

ABSTRACT

In this study aims to describe the self-concept of obese adolescents and describe intrapersonal communication of obese adolescents before uploading content about themselves on Instagram social media.

This study uses the theory of self-concept to find out the self-concept that is formed from obese teenagers. Then the theory used is intrapersonal communication to find out how communication occurs in obese teenagers in social media uploads.

This research is a qualitative study with a case study approach. The subjects of this study were late adolescents who had obese bodies. The key informant in this study were three teenage girls and three teenage boys. Data collection techniques through observation, interviews, and documentation. The data analysis technique used is an interactive model consisting of data collection, data reduction, data presentation and conclusion drawing. The data validity technique used is technique triangulation.

The results of the study of six obese teenagers showed that there were positive and negative self-concepts in themselves. Then the resulting intrapersonal communication is the presence of confidence in displaying stylish photos and being embarrassed when getting negative comments.

The conclusion of this study is the intrapersonal communication carried out by obese adolescents in uploads on Instagram social media resulting from positive and negative self-concepts. For further research, it is hoped that more research will be conducted on obese adolescents from broader aspects and other approaches.

Keyword: Intrapersonal Communication, Obese Teenager, Self-concept