



Volume 4	Issue 2	November (2025)	DOI: 10.47540/ijcs.v4i2.2358	Page: 138 – 142
----------	---------	-----------------	------------------------------	-----------------

Community Development in the Prevention of Body Shaming in Students in Cisalak Village, Subang

Muhammad Ali Equatora¹, Umar Anwar¹, Herry Fernades Butar-Butar¹, Cahyoko Edi Tando¹, Imaduddin Hamzah¹, Budi Priatmono¹, Ali Muhammad¹, Vivi Sylviani Biafri¹, Qhistina Aulia¹

¹Department of Community Guidance, Politeknik Pengayoman Indonesia, Indonesia

Corresponding Author: Muhammad Ali Equatora; Email: bangtora1973@gmail.com

ARTICLE INFO

Keywords: Body Shaming, Community Development, Prevention.

Received : 27 October 2025

Revised : 01 November 2025

Accepted : 27 November 2025

ABSTRACT

This community service aims to prevent body-shaming behavior among students at SMA Plus Pagelaran, Cisalak Village, Subang, through a community development approach. Body shaming, the act of criticizing a person's physical appearance, hurts students' psychology and self-confidence. This program is implemented by providing education to students, teachers, and parents about the negative consequences of body shaming and the importance of respecting physical diversity. The activities carried out include socialization, group discussions, and the formation of supportive communities that strengthen students' confidence. The method is a participatory approach that involves all stakeholders in the school environment to create social norms that reject body shaming. Data collected through observation and interviews indicated increased awareness and a shift toward more positive attitudes toward physical differences among students. The results of community service activities prove that community development-based interventions are effective in reducing body shaming and building an inclusive and supportive school environment. This program is expected to serve as a model for preventing body shaming in other rural schools by empowering the community and supporting students' mental well-being. Further implementation can strengthen the role of schools and communities in fostering a positive culture that respects diversity and promotes solidarity among students in Cisalak Village, Subang.

INTRODUCTION

Body shaming is a popular term for a type of negative social interaction that often occurs on social media (Qommarria Rostanti, 2015). However, there is a lack of clear scientific definitions of body shaming and data on its relationship to other concepts in social aggression research. The results show that body shaming is considered a non-repetitive act in which a person expresses unsolicited opinions/comments, mostly negative about the victim's body, without necessarily intending to harm them. Still, the victim considered the comment negative (Amalia et al., 2019). Body shaming can be in the form of well-meaning advice to malicious insults and can occur verbally and nonverbally. Participants saw similarities between body shaming and appearance

temptation (Fimela, 2018). Body shaming can be a tool for masturbation and can develop into cyberbullying with repetition over time. Overall, body shaming is a form of social aggression that has a profoundly negative impact on individuals (KPAI Team, 2020).

Currently, body shaming is happening everywhere. Body shaming often occurs among teenagers because, for them, the ideal beauty standard is fair-skinned, slim, and tall (Rohman, 2016). However, body shaming is not only for people who are overweight, but also for thin people (Situmorang et al., 2019). The victim, including feeling embarrassed, unconfident, anxious, and leading to strict diets, eating disorders, and other mental disorders. (Syukri, 2020).

The transition from childhood to adulthood is characterized by physical, mental, sexual, and developmental changes (Hawley & Williford, 2015). This turmoil can have long-term consequences for individuals, especially when it comes to mental health (Zapf, 1999). Embarrassing the body, shaming weight, or harassment based on appearance of harassment can be described as an act of mocking or humiliating a person based on their physical appearance (Einarsen et al., 1994). They often lead to low self-esteem, low body dissatisfaction, and depressive symptoms, which is consistent with a growing number of jobs emphasizing the harmful role of performance-based abuse among adolescents (Situmorang et al., 2019).

Body shaming perpetrators often have various reasons, such as envy, a perceived sense of imperfection in their own body, a desire to mock others, or even a personal history of experiencing body shaming (Gerrity & DeLucia-Waack, 2006). Therefore, he considers this act normal and appropriate for use as a joke (Yee, 2017). Another reason the perpetrator may be motivated is that their social environment supports and condones the act, as they may consider it unlikely to harm others' feelings (Einarsen et al., 1994). This community service activity was conducted in Cisalak Subang Village from August 11 to 18, 2024. The target of this activity is students in grade 3 at SMA Plus Pagelaran Cisalak, Subang. This school was chosen because it is an effort to prevent vulnerability to bullying, including body shaming.

METHODS

This counseling activity on the dangers of body shaming was conducted using the lecture method, comprising a presentation, an explanation, and a question-and-answer session. The target of this activity is students who are in grade 3, who, according to the teachers there, are in a class that is prone to bullying, including body shaming.

In this counseling activity, several prepared activities are available. The moderator opens the first segment, followed by the second, an animated video on body shaming. The third segment examines body shaming, including its definitions, characteristics, types, effects, prevention strategies, and legal regulation. The last activity opened a question-and-answer session between the presenter and students.

RESULTS AND DISCUSSION

Based on the counseling results, the author observes that not all students at SMA Plus Pagelaran Cisalak Subang are aware of or understand what body shaming entails. Therefore, the researcher must explain the concept of body shaming, beginning with its aspects and proceeding to the relevant laws. The first aspect is body shaming (Chairani, 2018).

1. Commenting on yourself and comparing yourself with others who are considered ideal. For example, someone who sees himself as fatter than others.
2. Commenting on a person's appearance or physique in front of the person and comparing them to others. For example, characterizing a person as having dark skin implies that they must use face-whitening products.
3. Commenting on the appearance or physique of another person without that person's knowledge. Such as archiving the appearance of friends whose clothes look harmful or inappropriate.

Types of Body Shaming according to Dolezal (2015). Acute Body Shame: Acute body shame is defined as acute embarrassment due to the shape of the body you have. Acute body shame provides insight into aspects of body behavior, such as changes in behavior. This shame about the body is often experienced in social interactions, which can lead a person to fail to present themselves. Acute body shame is classified as a natural shame in society. Acute body shame is associated with behavioral aspects of the body, such as movement, speaking style, and self-presentation-related comfort. Usually, this is called embarrassment. (Hall, 2017).

1. Acute body shame occurs during social interactions, such as when a person stutters or fails to behave as expected in a social environment, often resulting from a perceived violation of behavior or appearance or a temporary loss of control over one's body and its functions.
2. Chronic Body Shame: Chronic body shame is related to a person's body that is more sustainable or permanent, such as weight, height, or skin color.
3. Chronic body shame can also arise due to some stigma or body disorders, such as acne, aging,

and so on. Whatever the cause, this type of body shaming comes chronically and repeatedly into a person's consciousness and brings with it a repetitive or perhaps persistent pain. The shame in this case will become more acute as a person internalizes self-judgment, diminishes bodily experience, and, in turn, affects self-esteem and self-judgment. The example of body shaming consists of several parts, namely: a) Fat shaming, b) Short shaming, c) Skinny shaming, 4) Athletic shaming.

According to Riadi, M in Cahyani 2018, the negative impacts of body shaming are:

1. Eating and Health Disorders

Body shame is the cause of low self-esteem and is related to diet. A person may alter their body composition by dieting to lose weight or by eating a lot of food to gain weight. It can be said that the higher the level of body shame, the more likely it is to make a significant contribution to eating behavior. In addition to having an impact on eating disorders, body shaming affects a person's health, such as going on a desperate diet, taking slimming drugs, using whitening instant medicines, and various other efforts that will actually have a more serious impact on their body (Equatora et al., 2022).

2. Depression

Depression can be experienced by a person due to the negative perspective that continues to haunt them. Lack of satisfaction with body shape or body condition is a trigger for a person to experience depression. Depression is not only experienced by women, but men can also experience depression, although not as much as women (Imam Hamdi, 2016).

3. Self-Esteem

Individuals who experience body shaming will conduct self-assessment by continuing to do body checks on their body or appearance; besides that, of course, individuals will also assess their self-worth. When an individual feels ashamed of their body, they are likely to experience insecurity and low self-esteem. When a person frequently judges their own appearance, this tendency can affect their self-esteem. Individuals with low self-esteem often perceive themselves as limited, feel guilty about their shortcomings, and experience insecurity (Syukri, 2020).

One example of a victim of nonverbal body shaming is the child of Tasya Kamila. Quoted from Asian parents, Tasya Kamila's two-month-old child experienced body shaming. It happened when Tasya shared a photo of her child on social media, and one of her followers commented, making insulting remarks about her child's physique. (Situmorang et al., 2019). Although Tasya recognizes the risk to social media users, the actions of one of her followers are unjustified. However, Tasya responded with a cool head and advised her followers to keep their comments to a minimum to avoid a similar incident (KPAI Team, 2020).

Alongside the rise of body shaming, many people have spoken out, particularly in response to several instances of insults and ridicule on social media (Fimela, 2018). Therefore, as social media users, we must be cautious when commenting on social media posts, as insults can be widely circulated and may lead to repercussions, especially if the person concerned feels offended and reports the incident (Anggraini, 2020). Victims of body shaming in cyberspace are protected by Law of the Republic of Indonesia Number 11 of 2008 concerning Information and Electronic Transactions Article 27 Paragraph 3 "Every person intentionally and without the right to distribute and/or transmit and/or make accessible Electronic Information and/or Electronic Documents that have insulting and/or defamatory content".

The research of Gani and Jalal (2021) on the adolescent perception of body shaming research explained that as many as 17.9 % of adolescents consider themselves to often get body shaming treatment from others, body shaming treatment is regarded as the most common by their friends, which is 67.5 percent. The most body-shaming treatment experienced by adolescents was related to weight or obesity at 57.1 percent. This experience led 42.9% of adolescents to form thoughts of resistance, but even more, 57.1% chose to remain silent. This thought led to 64.3 percent of adolescents choosing to stay quiet and withdraw, 39.3 percent becoming unconfident, and 21.4 percent withdrawing from their environment (Suriata et al., 2022). This study explains how body shaming often occurs in adolescent environments and can even hurt adolescents' personality and social life (Suriata et al., 2022).

Several preventive measures aim to prevent body shaming; this approach emphasizes the perpetrator's self-awareness and the victim's confidence (Suriata et al., 2022). Here are some efforts that can be made to avoid body shaming:

1. Stop talking about the appearance of others. Tolerance needs to be practiced and socially accepted.
2. Talk About Your Own Body. One of the biggest challenges is talking about your own body.
3. No Perfect Man, Realize that there is no perfect man. The physique and appearance of others are not the same as one's own.
4. Admit when you are wrong: In everyday life, if you remember a bad word to someone else, try to apologize.
5. Get out of hiding, exercise self-confidence if you are a victim of body shaming. Try to stop covering the body's appearance and shape (Rohman, 2016).

All the materials described above were explained to the 3rd-grade students of SMA Plus Cisalak Subang Performance, so that students understand and are committed to refraining from insulting their peers or other groups. In teachers' view, teaching and learning activities are often not conducted as they should be. Students in the class lack awareness of learning and respecting the teacher, which can overwhelm the teacher during class. This counseling generally attracts the attention of other students, but some choose to ignore it. This occurs because the student is negligent with his cell phone; further socialization may be needed to engage the student as a whole. (Silvia Yuliani1 Sheizi Prista Sari, 2018). At the end of the activity, the presenter opened a discussion session, which participants responded to enthusiastically. The presenter also awarded prizes to three students who asked questions and three who answered them (Wahyuni & Asra, 2014).

CONCLUSIONS

Body shaming can be in the form of well-meaning advice to malicious insults and can occur verbally and nonverbally. Body shaming can be a tool to physically harm a person, so that it hurts the victim. This activity was conducted at SMA Plus Pagelaran Cisalak Subang as part of an effort to prevent the emergence of vulnerability to bullying,

including body shaming. Through this activity, students gain an understanding of what body shaming entails, its impact, and strategies for overcoming it. Therefore, it is hoped that students will avoid and be aware of the adverse effects of body shaming, thereby maintaining their mental health.

REFERENCES

- Amalia, E., Nurbaiti, L., Affarah, W. S., & Kadriyan, H. (2019). Skrining dan Edukasi Pencegahan Bullying Pada Siswa SMA Negeri Di Kota Mataram. *Jurnal Pengabdian Magister Pendidikan IPA*. 2(1).
- Einarsen, S., Raknes, B. I., & Matthiesen, S. B. (1994). Bullying and harassment at work and their relationships to work environment quality: An exploratory study. *European Work and Organizational Psychologist*. 4(4), 381–401.
- Equatora, M. A., Damai, S. A., & Rachmayanthi, R. (2022). Body image: the crime of instruction from the perspective of Indonesian criminal law. *International Journal of Health Sciences*, 6(S6), 5123–5144.
- Fimela. (2018). KPAI: Bullying Pada Anak di Media Sosial Semakin Meningkat Tiap Tahunnya. *Fimela.Com*.
- Gerrity, D. A., & DeLucia-Waack, J. L. (2006). Effectiveness of groups in the schools. *Journal for Specialists in Group Work*. 32(1), 97–106.
- Hall, W. (2017). The effectiveness of policy interventions for school bullying: A systematic review. In *Journal of the Society for Social Work and Research*. 8(1), 45-69.
- Hawley, P. H., & Williford, A. (2015). Articulating the theory of bullying intervention programs: Views from social psychology, social work, and organizational science. *Journal of Applied Developmental Psychology*. (37), 3-15.
- Imam Hamdi. (2016). *KPAI: Kekerasan terhadap Anak Naik 15 Persen*. Tempo.Co.
- Qommarria Rostanti. (2015). KPAI: Kasus Bullying di Sekolah Meningkat Selama 2015 | Republika Online. In *Republika.co.id*.
- Rohman, M. Z. (2016). Hubungan Antara Usia, Tingkatan Kelas, dan Jenis Kelamin dengan

- Kecenderungan Menjadi Korban Bullying.
The 3rd University Research Colloquium 2016.
- Silvia Yuliani¹ Sheizi Prista Sari, E. W. (2018). Resiliensi Remaja dalam Menghadapi Perilaku Bullying. *Jurnal Keperawatan BSI*.
- Situmorang, D. D. B., Damayanti, K. K. H., & Hairunnisa Ns, K. H. R. (2019). Efektivitas Videography dengan Menggunakan Powtoon untuk Meningkatkan Pemahaman Mengenai Bullying. *Indonesian Journal of Learning Education and Counseling*. 2(2), 148-162.
- Suriata, S., Dinda Febita Sari, & Siti Rahmi. (2022). Pengembangan Media Jenga Pada Layanan Informasi Untuk Meningkatkan Pemahaman Bahaya Bullying di MTS DDI Kota Tarakan. *JCOSE Jurnal Bimbingan Dan Konseling*, 4(2).
- Syukri, M. (2020). Hubungan Pola Asuh dengan Perilaku Bullying pada Remaja SMP Negeri 19 Kota Jambi. *Jurnal Ilmiah Universitas Batanghari Jambi*. 20(1), 243-246.
- Tim KPAI. (2020). Sejumlah Kasus Bullying Sudah Warnai Catatan Masalah Anak di Awal 2020, Begini Kata Komisioner KPAI.
- Wahyuni, S., & Asra, Y. K. (2014). Bullying Ditinjau Dari Kualitas Kelekatan. *Jurnal Psikologi (Marwah)*.
- Yee, M. (2017). *Resisting the Hegemony of School Bureaucracy and Organizing for Safe Schools: First-Generation Immigrant Asian Students Develop Activist Identities and Literacies*. The Power of Resistance: Culture, Ideology and Social Reproduction in Global Contexts.
- Zapf, D. (1999). Organisational, work group-related, and personal causes of mobbing/bullying at work. *International Journal of Manpower*. 20 (1-2), 70–85.