy person is a person who in his heart always feels calm, safe, and peaceful [21]. According to the *World Health Organization* (WHO, 2001), mental health is the self-awareness to control oneself and choose the feelings you have so that unwanted things do not happen.

Based on Basic Health research in 2018, it shows that more than 19 million people over the age of 15 have emotional mental disorders, and more than 12 million people over the age of 15 are depressed. Based on the Sample Registration System conducted by Libangkes in 2016, 1,800 suicide data per year were obtained or every day 5 people committed suicide, as well as 47.7% of suicide victims at the age of 10-39 years which are adolescents and productive age. Director of Prevention and Punishment of Mental Health and Drug Problems Dr. Celestinus Eigya Munthe stated that mental health problems in Indonesia are caused by the high prevalence of people with mental disorders. For now, Indonesia has a prevalence of people with mental disorders around 1 in 5 population which can be interpreted as around 20% of the population in Indonesia has potential problems with mental disorders or mental health. [22].

According to H.C Witherington, mental health problems are inherent in knowledge and principles in the fields of psychology, medicine, psychiatry, biology, sociology and religion [21]. Mental health problems such as depression and stress are very vulnerable to being experienced by adolescents. Adolescents between the ages of 16-24 face new challenges and experiences that can increase the risk of experiencing mental health. The causes of mental health experienced by adolescents are very diverse, ranging from active reproductive hormones, ongoing brain development, and self-identity formation. This is accompanied by emotional instability or decision-making that is often impulsive. [23].

Research conducted by the Child and Adolescent Psychiatry Division Team at the Faculty of Health, University of Indonesia through an online survey of 393 Indonesian adolescents. As many as 95.4% of adolescents had experienced anxiety symptoms, 88% had experienced

depressive symptoms in dealing with problems during this age, and 96.4% did not understand how to overcome stress because of the problems often experienced [24].

Entering adolescence, there are physical, mental and sexual developmental changes. Adolescence is a period of change from childhood to adulthood starting at the age of 12 years and will end at the age of early 20 years. At the age of adolescence, the phenomenon surrounding the easy and fast-developing lifestyle that adolescent girls and boys follow. Adolescence is a time of change that makes adolescents easily affected by environmental changes. Lifestyles that develop among teenagers, including beauty, body care, health and so on. With this lifestyle, it encourages teenagers to follow suit. The lifestyle that develops in adolescents results in bullying for those who do not follow the current lifestyle. In acts of bullying that occur regarding a person's physique or body shaming, foreign cultures easily enter Indonesia due to the currents of globalization that cannot be filtered [25]. Foreign culture that entered Indonesia caused changes in the lifestyle of westernized teenagers and teenagers preferred outside products that followed the style of fashion. Quoted from *Mind Shift Psychological Service*, entering adolescence becomes very sensitive to *body shaming* treatment [26].

Human has potential at the time of growth and maturity. In adolescence, experiencing appropriate striving, self-awareness or sense of bodily self is a feeling of continuous identity awareness as a developing subject, which becomes an important factor that is the self-esteem or pride exercised by adolescents feeling satisfied if they can bully by making negative comments that hurt the shortcomings possessed by others. In everyday communication, there are often joke sentences that indicate a person's physical shortcomings. Teenagers today are familiar with body shaming behaviors carried out to their friends, which are considered material for joking. They do not realize the impact experienced by the victim is fatal, namely the victim feels ashamed and depressed [27].

According to the study of [28], teenagers often consider themselves to get body shamed as much as 17.9%, adolescents consider themselves to get body shamed from others. 75% stated that sometimes they get body shaming treatment. The body shaming treatment is considered to be the most carried out by his peers at 67.5%. The body shaming treatment experienced by adolescents regarding weight matters was 57.1%. The experience of body shaming resulted in 42.9% of adolescents forming a thought to fight back, but some adolescents chose to remain silent, which was 57.1%. This thinking resulted in 64.3% of adolescents choosing silence and closure, 39.3% becoming insecure, and 21.4% withdrawing from the environment. Based on the phenomenon and background, this study aims to analyze: (1) korban body shaming on social media Instagram, (2) mental health of adolescents in Bogor City, (3) the influence of victims of body shaming on social media on the mental health of adolescents in Bogor City.

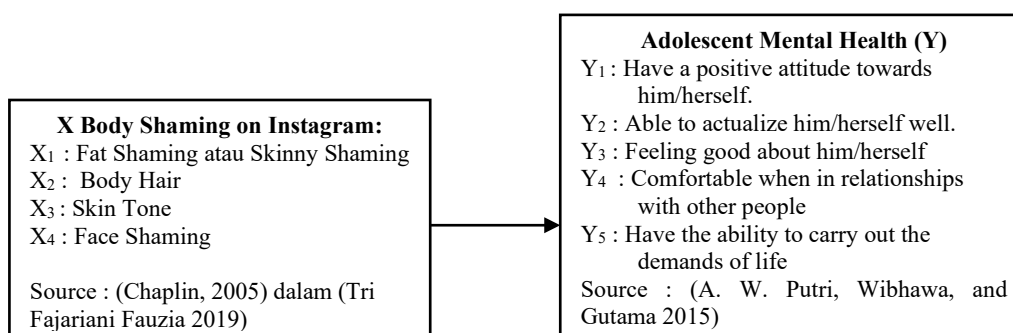


Fig. 1. Frame of Mind

Hypothesis

- H_a : There are some influences from Bogor City adolescents being the victims of body shaming in Instagram towards their mental health.
- H₀ : There is no influence from Bogor City adolescents being the victims of body shaming on Instagram towards their mental health

2. Method

This research uses explanatory quantitative methods. This study examines the causal relationship between two or more phenomena. Research like this is used to determine whether an explanatory (causal linkage) is valid or not or determine which one is more valid between two (or more) competing explanatories. Explanatory research aims to explain a certain type of city that has a higher crime rate than other types of cities [29]. This research was conducted in Bogor City, West Java.

The population in this study was teenagers in Bogor City who used Instagram because Instagram users in Indonesia were 236,382,002 users. To determine the sample, this study uses *cluster random sampling* because of the large population and a very wide data source, namely Instagram users in Indonesia. In this study, sample selection using cluster random sampling, namely adolescents in Bogor City [30].

The *non-probability sampling* method uses *accidental sampling*, a sample determination technique based on the coincidence of meeting the researcher can be used as a sample [30]b . The respondents sampled in this study were adolescents from 6 sub-districts in Bogor City with an age category of 10-24 years as many as 267,593 people. So, the study sample for a population of 267,593 adolescents was 99.9 (using Taro Yamane) rounded to 100 people. The classical assumption tests that have been carried out, namely: tests of normality, linearity, and heteroskedasticity. Simple linear regression analysis including t-test and f test, a coefficient of determination test is carried out to find out how much this research contributes to solving body shaming problems.

2.1 Operational Definition

The operations in this study consisted of *Body Shaming* and Mental Health. The following is the operationalization of variables used in the study.

a. Body Shaming (X)

Body shaming is an embarrassing experience that can be centered from within, including feelings of shame, behavior, perceived personality traits, or states of mind. The existence of embarrassing experiences as self-identity becomes traumatic memories of feelings of shame in the future and causes traumatic vulnerability, trauma is one of the consequences of body shaming behavior [31]. In this study, using the likert scale, namely by using answer choices that have levels of strongly agree (SA), agree (A), disagree (DA) and strongly disagree (SDA).

X₁ Fat Shaming or Skinny Shaming

According to (Chaplin, 2005) in [25] Fat Shaming is a negative comment towards people with a fat body or plus size. Meanwhile, Skinny Shaming is more aimed at women, such as by humiliating someone with a thin or too thin body.

X₂ Body Hair

Form body shaming by insulting or commenting on someone who is considered to have excess hair on the body, including on the arms or on the legs.

X₃ Skin Tone

The shape of body shaming by insulting or commenting on skin color is typical. Skin tones that are too pale or too dark are always used as body shaming objects.

X₄ Face Shaming (Commenting on faces)

Face shaming is commenting on or insulting the condition of a person's face such as a person's face with acne, round cheeks or a snub nose.

b. Mental Health (Y)

According to WHO, mental health is a condition of well-being that individuals realize. They can manage the stress of a reasonable life, work productively, produce, and participate in their communities. [32].

Y.1 Have a positive attitude towards him/herself

This means that a person can know and accept the shortcomings or advantages that exist in him/her.

Y.2 Able to actualize him/herself well.

A person can direct his life to his ideals (Simanjuntak, 2012).

Y.3 Feeling good about him/herself, such as :

1. Have the skills to deal with situations
2. Have the skills to overcome disappointments that occur in his life.
3. Happy with everyday life.
4. Have good self-esteem.
5. Measure him/herself as he/she is or realistically.

Y.4 Comfortable when in a relationship with others, including:

1. Can cherish someone.
2. Can appreciate dissent.
3. Not taking advantage and not letting someone take advantage of him/herself.

Y.5 Can run the demands of life, covering:

1. Realizing realistic life goals.
2. Can make decisions.
3. Have the skills to be responsible.
4. Feel satisfied with what has been done

3 Results and Discussion

The characteristics in this study are adolescents in Bogor City, the author divides into three indicators, namely gender, age, and occupation. Data obtained from 100 respondents of Bogor City adolescents related to adolescent characteristics.

3.1 Sex

Table 3. Sex

Sex	Frequency (people)	Percent (%)
Male	30	30
Female	70	70
Total	100	100

Table 3 shows that most of the respondents were female, which was 70 people or 70% of the total respondents. Male respondents were obtained as many as 30 people, with a percentage of 30% of the total number of respondents. The female sex, especially adolescents, often experience body shaming because adolescent girls tend to think that they will be accepted in society if they follow current beauty standards. The standardization of beauty for adolescent girls is women who have a slim, tall body, have a white and clean face.

3.2 Age

Table 4. Age

Age	Frequency (people)	Percent (%)
10-14 y.o	8	8
15-19 y.o	30	30
20-24 y.o	62	62
Total	100	100

Table 4 shows that the age level of adolescent respondents in Bogor City is quite diverse. The highest number of respondents was adolescents aged 20-24 years, 85 people or 62% of the total number of respondents. Respondents who belonged to the age category of 15-19 years amounted to 30 people or 30% and the age category of 10-14 years amounted to 13 people or 13% of the total number. Respondents with an age category of 20-24 years gained the largest percentage, since adolescents tend to enter the preparatory stage to enter adult roles. At this age, adolescents also seek to establish life goals and develop their identity [33].

3.3 Education

Table 5. Education

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	86,140	4,334		19,874	,000
	Body Shaming	-,423	,069	-,529	-6,171	,000

a. Dependent Variable: Kesehatan Mental Remaja

Table 5 shows that respondents have 55 people in higher education or 55%. Meanwhile, respondents with high school / vocational education were 23 people or 23%. Respondents with other junior high school / MTS education were 8 people or 8%.

3.4 Model Due Diligence

3.4.1 Model Reliability Test (F Test)

Test F was used to determine the influence of the body shaming variable (X) on the mental health of adolescents in Bogor City (Y). This influence and significance level suggests that the significance of the relationships that occur can apply to the study population.

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1887,821	1	1887,821	38,076	,000 ^b
	Residual	4858,929	98	49,581		
	Total	6746,750	99			

a. Dependent Variable: Kesehatan Mental Remaja

b. Predictors: (Constant), Body Shaming

The results of test F can be seen in the table above, prob value. F count seen in the last column (sig) of the table above can show a significance value of 0.000 smaller than the significance level of 0.05 so it can be concluded that the linear regression model is estimated to be feasible to use to explain the influence of body shaming on Instagram social media on the mental health of Bogor city adolescents which means that simultaneously the body shaming variable on social media has a significant influence on the mental health of adolescents in Bogor City.

3.4.2 Regression Coefficient Test (t test)

The results of the t Test are used to evaluate the influence of body shaming variables on Instagram on the mental health of Bogor City adolescents shown in the table below. From the results of the regression coefficient test (Test t) it can be explained that the influence of independent variables simultaneously, the elaboration of which is as follows:

Table 7. Regression Coefficient Result (T-Test)

Education	Frequency (people)	Percent (%)
SMP/MTS	14	14
SMA/SMK	23	24
Higher Edu	55	55
Others	8	8
Total	100	100

If the probability value of t is smaller than the error rate (α) of 0.05. Then it can be said that the free variable has a significant effect on the bound variable. At the same time, if the probability value of t_{count} is greater than the error rate of 0.05, then it can be said that the free variable has no significant effect on the next variable.

Variable X , Body Shaming on Instagram, has a calculated probability value of 0.000, meaning it is smaller than 0.05. So, it can be concluded that the independent variable of Body Shaming on Instagram has a significant effect on the bound variable, namely the Mental Health of Adolescents in Bogor City. The results of the t -test are associated with the hypothesis that has been proposed in this study:

H_0 : No influence of body shaming on Instagram
towards mental health teenagers of Bogor City.

H_1 : There is an influence of body shaming on
Instagram towards teen mental health
Bogor City.

Hypothesis acceptance criteria:

- If $t_{\text{count}} > t_{\text{table}}$ and $\text{sig.} < 0.05$, then H_0 is rejected and H_1 is accepted
- If $t_{\text{count}} < t_{\text{table}}$ and the $\text{sig.} > 0.05$, then H_0 is rejected and H_1 is accepted
- Real rate = 5%

From the table above results, it is known that t_{count} 86.140 at sig. 0.000 and the table t value is 1.661, then $t_{\text{count}} > t_{\text{table}}$ ($86.140 > 1.661$) and $\text{sig.} < 0.05$ ($0.000 < 0.05$), then H_0 is rejected and H_1 is accepted. This can be interpreted to mean that the variable of body shaming on Instagram social media is towards the mental health of adolescents in Bogor City.

Regression analysis analyzes the influence of independent variables on dependent variables. In this study, the influence of body shaming variables on Instagram as an independent variable and mental health of Bogor City adolescents as dependent variables were analyzed by simple linear regression.

Based on table 7, the constant value for the body shaming variable on Instagram is 86.140, while the value of the adolescent mental health component is -0.423 thus, a linear regression equation can be made as follows:

$$Y = a + b.X$$
$$Y = 86,140 + (-0,423) X$$

Information:

Y = Adolescent Mental Health

X = Body Shaming on Instagram

- The constant value of 86.140 states that if the value of $X = 0$ or the body shaming variable on Instagram to the mental health of adolescents in Bogor City does not exist, then the value of the adolescent mental health component is 86,140.
- The regression coefficient of the body shaming variable on Instagram is -0.423, meaning the regression coefficient is negative. This shows that any decrease in one point in the body shaming variable (X) will decrease mental health (Y).

3.4.3 Coefficient of Determination Test

This test determines the proposition or percentage of the total variation in variables. The determinant coefficient test uses the Adjusted R-Square contained in the SPSS output results

in the Model Summary, which is interpreted to explain the total variation between research variables.

Table 8. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,529 ^a	,280	,272	7,041

a. Predictors: (Constant), Body Shaming

The above output results can be obtained the number R of 0.529. The value of R Square is 0.280. The value of the coefficient of determination is $R^2 \times 100\% = 28\%$. This shows that the variable of body shaming on instagram social media to the mental health of bogor city teenagers is 28%. While the remaining 72% (the result of $100\% - 28\%$) is influenced by other variables that are not described in this regression model.

3.5 The Effect of Body Shaming on Instagram towards the Mental Health of Bogor City Teenagers

This research is about the influence of body shaming on instagram social media on the mental health of adolescents in Bogor City. This study aims to find out how the influence of body shaming treatment on Instagram social media experienced by adolescents can affect the mental health of adolescents in Bogor City. Based on the distribution of answer data with a total of 100 respondents on the body shaming variable, namely the forms of body shaming. The average value of various body shaming indicators is the fat shaming or skinny shaming indicator of 3.38. The average value of body hair is 2.91. The average value on the skin tone indicator is 3.13. The average value of face shaming is 3.16. All average values on free variables have very high categories in the value table that has been created. This shows that teenagers in Bogor City have experienced body shaming treatment on Instagram, while the rest have never experienced body shaming treatment on Instagram social media.

Body shaming can occur in person or through social media. Body shaming treatment can also be done by a person either intentionally or unintentionally. The victim received body shaming in this study through social media Instagram. Instagram is a social media that can take photos, apply digital filters and share them to various social networks, including privately owned Instagram [34]. The Instagram application features a feature of liking and commenting on a person's photos and videos. Body shaming received by the victim in the comment feature on the Instagram application is to receive comments about the victim's body shape using words that mock or insult openly. According to Vargis (2015) there are characteristics of body shaming treatment, namely criticizing oneself then comparing with others, criticizing others in front of them and criticizing the appearance of others without their knowledge.

The main factor occurs body shaming, adolescents think about how to have a physical appearance that is following the standards of beauty and good looks that have been formed in society. Body shaming treatment that occurs continuously towards the victim will result in a negative perception of the individual with his body shape. The impact of body shaming treatment is an eating disorder, due to dissatisfaction with the individual's body shape which results in the individual doing several ways so that his body reaches the ideal body. One of the

bad comments regarding body shape results in the victim accepting and listening fully and eventually feels that the body he has is not up to ideal standards. Bad comments that are received continuously result in stress or depression that lasts for a long time and cannot control it, this depression is very fatal to the point of suicide. Body shaming treatment is unacceptable for victims to do body checking on themselves and their appearance. With so many negative comments received resulting in shame and impaired self-confidence, the individual has low self-esteem and mental health.

In a simple linear analysis, it has been known that based on the t test for variable forms, the shape of body shaming influences adolescents' mental health in Bogor City. The value of the form variable form regression coefficient – the shape of the body shaming (X) in the t test shows a negative value that can be interpreted, the more adolescents who experience body shaming treatment, the more they will get outside influences. Therefore, body shaming will affect adolescents' mental health in Bogor City.

3.6 Relationship of Social Assessment Theory with Research Results

The relationship between body shaming on Instagram social media and the mental health of Bogor City teenagers is related to the theory of social judgment. The theory of social assessment proposed by Muzafer Sheriff is that a person will be more inclined to give an assessment based on the experience possessed to make a selection and consider every information received. Sherrif's views are influenced by research that has been carried out in the field of media, namely "physical judgement research". In this study, a number of people were tested for their ability to assess something such as the weight of an object or the level of light intensity. This is done assuming that a similar process can be carried out also against non-physical stimuli (stimuli) [35].

There is a relationship between social assessment theory and this study, where in this study discusses the body shaming that has been experienced by Bogor City teenagers using a questionnaire that has been provided with statements about the forms of body shaming for respondents to fill in.

Based on the theory of social judgment, two important things can result in differences in mental health in individuals who experience body shaming comments, as follows:

- a. The difference in acceptance of oneself. Basically, self-acceptance in each individual is different. This affects a person's mental health. A person's mental health can be seen from the characteristics of mental health according to Simanjuntak (2012) in [32] namely having a positive attitude towards himself, being able to actualize himself well, feeling happy with yourself, being comfortable when in relationships with others, and having the ability to carry out the demands of life. This can affect mental health in accepting itself. Individuals with positive mental health will be grateful for what they already have or can do well. Individuals with negative mental health tend to be insatiable towards themselves, especially for physical appearance. Individuals with negative mental health issues cannot avoid the lifestyle circulated in the community. As a result, this individual will withdraw from the environment, blame themselves, if this continues to cause a sense of hopelessness, not infrequently this feeling of hopelessness can lead to suicidal thoughts. In this study, adolescent respondents in Bogor City were dominated by mental health individuals who were

included in the moderate category with an average value obtained from the variable mental health characteristics of 2.46.

- b. Differences in attitudes. The social judgment theory can help understand the communication of changes in one's attitude in receiving messages. Suppose an individual receives a message in the receiving environment. In that case, it will encourage a shift in mindset because an argument that enters the acceptance environment will be better able to persuade than an argument outside the receiving area. Suppose the individual accepts the argument between acceptance and rejection. In that case, a change in attitude will likely occur, or the message the individual receives differs from the argumentation itself. It can be seen in the standardization of beauty or good looks. Beauty standardization is women with a white face, a high nose, a small waist, buttocks, and breasts that look balanced. Standardize good looks in men, namely men with a tall body, slender and long neck, hands, feet, wrists, back, hips, and small shoulders. The standardization of beauty and good looks is mainly believed in the community.

4 Conclusion

The following conclusions were obtained based on the results of the research:

- a. Body shaming can be measured through five indicators: fat or skinny shaming, body hair, skin tone, and face shaming. The results of this study show that the average value in the distribution of body shaming variables has an acquisition of 3.14, which can be categorized as high the average value. This indicates that the average Bogor City teenagers have experienced body shaming comments commonly encountered on social media.
- b. Mental health can be measured through five indicators, namely having a positive attitude towards oneself, being able to actualize oneself well, feeling happy with oneself, being comfortable when in relationships with others and having the ability to carry out the demands of life. The results of this study show that the average value in the distribution of mental health variables (Y) has an acquisition of 2.38 which can be categorized as moderate at the average value.
- c. There is a significant influence between body shaming on the mental health of adolescents in Bogor City. This study also showed that body shaming negatively influences adolescents' mental health in Bogor City by -0.423. This means that the more intense body shaming occurs towards the victims, the worse Bogor City teenagers' mental health.

5 Suggestion

Based on the conclusions, the suggestions are:

- a. For Teens
Teenagers must realize that body shaming can damage a person's mental health.
- b. For KPAI and KPAID
KPAI and KPAID should conduct intense observations and reviews towards adolescents using social media that comment, ridicule, and insult. In addition, KPAI and KPAID should educate adolescents about body shaming that can damage their

mental health and inform victims of body shaming that they can consult and report to KPAI and KPAID.

- c. Who is responsible of the damage caused by body shaming? Besides parents, schools, there are also KPAI and KPAID. The findings of this study represent Bogor City community. The next study is expected to expand the research population, for example, for adolescents throughout Indonesia. So, there should be a clear picture about the damaging cause of body shaming towards one's mental health in a wider population.

Acknowledgements

This research was carried out independently without using funds from any party.

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