

CHAPTER I

INTRODUCTION

1.1 Research Background

The emergence and the growth of digital platforms and technologies that developed in the late twentieth and early twenty-first centuries is referred to as new media development. Internet access, social media, mobile devices, platforms for streaming, augmented and virtual reality (AR), and other technologies are examples of this. Moreover, new media refers to forms of media that are digital, interactive, and often user-generated. According to Zhang (2021), TikTok, a short video social media platform with social interaction, visualization, and fragmentation, emerged as a new type of media. TikTok is a social media platform that allows users to make shares of short videos set to music, audio bites, or other audio samples. In recent years, the app has grown in popularity, especially among the younger generations, and has been downloaded billions of times globally. As a result of that, TikTok has rapidly increased to popularity as one of the most popular social media apps.

TikTok is one of the entertainment apps that is used by many people, especially teenagers. According to Sharabati et al (2022) more than 2 billion users have downloaded the TikTok app. There are several reasons why people like to use TikTok. TikTok provides a wide variety of engaging material, such as music, dancing, humour, challenges, and more. Teenagers that enjoy having enjoyment and being amused may find this sort of video particularly fascinating. TikTok has become an acknowledged site for trendsetting, notably in the fashion and music industries. Teenagers may love participating in these trends and keeping up with the latest fashions and tunes. TikTok also allows teens to connect with peers, exchange material, and interact with others through comments and likes. This platform's social feature may be especially intriguing to youngsters seeking for methods to interact with people online.

While TikTok is a pleasant and amusing platform, it also comes with certain drawbacks. There are some negative impacts concerning this platform such as addiction, inappropriate content, privacy concerns, distraction, and cyberbullying. Because this

research focuses on how women objectification works in TikTok, thus we will talk about the relevance between cyberbullying and objectification.

Bullying that occurs online or through digital means such as social media, text messages, or emails is known as cyberbullying. It implies using technology to cause discomfort, humiliate, or frighten someone repeatedly and over time. The connection that exists between cyberbullying and objectification is that objectification is frequently used as a foundation for cyberbullying towards women. As soon as women are objectified, they are more vulnerable to harassment since their worth is exclusively determined by their looks or sexual attractiveness. This can increase the possibility of cyberbullying, with people feeling justified in criticizing, demeaning, and attacking women online because of their objectified appearance. Objectification is especially common among women, who are frequently pressured by society to adhere to limited beauty standards, as stated by Berne et al (2014) the teenagers consistently mentioned that appearance-related cyberbullying was more prevalent among girls than among guys. In other words, when women are objectified, they are viewed as bodies-specifically, as bodies that exist for the benefit and enjoyment of others. Not all men sexually objectify women; in fact, many choose not to and, as a result, enjoy deeper relationships with women.

Cyberbullying girls over their attractiveness is more "effective" than cyberbullying boys about their physical appearances (Berne, Frisén, & Kling, 2014). Women may feel compelled to display themselves in a specific manner that depends on their physical beauty, and they may believe that their worth is linked to their physical attractiveness. This can have negative consequences such as body dissatisfaction, low self-esteem, and disordered eating habits. Women may also face objectification from others, such as being appraised or evaluated exclusively on the basis of their looks.

TikTok women objectification is a contentious issue, with some claiming that it creates a destructive and objectifying culture that can lead to bad body image and self-esteem difficulties, particularly among young people who are sensitive to societal pressures and unattainable beauty standards. Objectification, on the other side, is the reduction of a human to their physical appearance or sexual preferences, seeing them as objects rather than persons with ideas, feelings, and rights. According to Heflick et al (2014) it addresses objectification as an immediate response to others' concentration on

still occurs there, therefore we can't just blame it on the way we dress because it doesn't matter how we look according to those who often objectify women will continue to do it.

Based on data that has been worked on by researcher, it has been proven that 61.8% of the total of 34 women who frequently use the social media site TikTok have been the victims of sexual objectification by irresponsibly individuals who are on the platform. And 20.6% of the total 34 women had never experienced sexual objectification on the platform. Additionally, 17,6% of the total of 34 women is still on the side of doubt about whether or not they has experienced being a victim of sexual objectification. The majority of these the people are frequently made uncomfortable and concerned by content on this site that may be classified sexual objectification. As a result, 73.5% of women reported that their experiences of objectification had a significant impact on their psychological and emotional well-being. Furthermore, 76.5% of women firmly believe sexual objectification on TikTok influences their perception of their own body image.

In order to address cyberbullying and objectification, efforts must be made to examine conventional wisdom, promote gender equality, and educate people about respect and consent. It is critical to build a culture of empathy, understanding, and empowerment for all by creating safe and inclusive online environments that prevent harassment and objectification.

1.2 Research Objectives

Based on the phenomenology that occurred above, researcher will research about a phenomenological examination of women's sexual objectification on TikTok seeks to investigate and comprehend the lived experiences of women who get involved in or are exposed to sexual objectification on the site.

1.3 Research Questions

1. What are the real-life experiences of women on TikTok who are sexually objectified? And How do they understand and view their experiences?
2. What are women's reactions to sexual objectification on TikTok?

1.4 Benefits of Research

1.4.1 Theoretical Aspects

This research's theoretical value is providing information and studies in the field of communication, notably new media, with implications inside a person's behaviors. Among some social media users, using TikTok for finding new media is new and exciting. Understanding Objectification and New Media theory contributes in understanding why sexual objectification happens on the TikTok platform. As a result, it anticipates that this research will add to the current literature and serve as a starting point for future research in an identical subject.

1.4.2 Practical Aspects

The practical value of this research is that it will give a better knowledge of TikTok social media usage to the larger community. The outcomes of this study can also help TikTok social media users to become more technologically educated in terms of how to effectively use social media and what its consequences are. Furthermore, the results of this study are likely to contribute significantly to society's knowledge of communication in the context of challenging issues such as sexual objectification.

1.5 Time and Places of the Research

Table 1 Time and Places of the Research

No.	Activity Type	Months (2024)							
		1	2	3	4	5	6	7	8
1	Preliminary Research								
2	Title Seminar								
3	Proposal Development								
4	Proposal Seminar								
5	Gathering Data								
6	Data Processing and Analysis								
7	Thesis Examination								

Source: Researcher's process