

The Effect of Body Shaming on the Existence of Generation Z Confidence

Natasya Dwina Sukoco¹, Daru Purnomo², Suryo Sakti Hadiwijoyo³

^{1,2,3} Faculty of Social and Communication Sciences, Universitas Kristen Satya Wacana, Indonesia
352018034@student.uksw.edu, daru.purnomo@uksw.edu, suryo.hadiwijoyo@uksw.edu

Abstract

Body shaming is the treatment of a person in giving negative comments to a person's physical condition (body or appearance), whether consciously or not. Body shaming affects the level of self-confidence of a person, both male and female, from the age of 13 years to the age of 36 years. This means that body shaming affects both generation Z and the millennial generation. The purpose of this study is to describe the forms of body shaming experienced by Generation Z adolescents in Salatiga City and explain the effect of body shaming on the existence of self-confidence of Generation Z adolescents in Salatiga City. This study uses quantitative methods with the type of explanatory research. The results of this study indicate a strong correlation coefficient of 0.715, which means that there is a correlation between the body shaming variable and the self-confidence variable of generation Z teenagers in Salatiga City. The effect of body shaming on the intensity of self-confidence of Generation Z is 51.2%, while the remaining 48.8% is influenced by other factors not examined by researchers. The F test shows a probability value of $0.000 < 0.05$, which means that H_1 is accepted and H_0 is rejected. From this study obtained a significance value of 0.000, it can be concluded that body shaming has an influence on the existence of self-confidence of generation Z teenagers in Salatiga City.

Keywords

body shaming; generation Z; self-confidence existence.



I. Introduction

Adolescents are residents in the age range of 10-19 years, according to the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014 adolescents are residents in the age range of 10-18 years. Adolescence is a process that must be passed by every individual, adolescence is a transition period from childhood to adulthood. So that at this time adolescents will experience mental, emotional, social, and physical maturity (Hurlock, 1991; Malahayati 2010). The changes experienced by one teenager from another are different both physically and psychologically (Zola, N., Ilyas, A., & Yusri, Y., 2017).

Adolescents will experience changes in physical terms, this occurs because of physical growth including the growth of the reproductive organs (sexual organs) towards maturity. Changes can be seen with signs of primary sex and secondary sex. Signs of primary sex, namely direct changes in the sex organs in adolescent girls will experience menstruation while adolescent boys will experience wet dreams. Then secondary sex changes in men will experience physical changes such as changes in voice, the emergence of Adam's apple, muscular body, growing mustache and others. Meanwhile, young women will be marked by physical changes such as widening hips, growing armpit hair, enlarged breasts and others. Changes in adolescents are not only physically but also psychologically,

as well as emotionally, adolescents are more sensitive, they cry more easily, feel anxious, and frustrated. Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

Changes that occur in adolescents become a challenge for adolescents because at this time adolescents begin to tend to build social relationships with their peers. In this era, adolescents make physical as a basis in building communication relationships. Not a few people also use physical appearance as a joke between others, this condition is realized or not is a form of body shaming.

Body shaming is an English term which means to humiliate the body. Body shaming is also known as the treatment of a person in giving negative comments to a person's physical condition (body or appearance), whether consciously or not (Cambridge dictionary, 2019). Body shaming can also be in the form of criticism of oneself or others, if body shaming is carried out continuously it will have an impact on the mental condition of the victim in the form of stress, depression and depression. Victims will feel that their physical condition is not accepted in the community. (Evans in Sumy Lestari 2019).

Research by Tri and Lintang (2019) with a ferenomological approach shows that body shaming comes from the environment of friends, the form of body shaming treatment received is in the form of physical insults. Then a person will be easily accepted if it is in accordance with community standards such as a slim body, white skin, long hair. Research by Andika and Novita (2020) Most body shaming treatments are related to problems of excessive weight or obesity that cause victims to feel insecure and withdraw from the environment. The results of research from Emria Fitri, et al (2018) indicate that adolescents lack self-confidence, including physical appearance problems such as feeling that their body size is too large, their height is not as expected, and they feel they are less attractive .

Body shaming can be present in a variety of ways. The first is to criticize your own appearance. Usually, a person will give an assessment of his own body and compare it with other people's bodies. Second, criticize the appearance of others open. And lastly, criticizing other people's appearance without their knowledge. Often this case leads to shame and perpetuates the idea that a person should be judged primarily for his or her physique. This is what triggers a person to feel ashamed and even lose the existence of his confidence.

Self-existence is all possibilities which if realized can lead individuals to authentic existence, namely humans being themselves, taking responsibility for being themselves by selecting the possibilities that exist in life (Rodgers & Thompson, 2015). Loonstra, Brouwers, & Tomic (2007) define self-existence as human awareness of the purpose of life and being able to fully accept the potential and limitations of oneself.

Self-confidence can be interpreted as a belief in one's soul that in solving a challenge one must do something. Self-confidence is born from self-awareness individually in deciding something accompanied by a determination of courage until the goal is achieved by Kadek (2011). In Lauster's Theory in Arie's research (2016), it is revealed that self-confidence is an attitude and or feeling of confidence in oneself individually and freely in deciding things.

II. Review of Literature

2.1 Definition of Body Shaming

According to Gilbert (2007) body shaming is the attitude and or treatment of a person related to weight, body size, and appearance of others. The treatment contains an evaluation of one's appearance with the internalization of ideal standards (Fredricson and Robert, 1997).

Body shaming is one of the bullying treatments that is carried out by criticizing and or giving negative comments that have a destructive effect on the victim because it does not comply with ideal standards. This body shaming treatment can occur at any time and to anyone regardless of age, body shape, and certain skin color (Sumi, 2018).

It can be concluded that , body shaming is included in bullying by making negative comments to anyone related to body shape, skin color, and appearance that they feel do not meet ideal standards.

2.2 Body Shaming Shapes

According to Tri and Lintang (2019), the forms of body shaming that are usually carried out are as follows:

1. Fat Shaming

Fat shaming is a body shaming treatment that is most often done to someone. This treatment is carried out by giving negative comments on the shape and or size of a person's body which is considered not in accordance with ideal standards.

2. Skinny Shaming

give negative comments about a person's body shape, skinny shaming is different from fat shaming. If fat shaming talks about a person's body shape with a big size, then skinny shaming talks about a person's body shape that is too skinny than the ideal standard.

3. Hair on Body (Body Hairy)

Body shaming treatment that comments on someone for having too much or too little hair on their body. Especially for a woman, if she has a lot of hair on her legs or hands, it is considered unattractive.

4. Skin color

Body shaming treatment of skin color is done by criticizing the color that is too dark, pale, or too white on a person's body.

III. Research Method

The research method used in this study is a quantitative method. Quantitative method is a research method based on the philosophy of positivism, which is used to examine certain populations and samples. The technique of collecting samples was done *randomly* , data collection using research instruments. Data analysis is quantitative or *statistical in nature* with the aim of testing the established hypothesis.

The purpose of quantitative research is to test theories, build facts, show relationships between variables, provide statistical descriptions, estimate and predict the results (Sugiyono, 2008).

The research approach used by the researcher is a correlational quantitative research approach, meaning that statistical tests are used to determine the degree of correlation between two or more variables, marked by the magnitude of the correlation coefficient. Correlational research aims to determine the close relationship between two or more

variables . In this study, the authors carried out research with a view to obtaining answers to a specific statement from the beginning about the relationship between two variables X and Y.

IV. Result and Discussion

4.1 Classic assumption test

a. Normality Test

Normality test is used to determine whether the data population is normally distributed or not. If the data is normally distributed, then parametric statistical tests can be used. Meanwhile, if the data is not normally distributed, then the nonparametric statistical test is used. The interpretation used in the normality test is sig. > 0.05 means that the data is normally distributed. In this study, the normality test was carried out using the Kolmogorov-Smirnov test with the help of the IBM SPSS 16.0 Statistics for Windows computer program. This test is needed so that the data can be tested with further tests. By using SPSS software, the values for the normality test are obtained as follows:

Table 1. Table Variable Characteristics Normality Test

		Unstandardiz ed Residual
N		396
Normal Parameters ^{a,b}	mean	,0000000
	Std. Deviation	3.30578010
Most Extreme Differences	Absolute	,066
	Positive	,066
	negative	-,060
Kolmogorov-Smirnov Z		1.318
asymp. Sig. (2-tailed)		,062

From the table data above, to test whether the data is normally distributed is to look at the P-Value value or the significance value (Sig.) listed in the Kolmogorov-Smirnov column. If the value of Sig. greater than 0.005 then the data is confirmed to be normally distributed. From the results of the SPSS output above, a significance value of 0.062 > 0.05 was obtained. Then the assumption of normality is met. Thus, the data is normally distributed. This gives a signal that we can carry out the next stage of testing.

b. Heteroscedasticity Test

Heteroscedasticity test is one of the classical assumption tests that is used to test whether the variance of the residuals for all observations in the linear regression model there is an inequality of variance or not. If the heteroscedasticity test uses the Glejser Test technique which is carried out by regressing the absolute residual value of the estimated model to the explanatory variables (Ghozali, 2011). The basis for making decisions on the heteroscedasticity test using the glesjser test technique is as follows:

If the significance value > 0.05 = there is no heteroscedasticity

If the significance value < 0.05 = heteroscedasticity occurs.

Table 2. Heteroscedasticity Test Table
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,595	1.065		1,498	,135
Body Shaming	,023	,026	0.045	,887	,375

a. Dependent Variable: ABS_RES

From the results of heteroscedasticity processing carried out with the glejser test, it shows that the significance value of the results of the heteroscedasticity test above as a whole has a significance level > 0.05 , which means that there is no correlation between the amount of data and the residuals so that when the data is enlarged it does not cause the residual to be even greater.

c. Linearity Test

The linearity test aims to test whether there is a relationship or influence between two linear variables. The linearity test was carried out in testing the regression equation model of a variable X over a variable Y. The linearity test is used to fulfill the requirements of regression analysis which requires a functional relationship between X and Y in a linear population. The linearity test aims to determine whether two variables significantly have a linear effect or not. Test decision making is based on, if the significance value is > 0.05 then there is a linear relationship and if the significance value is < 0.05 there is no linear relationship.

Table 3. Linearity Test Table

Model Summary and Parameter Estimates

Dependent Variable: The Existence of Confidence

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
linear	,512	413,129	1	394	,000	17,073	,824

The independent variable is Body Shaming.

Based on the output above, the sig value of $0.000 < 0.05$ is obtained so that the two variables have a linear relationship.

d. Multicollinear Test

Multicollinear test is a test to determine whether in the regression model there is an intercorrelation between independent variables or not. From SPSS processing data obtained data:

Table 5. Multicollinear Test Table
Coefficients ^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
-------	-----------------------------	---------------------------	---	------	-------------------------

	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	17,073	1,663		10,268	,000		
Body Shaming	,824	.041	,715	20,326	,000	1,000	1,000

a. Dependent Variable: The Existence of Confidence

Data is considered to have no multicollinearity if the VIF value is less than 10.00. On the other hand, the data has multicollinearity if the VIF value is equal to or greater than 10.00. Multicollinearity data can also be seen from the tolerance value. Tolerance value is more than 0.10 then the data does not occur multicollinearity. If the value is equal to 0.10 or greater, then there is multicollinearity in the data. Based on the table above, it is known that in the coefficient section, the VIF value for all variables does not exceed the value 10 and the *tolerance value* is close to 1, therefore the research variables are considered to be free from multicollinearity symptoms in the regression model, so that they meet the data analysis requirements.

e. Autocorrelation Test

Table 6. Autocorrelation Test Table
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,715 ^a	,512	,511	3.30997	1,876

a. Predictors: (Constant), Body Shaming

b. Dependent Variable: The Existence of Confidence

The Durbin-Watson (DW) test is one of the tests to detect autocorrelation symptoms. Decision making whether there is autocorrelation can be seen from the following provisions (Santoso, 2012: 242):

1. If the DW value is below -2, it means that there is a positive autocorrelation.
2. If the DW value lies between -2 to +2, it means that there is no autocorrelation.
3. If the DW value is above +2, it means that there is a negative autocorrelation.

Based on the results of the SPSS output above, the DW value is 1.876, which means that there is no autocorrelation symptom

4.2 Research Hypothesis Test

After carrying out the classical assumption test stage and meeting the requirements of all stages, the researcher can then continue the next analysis, namely simple regression analysis. This technique is used to analyze sample data and The results are applied to the population . In this study the statistical technique used is simple linear regression analysis. Simple linear regression is used for only one independent variable and one dependent variable. The simple linear regression formula is as follows:

$$Y = a + bX$$

Information :

- Y : dependent variable
- X : Independent variable
- a : The price of Y if X = 0 (constant price)

b : Regression constant

To perform the test, simple linear regression was used with the hypothesis to be tested in this study as follows:

H0 : There is no effect of body shaming on the existence of self-confidence of generation Z

H1 : There is an effect of body shaming on the existence of self-confidence of Generation Z.

Table 7. The Correlation of the Effect of *Body Shaming* on the Self-Confidence of Generation Z
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,715 ^a	,512	,511	3.30997

a. Predictors: (Constant), Body Shaming

To test the above hypothesis in simple linear regression, the following data were obtained:

Based on the data contained in the table above shows that, the results of a partial correlation between the effect of *body shaming* on the existence of self-confidence of generation Z, namely r count of 0.715. Based on the calculated r, it can be concluded that the strength of the relationship between the *body shaming variable* and the existence of Z generation's self-confidence is classified as a strong correlation because the calculated r value of 0.715 exceeds 0.60 (Purnomo, 2017). From the positive correlation coefficient value, it indicates that the two variables have a unidirectional relationship. It can be interpreted that the higher the influence of *body shaming*, the existence of self-confidence will also increase.

Based on the coefficient of determination shown in the table above, the coefficient of determination is 0.512 or 51.2%. The value is obtained from (R² x 100%). This means that the *body shaming variable* has an influence on the existence of self-confidence of generation z in Salatiga City by 51.2%, while the remaining 48.8% is influenced by other factors.

Furthermore, to find out whether or not there is an effect of body shaming on the existence of generation Z's self-confidence, it can be seen through the results of the ANOVA test as follows:

Table 8. ANOVA Test Results
ANOVA ^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4526,206	1	4526,206	413,129	,000 ^b
Residual	4316.632	394	10,956		
Total	8842,838	395			

a. Dependent Variable: The Existence of Confidence

b. Predictors: (Constant), Body Shaming

Based on the table of data processing results above, it is known that the probability value (sig.) is 0.00 <0.05. So it can be said that the regression model is suitable in this study

Next is the equation table for the regression model of the effect of body shaming on the existence of self-confidence of generation Z, which is as follows:

Table 8. Regression Equation Model Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17,073	1,663		10,268	,000
Body Shaming	,824	.041	,715	20,326	,000

a. Dependent Variable: The Existence of Confidence

Based on the table above, the following regression equation is obtained:

$$Y = 17.073 + 0.824(X1)$$

From the regression equation above, it can be interpreted as follows:

The constant of 17,073 shows the value of the self-confidence existence variable if the independent variable, namely body shaming is considered zero, meaning that it is not influenced by the independent variable, the magnitude of the existence of self-confidence is 17,073. The body shaming regression coefficient (X1) is 0.824, meaning that if the body shaming variable is added 1 unit, then the existence of self-confidence will increase by 0.824.

The researcher shows the significance test with the t test which aims to determine whether or not there is a significant influence between the variables of the influence of body shaming on the existence of self-confidence of generation Z. The basis for making decisions on the t test is as follows:

- If probability > 0.05 then H0 is accepted and H1 is rejected
- If probability < 0.05 then H1 is accepted and H0 is rejected

The results of the t-test by looking at the table above show that the t-count value is 20.326 with a significance value of 0.000. From the basis of the research above, it can be seen that the probability is 0.000 <0.05, which means that H1 is accepted and H0 is rejected.

4.6. Discussion / Reflection of Research Results

From this test, we can conclude that *body shaming* affects the form of a person's self-confidence to socialize or communicate with the public. The biggest contribution as a result of *body shaming* to self-confidence is in the form of differences in skin color and hair on the body (hairy body). Skin that tends to be darker will give you more self-confidence than light-colored skin. That's why most teenagers care about their skin care. Then, body hair (hairy body) such as in the skin area of the hands, mustaches, and feet in women causes a relatively large insecurity attitude.

a. The Form of Body Shaming of Generation Z Teenagers in Salatiga

Body shaming is the view given to the public about certain standards of beauty on one's body and appearance to others which results in shame for the victim. Body shaming is related to the ideal body shape based on the surrounding community, so at this time many people are trying to achieve an ideal tubular shape according to community standards if these standards are not achieved then that person will feel isolated in the community (R. Hidayat, 2019).

The body shaming indicators used in this study are (Fauzia, 2019):

- a. Fat Shaming, this form of body shaming is often found in society. Fat Shaming is a negative comment on the condition of a person's body shape that tends to be overweight or obese.
- b. Skinny shaming, is the antonym of fat shaming in which the skinny form is a negative comment for someone who has a thin body.
- c. Body hair (hairy body), is a form of body shaming aimed at someone who has excess hair in areas of the body such as arms and legs. Moreover, if this condition is experienced by a woman, the woman will be considered unattractive.
- d. Skin color, is a form of body shaming by commenting on someone's skin color. Body shaming is aimed at someone whose skin color tends to be darker, because usually the standard of beauty in society is that women will be said to be beautiful if they have a light or white skin color.

Based on data collection through a questionnaire with 396 adolescent respondents in the city of Salatiga using several indicators of Body shaming above, namely Fat Shaming, Skinny Shaming, Body Hair (Body Hairy) and Skin Color. The results of the data obtained from 396 indicate that every respondent has experienced Body Shaming in the form of Fat Shaming, Skinny Shaming, Body Hair (Body Hairy) and Skin Color. However, the most frequent body shaming experienced by Generation Z teenagers in Salatiga is body shaming in the form of skin color and body hair (hairy body), where they often receive comments about skin color and body hair (hairy body).

b. The Effect of Body Shaming on the Existence of Confidence

Many individuals who experience body shaming, this happens a lot to women. But also, not a few who are new to the term body shaming which has the same meaning as physical bullying of someone. Body shaming treatment can come from anywhere, from peers, neighbors, or even those who still have family relationships. Without realizing it, sometimes words that comment on someone's physique are thrown from them that hurt the heart of the person being commented on.

Each individual has a different body shaming experience. Like being said to be fat, short, skinny, spotty, items, hairy, or other bad calls. In general, body shaming is a verbal utterance. But for victims, the impact of verbal bullying is as deadly as physical bullying. Someone who experiences body shaming tends to think that they will be more acceptable if they meet society's standards

The standard of society that assumes that someone with a beautiful face is someone who has an ideal body, white skin and no acne. Often this makes someone who experiences body shaming think that someone is only interested in good looks. The experience of body shaming certainly leaves different memories and scars for each individual.

In Generation Z in particular, when they adapt to a new environment, it is possible that they will feel different from their other friends because not being able to meet society's standards makes them feel intimidated by the new environment. The treatment of body

shaming brings shame, pressure, burden, to despair on the victim. The comments received by each individual are certainly very diverse, ranging from an ugly face, an unattractive body, to not being beautiful. This condition certainly makes the victim think that what he does is always not better.

Victims of body shaming see themselves as just a negative message. This condition refers to the thoughts of other individuals who judge themselves as someone who is not good or low. He also assumes that other people look down on him, resulting in a low self-assessment (Gilbert & Miles, in Cahyani, RR, 2018). Someone who gets body shaming treatment for the first time can't do anything and prefers to be silent and keep it to himself, tends to surrender to what he receives. This will bring up a bad self-concept, where they will blame themselves to create a feeling of insecurity and comfort for individuals in appearance.

Someone who experiences body shaming treatment gets pressure from themselves to make changes in order to avoid body shaming treatment again. Where the process of change it does is different, depending on the body shaming it receives. For example, one of the informants who experienced body shaming said about his round body shape, he felt uncomfortable whenever someone commented on his body shape. To make him change his lifestyle with a strict diet that starts from improving his diet and also exercising regularly. However, there are also some who do not make changes they can only surrender to what they receive. This is because they are not ready for the risks and effects that arise from the changes they make. It takes a long time to be able to respond and raise resistance to the body shaming treatment experienced by someone. Starting from the assumption that responding to comments from other people is useless or not good to reply to words from people who are older than us. On the one hand, the resistance is a positive thing, where they encourage the spirit to try to get up and not fall because they get body shaming treatment. But on the other hand it is also a negative thing, sometimes when doing self-defense without realizing it he also treats body shaming to others by reversing their words.

Individuals who receive body shaming treatment ultimately experience a process to be able to appreciate and appreciate what their own body is, or what is called body positivity. Make the body shaming experience a motivation to appreciate their bodies. Although they consider the experience of body shaming as a motivation, sometimes there are things that are sensitive when discussed related to body shape. In the end, the treatment of body shaming to body positivity takes a long time and is a continuous process.

From the results of the analysis of the discussion above, it can be seen that body shaming affects the existence of self-confidence in generation Z which obtained several parameters, namely fat shaming, skinny body size (skinny shaming), body hair (hairy body) and skin color. From the four parameters, it is known that fat shaming and skinny shaming have a positive effect on the existence of Z generation's self-confidence, body hair (hairy body) and skin color have a significant positive effect on the Z generation's self-confidence.

The results of this study are in line with Yolanda's (2021) research that someone with a positive body image will have a high level of self-confidence while on the other hand someone with a negative body image will have a low level of self-confidence or do not feel confident. The result of this is that individuals who are declared to have high self-confidence will have tolerance and satisfaction with their own physical appearance as a whole, someone with a high level of confidence has the courage to face the environment and be able to adapt to their environment. The influence of individual self-confidence, someone who is satisfied with his physical appearance, generally has higher self-confidence, and vice versa (Centi in Khikmah, 2017).

Research by Gede et al (2019) states that the prevalence of body shaming by teenagers causes low social behavior, namely the victim of body shaming will feel insecure, inferior, and difficult to get along with. As a result, someone who is exposed to body shaming will find it difficult to interact in the midst of social society.

According to Sinta (2019), the higher the self-confidence a person has, the higher the level of social interaction, but on the contrary, the lower the level of self-confidence a person has, the lower the level of social interaction. This means that someone with a low level of self-confidence caused by the practice of body shaming will have a low level of social interaction in society, this is because the victim of body shaming feels ashamed or lacks confidence in their physical appearance.

In our lives, we are never separated from social interactions, both interactions with family, friends, and the surrounding community. Social interaction is very important because in our lives we can never be separated from relationships with other individuals. If a person has good social interactions, he will easily adjust wherever he is. Social interaction is a reciprocal relationship between individuals with each other, individuals with groups, groups with groups. Without social interaction there is no life.

In the theory of social behavior about Behavior sociology applies the principles of behavioral psychology into sociology. In this theory, it focuses its attention on the relationship between the consequences of behavior that occurs in the community, both individuals and other individuals. This theory tries to explain the behavior that occurs through the consequences that follow it later. In other words, this theory tries to explain behavior that occurs in the future through the consequences of future behavior. The consequences of behavior that occurred in the past will affect behavior in the present (Ritzer, 2013).

According to (Fauzy & Putri (2021) Body shaming has an effect on changes in social behavior, where this body shaming behavior can make a person or victim of body shaming feel uncomfortable with their physical condition and begin to close themselves off from their environment. Based on the theory of social behavior which states that the existence of the relationship between environmental behavior and individual behavior, to find out the consequences of a behavioral relationship, in other words, the behavioral relationship between the individual and the environment is followed by the consequences.

In the case of *body shaming*, this greatly affects how *body shaming behaves* what other people do to a person's self-confidence. This incident cannot be taken for granted because it affects teenagers in their pattern of life. So, this body shaming action is a real form of objectification of physically humiliated because the physique is considered not ideal based on one's judgment.

V. Conclusion

At this time, teenagers make physical as the basis for building communication relationships. Not a few people also use physical appearance as a joke between others, this condition is realized or not is a form of body shaming. Body shaming is known as the treatment of a person in giving negative comments to a person's physical condition (body or appearance), whether consciously or not. From the results of research conducted in the Salatiga City area in 2022 for the Z generation, the following conclusions are drawn.

Body shaming affects the level of self-confidence of a person, both male and female, from the age of 13 years to the age of 36 years. This means that body shaming affects both generation Z and the millennial generation. Body shaming has a lot of influence on the

level of high school graduates and above where they realize that appearance is very necessary for them related to self-confidence and career.

The form of body shaming that makes them insecure is the condition of a body shape that is not ideal such as a fat body posture. In addition, the presence of excess hair on the body such as the presence of fine hair above the lips (mustache) in women, the amount of hair around the hands and feet area for both women and men. This is a significant parameter in making a person's self-confidence decrease.

Skin color is also a very influential parameter. The average dark skin tone can be one of the things that makes them feel insecure. Meanwhile, brighter and cleaner skin increases self-confidence.

Each parameter, both obesity (fat shaming), skinny body size (skinny shaming), body hair (excess hair), and skin color have a positive effect on self-confidence. This means that the higher the parameter value, the greater the distrust.

References

- Arie Prima Usman Kadi. (2016). The Relationship between Self-Confidence and Self-Regulated Learning on Academic Procrastination in Psychology Students in 2013 (Mulawarman University Psychology Students). *Psychology E-Journal*. Vol. 4 (4).
- Emria, et al. (2018). Adolescent Self Confidence Profile and Influencing Factors . *Indonesian Journal of Education*. Vol. 4 (1).
- Fauzy, T., & Putri, S. (2021). The Effect of Body Shaming on Social Behavior of Puja Handayani Middle School Students in Palembang. *Journal of Communication and Culture* , 2 (2), 268-276. <https://doi.org/10.54895/jkb.v2i2.956>
- Fredricson, BL and Robert, TA (1997). Objectification Theory: Toward Understanding Women's Lived Experiences and Mental Health Risk. *Psychology Women Quarterly*.
- Gani, Andika W, and Jajal, Novita M. (2021). Teenagers' Perceptions of Body Shaming . *Journal of IKRA-ITH Humanities*. Volume 5 (2).
- Gede, AA, Wijaya, S. Niluh. Kabayantini, N. & Naka, IG (2019). Body Shaming and Behavior Change
- Gilbert, P. (2007). The Evaluation of Shame as A Marker for Relationship Security: A Biopsychosocial Approach . *The Self Conscious Emotions: Theory and Research*.
- Kadek Suhardita. (2011). The Effectiveness of Using Game Techniques in Group Guidance to Increase Students' Confidence . *Journal of Educational Research*. Special edition. No. 1. *Big Indonesian Dictionary (KBBI)*. Page 1191.
- Lisa Chairani. (2018). Body Shame and Eating Disorders Meta-Analysis Study . Sultan Syarif Kasim State Islamic University, Riau.
- Malahayati. (2010). *Super Teens: Be an Extraordinary Teen with 1 Effective Habit* . Yogyakarta: Galang Press Center Building .
- Mukhlis and Hirmaningsih. (2010). *Developmental Psychology Theories* . Pekanbaru: Psychology Press.
- Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. (2021). The Effect of Training on Work Performance and Career Development: The Role of Motivation as Intervening Variable. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(2), 2385–2393. <https://doi.org/10.33258/birci.v4i2.1940>
- Putri Triana S, et al. (2015). The Relationship Between Body Image and Self-Disclosure in Adolescents. *Early Grade VII . Empathy*. Vol. 4 (2).

- Shah, M. M., et al. (2020). The Development Impact of PT. Medco E & P Malaka on Economic Aspects in East Aceh Regency. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 1, Page: 276-286.
- Social Victims. (2021). (study on adolescents in the city of Denpasar). Ojs.unud.ac.id. accessed August.
- Sumi Lestari, S. (2019). Bullying or Body Shaming? Young Women in Patient Body Dysmorphic Disorder. Philanthropy Journal of Psychology. Vol. 3 (1).
- Werdhiastutie, A. et al. (2020). Achievement Motivation as Antecedents of Quality Improvement of Organizational Human Resources. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 2, Page: 747-752.