



OVERVIEW OF BODY SHAMING INCIDENT IN HIGH SCHOOL ADOLESCENTS

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ABSTRACT

Adolescence is a period of identity search that makes it easy for them to internalize values or standards from society. This standard is one of the reasons why people experience body shaming. Body shaming is one of the categories of verbal bullying. Objective: The purpose of this study was to determine the incidence of body shaming in adolescents at SMAN "X" Bandung. Method: This research uses a quantitative-descriptive design. The sample in this study was 277 students, and the sampling technique used was proportionate stratified random sampling. This research instrument uses the Body Shaming Scale questionnaire to assess the level of body shaming, which is transliterated into Indonesian with the results of the validity test r count of 0.272–0.830 (r table = 0.257) and Cronbach's alpha value of 0.899. The data analysis used is a univariate analysis with frequency distribution and percentage. Results: The results showed that 54 respondents (19.5%) experienced high body shaming, 204 respondents (73.6%) experienced medium body shaming, and 19 respondents (6.9%) experienced low body shaming. Conclusions: There is a need for education about body shaming and its effects on a person's mental health, as well as counseling for victims who experience body shaming.

Keywords: adolescent; body shaming; bullying

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INTRODUCTION

Adolescence is one of the stages of human life. Adolescence can be interpreted as a period of transition or change from childhood to adulthood (Ajhuri, 2019). Adolescence is a stage of development, and there will be changes that are biological or physiological as well as psychological (Jahja, 2011). During this adolescence, they are in search of an identity that can be satisfying for themselves and society, so the development of self-identity in adolescents is important (Ari Ramdhanu & Sunarya, 2019). The psychosocial development that occurs in adolescents will make it easier for them to internalize the values or standards obtained from society, so at this time adolescents are vulnerable to experiencing body shaming. Body shaming is a negative criticism or comment that a person receives regarding their physical form, whether it is intentional or unintentional (Duarte et al., 2017). Duarte et al. (2017) stated that there are two aspects of body shaming, namely external body shaming and internal body shaming. Meanwhile, according Rezvan et al. (2020), body shaming is public criticism that individuals get in relation to appearances that do not conform to community standards using humiliating language. Body shaming can be defined as a person's experience of receiving ridicule or negative comments related to their physical appearance.

Body shaming is part of bullying. Bullying is when someone experiences bullying or negative actions from others (Olweus, 2018). Olweus (2018) states that there are several types of bullying, including verbal, physical, and relational bullying. Noval (2021), also stated that there is a new type of bullying called cyberbullying due to technological advances. Body shaming is a form of bullying that is received verbally or through words (Fauzia & Rahmaji., 2019). Indonesian child protection commission (KPAI) in 2016 stated that bullying in education ranks fourth in cases of child abuse that occur in Indonesia. According to data from the Indonesian child protection commission (KPAI), in 2018, there were 288 cases of bullying (verbal and physical), which were dominated by teenagers (Fauzy & Putri, 2021). Verbal bullying is the most common type of bullying (Karyanti & Aminudin, 2019). In line with research conducted by Aisha Pahlawani (2019), which states that verbal bullying is one of the most common forms of bullying experienced by adolescents. A form of verbal bullying is body shaming. In Indonesia, body shaming cases are still rampant and every year there is a significant increase. In 2015, there were 206 cases of body shaming in Indonesia, and that number increased to 966 cases in 2018. The results of the ZAP Clinic survey in 2020 found that around 62.2% of respondents had been victims of body shaming. Respondents who were victims of body shaming were mostly aged 13–22 years, with a percentage of 67.8% (Alini & Meisyalla, 2021).

The existence of ideal beauty standards and perfection of appearance applied in society is one of the causes of someone experiencing body shaming (Lestari, 2020). Adolescents who do not follow the trend or do not meet the ideal beauty standards in society will get ridicule and talk from those around them (Micheal & Azeharie, 2020). In addition, with the existence of various social media platforms, body shaming does not only occur in the real world but also in the virtual world. This relates to lifestyles such as beauty, body care, and health (Mutmainnah, 2020). Body shaming can be received by a person through the comment or message feature available on the platform by using negative comments from others regarding appearance. Body shaming is often meant to motivate people to improve their physical health, but it can potentially cause a negative impact on one's mental health. Body shaming can also occur due to low empathy and a lack of knowledge regarding the impact caused by body shaming (Kissya et al., 2024).

The negative impact of body shaming can make a person experience body shame, eating disorders, and social anxiety (Karyanti & Aminudin, 2019). Body shame is a feeling of shame about body shape and physical appearance caused by the perception that the body fails to meet ideal standards in society and negative experiences such as body shaming (Lamont, 2018). Research conducted by Hidayat et al. (2019) states that negative body image due to body shaming can cause a person to experience eating disorders and a lack of self-esteem. Body shaming can also cause a person to experience low self-esteem (Setyoningrum, 2022). Negative self-esteem can make a person feel worthless, fearful of failure, consider themselves inferior, and lack self-confidence. Another impact of body shaming is that it can affect a teenager's anxiety, withdrawal behavior, depression, and suicide (Pitayanti et al., 2021). Based on the results of a survey conducted on herbalife-member young women in Bandung, it was found that 68.4% of respondents felt that they were fat and dissatisfied with their body shape. Some of them have been on diets without nutritionist supervision. Feeling that they have a body that is not slim or not in accordance with existing ideal standards causes them to consume slimming drugs (Safarina & Rahayu, 2015). According to the Bandung City Police Chief, Kombespol Irman Sugema (in Bappeda, 2019), bullying cases in schools are very troubling, especially at the high school level. As many as 160 thousand students per day skip school to avoid bullying. The Literacy Mother of West Java Province, Atalia Prataya Kamil,

also said that Indonesian children are still not free from mocking and making fun of friends. This is included in the category of verbal bullying (Bappeda, 2019). One form of verbal bullying is body shaming. There have been several cases of body shaming in West Java that have been reported but not followed up because they are often resolved in a family manner (Oktiany, 2023). The nursing implication of the problem of body shaming is that the role of nurses as educators and consultants is needed. The education provided is about body shaming and its effects on mental health, as well as counseling for victims who experience body shaming so that they can view themselves positively. Preventing body shaming and treating someone who experiences body shaming is very necessary, because it is feared that it can become a stressor for one's mental health (Rusyda et al., 2022).

Senior high school students belong to the adolescent age group, which is between the ages of 15-18 years, which is referred to as middle adolescence. One of the high schools in Bandung City is SMAN with the initials "X". Based on the preliminary study conducted by the researcher by conducting interviews with 8 students at SMAN "X" Bandung, consisting of 3 males and 5 females, the results obtained were that there were 6 out of 8 students who had received physical-related jokes or taunts. In addition, 5 out of 8 students stated that they had found their friends receiving physical jokes or taunts. The forms of physical jokes or taunts that they have experienced are such as fat weight, a short, narrow stomach, black skin color, and acne. The purpose of this study was to determine the incidence of body shaming in adolescents at SMAN "X" Bandung.

METHOD

This study used a quantitative-descriptive research design. This study has received research ethics approval from Aisyiyah University Bandung with ethics approval letter number 742/KEP.01/UNISA-BANDUNG/III/2024. The population in this study were all students of SMAN "X" Bandung, classes X and XI. There were as many as 898 students, and a sample of 277 students was taken. The sampling technique used in this study is proportionate stratified random sampling. The random sampling method uses a manual method, namely, by taking a certain random number from the list of names of each class, the selected respondents are based on the absentee number that comes out. The data collection tool used in this study was a questionnaire. This research instrument uses the Body Shaming Scale based on the theory of Duarte et al. (2017), which has been transliterated into Indonesian by Ulfa (2022), and obtained 27 valid statement items after going through a validity test with the results of r counts of 0.272–0.830 (r table = 0.257), as well as a Cronbach's alpha value of 0.899. This instrument consists of two categories of statements, namely favorable and unfavorable. The data analysis used in this study is a univariate analysis, which is displayed in the form of frequency distribution and percentage.

RESULTS

Table 1.
Respondent characteristics (n= 277)

| Respondent characteristics | | f | % |
|----------------------------|------------------------|-----|------|
| Gender | Male | 114 | 41,2 |
| | Female | 163 | 58,8 |
| Age | 15 years old | 60 | 21,7 |
| | 16 years old | 123 | 44,4 |
| | 17 years old | 90 | 32,5 |
| | 18 years old | 4 | 1,4 |
| Class | 11 th Grade | 132 | 47,7 |
| | 12 th Grade | 145 | 52,3 |

Table 1, it can be seen that out of 277 respondents, most were female, namely 163 respondents (58.8%). Based on age, 123 respondents (44.4%) were dominated by 16-year-olds, and based on grade level, 145 respondents (52.3%) were dominated by grade 12.

Tabel 2.
Frequency distribution of body shaming

| Body Shaming | f | % |
|--------------|-----|------|
| High | 54 | 19,5 |
| Medium | 204 | 73,6 |
| Low | 19 | 6,9 |
| Total | 277 | 100 |

Table 2 shows that out of 277 adolescent respondents at SMAN “X” Bandung, most respondents experienced medium body shaming, namely 204 respondents (73.6%).

DISCUSSION

The development of technology and communication media in this modern era, such as the internet, affects trends in society, especially trends around lifestyle. Trends that often appear among teenagers include beauty, body care, and health. The existence of ideal beauty standards and perfection of appearance applied in society is one of the causes of someone experiencing body shaming (Lestari, 2020). Adolescents who do not follow trends or do not meet the ideal beauty standards in society will get ridicule and talk from those around them (Micheal & Azeharie, 2020). Body shaming is negative criticism or comments related to one's physical appearance. Forms of body shaming, such as mentioning fat, pug, squat, and so on, relate to physical appearance. Based on the results of research conducted on 277 adolescent respondents at SMAN “X” Bandung, 54 respondents (19.5%) experienced high body shaming, 204 respondents (73.6%) experienced medium body shaming, and 19 respondents (6.9%) experienced low body shaming.

Based on the characteristics of respondents related to gender, it is known that in this study most of the respondents were female, namely 163 respondents (58.8%). Based on the research analysis, it was found that women who experienced high body shaming and medium body shaming were more than men, namely 37 respondents (22.7%) experienced high body shaming and 117 respondents (71.8%) experienced medium body shaming. This is related to research conducted by Fauzia & Rahmiaji (2019), which states that adolescent girls who experience body shaming will have the thought that a person will be more accepted if they conform to community standards. Their body-shaming experience will also leave scars and wounds that are difficult to heal. Respondents in this study were adolescents in grades X and XI at SMAN “X” Bandung. The characteristics of respondents related to age in this study are in the age range of 15–18 years, with the most dominant age being 16 years old. There were as many as 123 respondents (44.4%). At this age, adolescents are in transition and begin to think about who they are and how others perceive them. Wijayanto & Hidayanti (2021) stated in their research that adolescents in this stage will experience storms and stress, which often make their emotions unstable along with their rapid physical growth. In addition, the psychological development of adolescents also makes them very vulnerable to being influenced by the environment.

The level of body shaming in adolescents at SMAN “X” Bandung almost entirely experienced medium body shaming (73.6%), which was influenced by aspects of body shaming according to Duarte et al. (2017), namely external body shaming and internal body shaming. External body shaming comes from criticism or negative comments from others that involve negative

feelings and perceptions related to body image. Body shaming experienced by adolescents at SMAN “X” Bandung occurs because someone does not meet the standards of appearance that exist in society, so adolescents who do not meet these standards get ridiculed by others for things such as fat, black skin color, acne, etc. SEJIWA (2008, Rilla 2018) states that someone who is often a victim of bullying is physically weak, difficult to get along with, not confident, not beautiful or handsome, has physical deficiencies, is different from others, and so on. The second aspect of body shaming is internal body shaming. Internal body shaming is a condition when individuals compare themselves negatively with the social environment and criticize themselves which makes individuals try to hide their shortcomings. Body shaming experienced by adolescents does not only come from criticism or negative comments from others but can also come from oneself. They often compare their physique to that of others whom they consider to be idealized. This happens because, at this time, adolescents begin to think about their body shape and look for ways to make their physique fit the appearance standards of society. This is in line with research conducted by Alini & Meisyalla (2021), which states that adolescents who experience body shaming feel ashamed of themselves because they feel insecure about themselves and often compare their bodies with other people who they think are ideal.

The feeling of shame in individuals due to body shaming causes them to feel insecure, difficult to join in friendships, and dissatisfied with the body they have now. This is in line with research conducted by (Hidayat et al., 2019) that body shaming can cause poor self-assessment. Factors that influence the occurrence of body shaming do not only come from trends or appearance standards applied in society but can also be influenced by peers. Peers who feel they are more powerful tend to do body shaming on weak adolescents, according to Rilla (2018). Teenagers who commit body shaming think that the act is just a joke and will not hurt someone who experiences it. This is in line with research conducted by Harmin et al. (2020) which states that body shaming by the perpetrator to someone who experiences body shaming basically does not mean revenge or hate, but only as a joke. In addition, body shaming is often subconsciously intended to motivate someone to improve their physical health, but it can potentially cause a negative impact on one's mental health. Low empathy and a lack of knowledge related to body shaming are also factors for someone experiencing body shaming (Kissya et al., 2024). This is in line with research conducted by Wardani (2017), which reveals that awareness of bullying includes conscious and unconscious bullying behavior.

Based on the discussion that has been described, it can be seen that most respondents experience medium body shaming. This is due to the trends or standards of appearance applied in society, either directly or through various communication media such as the internet. In addition, peers also influence the incidence of body shaming that they experience. Therefore, it is important to educate adolescents about body shaming and its effects so that they can avoid it. The role of the environment, schools, and health workers such as nurses needs to be involved in order to reduce the incidence of body shaming

CONCLUSION

Based on the research that has been conducted on teenagers at SMAN “X” Bandung, it is known that 54 respondents (19.5%) experienced high body shaming, 204 respondents (73.6%) experienced medium body shaming, and 19 respondents (6.9%) experienced low body shaming. So it can be concluded that most adolescents at SMAN “X” Bandung still

experience body shaming, which is influenced by aspects of body shaming, namely external body shaming and internal body shaming.

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