

ABSTRAK

Fenomena body shaming semakin marak di era media sosial, khususnya pada selebgram yang kehidupannya berada di bawah sorotan publik. Penelitian ini bertujuan untuk menggambarkan dampak psikologis body shaming pada selebgram dengan menggunakan pendekatan kualitatif fenomenologi. Partisipan penelitian terdiri dari tiga selebgram yang pernah mengalami body shaming, serta significant others yang dimintai keterangan untuk memperkuat data. Pengumpulan data dilakukan melalui wawancara mendalam semi-terstruktur, kemudian dianalisis dengan teknik tematik.

Hasil penelitian menunjukkan bahwa body shaming pada selebgram muncul dalam bentuk komentar negatif terkait berat badan, bentuk tubuh, maupun wajah. Dampak psikologis yang dialami partisipan meliputi rasa sakit hati, penurunan harga diri, kecemasan, overthinking, hingga penurunan kepercayaan diri dalam aktivitas sosial maupun profesional. Mekanisme psikologis yang teridentifikasi antara lain perbandingan sosial, regulasi emosi, serta internalisasi standar kecantikan. Meskipun demikian, partisipan menunjukkan strategi coping adaptif seperti olahraga, pengelolaan emosi, dan seleksi konten media sosial, disertai dukungan sosial dari teman, keluarga, serta orang terdekat yang berperan sebagai buffer dalam proses pemulihan.

Penelitian ini menegaskan bahwa body shaming merupakan bentuk kekerasan psikologis yang kompleks, dengan implikasi serius terhadap kesehatan mental selebgram. Temuan ini diharapkan dapat menjadi dasar untuk meningkatkan kesadaran publik mengenai dampak body shaming, serta mendorong hadirnya dukungan sosial yang lebih luas bagi korban.

Kata kunci: body shaming, selebgram, dampak psikologis, dukungan sosial, strategi coping

ABSTRACT

The phenomenon of body shaming has become increasingly prevalent in the era of social media, particularly among Instagram influencers (selebgram) whose lives are under constant public scrutiny. This study aims to describe the psychological impacts of body shaming experienced by selebgram using a qualitative phenomenological approach. The participants consisted of three selebgram who had experienced body shaming, along with their significant others whose perspectives were included to strengthen the data. Data were collected through in-depth semi-structured interviews and analyzed thematically.

The findings reveal that body shaming manifests in negative comments related to body weight, body shape, and facial appearance. The psychological impacts experienced by the participants include feelings of hurt, lowered self-esteem, anxiety, overthinking, and decreased self-confidence in both social and professional activities. Psychological mechanisms identified involve social comparison, emotion regulation, and the internalization of beauty standards. Nevertheless, the participants employed adaptive coping strategies such as exercising, managing emotions, and selectively engaging with social media content, supported by social networks including friends, family, and significant others who acted as a buffer in the recovery process.

This study emphasizes that body shaming is a form of psychological violence with complex consequences for the mental health of selebgram. These findings are expected to raise public awareness regarding the serious impact of body shaming and to encourage broader social support for victims.

Keywords: body shaming, selebgram, psychological impact, social support, coping strategies