

Design of Preventive *Body Shaming* Campaign on Teenage Girls

Abstract: Among adolescents, comments about physical form or body shaming are often occur in daily life reflected in social media. The impacts are eating disorder, body dysmorphia, inferiority, and depression. This research is intended to find ways to convey the problem of body shaming and its impact to society. The methods used were observation, literature study, interviews with experts and related parties, and questionnaires. After all the data was obtained and analyzed, the solution found was to make the design of social campaigns to prevent body shaming for young women in order not to do body shaming.

Keywords : *Body Shaming*, Campaign, Teenagers