

ABSTRACT

Verbal and non-verbal sexual harassment on social media is a form of violence that threatens individuals' psychological well-being, including male victims. The lack of attention to men's experiences in this context makes this issue important to investigate. This study aims to explore the dynamics of self-concept in male victims of digital sexual harassment on the TikTok platform. This research employed a qualitative method with a phenomenological design, grounded in a constructivist paradigm to understand the subjective meanings shaped by personal experiences. Data were collected through in-depth interviews with three primary informants who were direct victims, as well as three supporting informants who had close relationships with the victims. Data analysis referred to Carl Rogers' theory of self-concept, which categorizes self-concept into internal and external aspects. The results revealed that sexual harassment affected the victims' internal aspects, such as confusion in understanding their identity-self, adjustments in behavioral-self, and inner conflict in judging-self. Externally, the victims experienced shifts in their perception of physical-self, moral pressure within moral-ethical self, and changes in their social and family relationships (family-self, personal-self, and social-self). Social support, especially from friends and professional environments, played a crucial role in maintaining the victims' emotional stability. These findings highlight the importance of intrapersonal communication and external support in the process of reconstructing the self-concept of male victims of sexual violence in digital spaces.

Keywords: *Sexual Harassment, Self-Concept, Male Victims, Phenomenology, Tiktok*