

ABSTRACT

With the rapid development of technology today, everything that is wanted and needed by everyone can be realized easily and fairly instantly, especially in the development of communication media. One of the advancements in communication media that is often used today is Instagram. Instagram has many advantages and disadvantages, one of the disadvantages is that it can cause body shaming actions. This study uses a constructivist paradigm with qualitative deskriptif approach. Data collection was carried out by observation and semi-structured interviews with 4 informants who had experienced body shaming on Instagram. The results of this study explained that the victims received different verbal body shaming such as comments that were thin, fat, acne prone, and too short. Then the victims argue that the body shaming action that occurs is very difficult to overcome because Instagram is one of the social media that allows its users to exchange comments freely. Furthermore, it shows that the victims experienced a decline in mental health due to negative comments on their physical and caused disruption of activities and behavior patterns of victims when doing activities on social media instgaram.

Keywords: *Instagram, Body shaming, teenage girls*