

ABSTRACT

Body shaming often occurs in women on Instagram social media, so it is a hot topic of discussion. The definition of body shaming according to YourDictionary states, "body shaming is a practice of making critical, potentially humiliating a comment about a person's body size or weight". It can be interpreted that, body shaming is an act of humiliating the body by making embarrassing comments and criticisms about a person's size or weight. This study aims to determine the form of Maria Rahajeng's campaign so that it can be expected to become a reference for the perspective of every woman who is a victim of body shaming as well as to reduce and even stop the body shaming that is currently rife through Instagram social media. This study uses a qualitative descriptive method with post-positivism paradigm. The results of this study are a form of the #stopbodyshaming campaign on Instagram social media on the @mariarahajeng account using Three / Triple Aspects of social media campaign objectives which include Attitude, Awareness and Action.

Keywords: Social Media, Instagram, Body Shaming, Content #stopbodyshaming Campaign through social media on the @mariarahajeng Instagram account.