

ABSTRACT

Forms of Body Shaming Women's Character In 'Imperfect Film: Career, Love, & Scales'

Muhamad Fajar Utama Bujang. ¹⁾ Sri Wijayanti. ²⁾ Fathiya Nur Rahmi. ²⁾

¹⁾ Student of Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

²⁾ Lecturer Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya

This research is based on concern for the prevalence of body shaming in society and the negative impact on its victims. Body shaming can be in the form of spoken or written, negative nature aimed at criticizing someone's physicality. The film media perpetuates body shaming through the depiction of characters in it, the film is aimed at providing enlightenment by presenting various forms of body shaming in society. So, it is important and interesting to know the forms of body shaming in Imperfect through the female characters shown. Qualitative content analysis is used as the method with the unit of analysis for a number of scenes from Imperfect films with female characters as the focus. The results of the study found that there were five of the six forms of body shaming that were displayed by female characters, including body shaming in the form of oral, written and public deeds and body shaming in the form of oral and private actions. The form of private written body shaming is not found, it is suspected that along with the widespread use of social media in the community, to be used as a medium to spread the issue of body shaming.

Keywords: Body Shaming, Film, Female Characters

Libraries : 68

Publication Years: 2010-2020