



The Phenomenon of *Body Shaming* on Millennial Mother's Accounts (@aurelie.hermasyah and @shandyaulia) on Instagram

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Abstract. Millennial mom use social media for showing their existence. Various activities related to daily activities are posted in the sharing media. Ideally, when millennial mom post daily activities, the response obtained is in accordance with what is presented on social media. But unfortunately, there are comments that include body shaming. This study aims to find out and describe how the form of body shaming occurs in millennial mom on social media accounts. The theories and concepts used in this study are technology of determinism and cyberbullying. The method in this study uses a descriptive type of textual study using a narrative approach. Narratives are understood as "small stories" that capture the whole of various narrative activities that are not represented in large or canonical narratives. De Fina and Georgakopoulou (2008) describe as small stories as events that have just happened or are ongoing. Thus, these small stories contain pieces of experience and appear as a need to share or maybe also pieces of gossip that are considered uninteresting. Those little stories even in everyday language can be considered as something completely meaningless. For outsiders, small stories involving various interacting parties contain "about things that don't matter". The results of this study show that harassment is a form of harassment by repeatedly sending messages with malicious, cruel, and insulting messages. Cyberstalking is the behavior of degrading others with electronic media so that the victim feels helpless and experiences significant fear. Harassment written by netizens on the post refers to how the body shape is owned. Meanwhile, cyberstalking is shown with an outfit that is attached to a woman's body as a mother. How netizens commented on how her style in using the outfit, then questioned the authenticity of the bag she owned. This phenomenon can be said to be mom shaming in cyber media. Mom shaming, in the form of sarcasm, statements, or criticism that is negative in nature by degrading with the aim of embarrassing a mother in particular, both verbally and in writing.

Keywords: Millennial Mom, Body Shaming, Instagram, Narrative Teks

1 Introduction

The use of social media in Indonesia is unlimited to age, gender or occupation. Digital Mum Survey 2022 [1] held by The Asian Parent Indonesia is the largest parenting community in Southeast Asia. It says that many parents in Indonesia currently use gadgets for social media. This number has significantly increased in the last few years

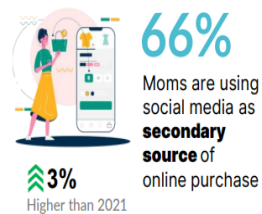
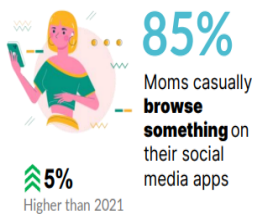
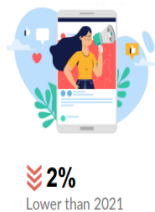
by approximately 3 hours on weekends and 4 hours on weekdays. Based on the survey, most respondents were millennial mothers from the age of 18-34 years old.

Digital Activities Data of Mothers in Indonesia [The Asian Parents, 2022]

theAsianparent

In 2022, moms are still enjoying as content creator

The amount of moms that enjoying as creator content is similar (with 83%) against last year. Increment has been observed with moms taking their time to browse on social media before making any online purchase.



N= 1035 (social media users 2022)

Q: Please select all the actions that you have done on social media in the past 3 months?

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Millennial mothers often share many of their activities through social media, one of them is Instagram. They usually share their daily life activities. Unfortunately, some of millennial mothers get body shaming from others who see their posts. It relates to any form of actions and practices where someone insults the shape or size of other's body.

Aurel Hermasyah is one of the millennial mothers who get body shaming from the people on her Instagram. She posted her daily activities on Instagram which then she gets some unpleasant comments addressing to her body shape after she gave birth to her second daughter.

Image of netizen's comments regarding to Aurel's body



(source : /www.lombokinsider.com, 2022)

As cited in liputan6.com [2], Aurel Hermansyah, Atta Halilintar's wife, found herself as the target of body shaming on social media after giving birth to her second daughter. Despite experiencing weight gain, Aurel emphasized that her decision not to diet after giving birth was not a selfish act. She stated the reason behind the decision was to provide sufficient breast milk to his newborn daughter [https://www.liputan6.com, 2024].

Another millennial mother who receives body shaming is Audi Marissa. According to fimela.com [3], since she was pregnant and giving birth to her child, she continued to breastfeeding phase of her first. In so doing, Audi has not been able to restore her body shape to its normal shape. This cannot be tolerated by netizens. "There have been several body shaming DMs for me, the breastfeeding mother," said Audi Marissa on her Instagram Story" [https://www.fimela.com/, 2024].

The choice of words in social media is the main key to whether someone will lead to bullying or not. One of the social media, Instagram, has several disadvantages. One of them is the large number of comments given by other users which can be categorized as spam comments on a photo post uploaded to Instagram [Sipayung, et al, 2019] [4].

As a millennial mother, social media is a means of showing her existence. Various activities related to their daily activities are posted on this sharing media. Ideally, when the millennial mothers post their daily activities on Instagram, the response they get are in accordance with what is presented on their social media. Unfortunately, there are some comments that include body shaming in their posts. It becomes interesting to examine the variety of netizen comments, especially regarding to body shaming comments on social media.

2 Methodology

The object of this research is social media accounts of female celebrities who are millennial mom, namely @aurelie.hermansyah and @shandyaulia.

This research is a descriptive textual study using a narrative approach. Narrative in this connection refers to updating various statuses (status updates) on Instagram. Thus, narratives are understood as "short stories" which capture the full range of narrative activities that are not represented in large or canonical narratives. These short stories are events that have just happened or are currently taking place. So, these short stories contain snippets of experience and emerge as a need to be shared or perhaps also snippets of gossip that are considered uninteresting. Those little stories even in everyday language can be considered as something completely meaningless. For outsiders, short stories involving various interacting parties contain "about things that are not important". In this context, the short stories are not understood as a whole or nothing subject matter, but rather more or less. These short stories can also include various narrative moments that are interactively oriented (Georgakopoulou 2006) [5]. These short stories in the form of various statuses on Instagram are narratives that are formed interactively.

The technique used to analyze the short stories refers to three things that are mutually exclusive, but they have interwoven levels of analysis [Georgakopoulou in De Fina and Georgakopoulou, eds. 2015: 255-271] [6], namely:

First, *ways of telling* which refers to how communication is carried out by considering the sociocultural values that are formed, semiotics that are conventionalized, and specifically the verbal choices in the story. Conversations that occur repeatedly in the types of stories told are ways of interacting, social practices, and give rise to various expectations in ongoing activities. Storylines (plots), types of events, and narrated experiences that are arranged interactionally are all important in this domain. The intertextual links of the story being presented are related to the previous stories or what happened next.

Second, *sites* refer to the social spaces that allow narrative activity to occur and show situational context factors from physical settings to the mediational tools used. Sites also allow for the exploration of significant social spaces, not only the here-and-now of storytelling activity, but also the story world involving participants of the story.

Third, *tellers* refer to participants in communicative activities and as complex entities. These participants are communicators in the here-and-now with specific roles in participation, as characters in their stories, as members of social and cultural groups, and as individuals who have a biography. specific ones, including habits, beliefs, hopes, desires, fears, and so on.

3 Result and Discussion

3.1 Cyber Stalking and *Harassment* on @aurelie.hermansyah Posts

@aurelie.hermansyah's post shows an OOTD (Outfit out the day) photo from when she was in Seoul, Korea. The caption was "Do you want to build a snowman?". This text shows the situation and atmosphere in Seoul at that time which looks snowy and cold.



Figure 1. @aurelie.hermansyah's Photo

Based on the comments above, Aurel received negative comments in the form of harassment and cyberstalking. As stated by Bernike (in Santosa, 2017: 3 -4) [7], Harassment is a form of harassment by sending repeated messages with evil, cruel and insulting messages. Cyberstalking is a behavior that degrades other people using electronic media so that the victim feels helpless and experiences significant fear.

Harassment written by netizens in some posts refers to someone's body shape. Such as the words "Aurel dulu lu cantik bgt, knp skrg kaya umur 40 diliat nya (Aurel used to be beautiful, now she looks like, she is 40 years old)", "perutnya di kondisikan Bu (Please conditioned your stomach)", "gembrot (fat)", and "seperti lempeng (like a slug)". These comments are considered as body shaming. The body shaming addresses to heavy people comes from the conceptual idea that only a slender body looks best on someone, whereas those who look bigger have a bad impression because they give the impression of being greedy and not taking care of their health.

Tabel 1. Negative Comments in @aurelie.hermansyah's Post

Netizen Comments	Comment	Cyberbullying
Aurel dulu lu cantik bgt , knp skrg kaya umur 40 diliat nya	Negative	Harassment
Astagfirullah perutnya di kondisikan Bu, jgn terlalu menonjol, gak malu apa??	Negative	Harassment
Inget body dia pas kecil. Persis kayak gini. Gembr0t	Negative	Harassment
Aurel!!!!. Saran yaaa. Kalo berhijab jgn terlalu ketat gitu bajunyaaa. Jadi kayak lempet..	Negative	Harassment
Lebih bagus body @ashanty_ash drpd @aurelie.hermansyah	Negative	Harassment
Tas authentic itu keliatan ya. Kok beda sama Vibes tas yg dipakai Syahrini ya	Negative	Cyberstalking
itu asprimu si yasmin malah lebih narsis dan sylist drpada kamu, hati2 rel, udah bnyk kejadian, hanya ingin ingatkn kamu hati2, itu yasmin serasa dia yg artis lho	Negative	Cyberstalking

Fat people are generally characterized by having an appearance that emphasizes excessive weight, such as folds on the neck, waist, pot belly and other parts that look swollen and this is often seen as something that is not good or unsightly. Body shaming often occurs because the victim feels they do not meet society's standards of beauty, meanwhile having slim body is an absolute thing that someone is considered beautiful.

Whereas the cyberstalking experienced by Aurel was also related to the outfit she wears. Netizens commented on how stylish she was in wearing this outfit, then questioned the authenticity of the bag she owned. Is it real or fake.

As it is seen in Aurel's posts, she is one of the artists and celebrities who likes to share her personal activities via social media. Referring to narrative analysis, Aurel's purpose in posting her daily activities can be seen through several aspects as follows:

Ways of telling, refers to how the message is delivered by considering the sociocultural values that are formed. It can be seen in the figure 1 above that Aurel's outfit showing that the conditions in Seoul, South Korea is cold and snowing. It can be seen from the background of the photo that the road is filled with snow. The words "Do you want to build a snowman?" emphasized how the conditions in Seoul at that time. By quoting the lyrics of the song, it means that it is not only about building a snowman but also, she wants to interact with her followers.

Sites, refer to social spaces that allow narrative activity to occur and show situational context factors. *Sites* also allow for the exploration of significant social spaces, not only the here-and-now of storytelling activities, but also the story world involving the participants. Aurel uses her personal Instagram account to show herself wearing special winter clothes, trousers, hijab and carrying an umbrella. This could mean that the situation might be drizzling so she brings an umbrella. Several comments showed the netizen's admiration towards Aurel's physical appearance.

"Buat netizen yg bilang, cantik an mama nur waktu gadis, baca ini ya, Cantik an sekarang lah di mata Allah, mama nur sdh menutup aurat sdh mau mengerjakan perintah Allah SWT, itu lbh penting dr pd penilaian manusia"

"Apa yg salah sii... sma outfitnya Aurel??? prasaan bagus, simpel, keibuan... org udah berhijrah buat hijab/tutup aurat bagus malah di sruh blik ke setelan awal, netizenaneh yaa... org brubah jdi lebih baik di omongin, brubah jdi bruk apalagi...."

From those two comments above, it can be seen how netizens are defending Aurel with her latest style. They explained that there was nothing wrong with the outfit worn by Aurel and they also supported the use of the hijab as a form of migration or towards a better path.

Teller: The purpose of the post is to maintain the relationships with the followers however this purpose is not in accordance with the narrative expected by the creator of the message. It can be seen from several comments which are classified as harassment and cyberstalking.

3.2. Cyber Harassment on @shandyaulia posts



Figure 2. @shandyaulia Picture

@shandyaulia's post shows a picture of herself breastfeeding her little one at school. This post received various comments, some are agreed with Shandy's actions but there were also negative comments regarding to what she did.

Table 2. Negative Comment at @shandyaulia's post

Netizen Comments	Comment	Type of Cyberbullying
Suka bgt foto ini. Smp g kepikiran hrs pake apron apa gak. Pingin liat susunya dongg□	Negative	Harassment
ini ibunya kan katanya pinter yah, apa ga tau yah klo ada apron mnyusui, dan harus bgt gitu dipost, klo diliat sma laki2 otak kotor mah abiss dah	Negative	Harassment
Kenapa ga pake baju yg busui friendly kak??	Negative	Harassment
Kenapa nggak menghadap ke arah kamera sekalian menyusuinya biar lebih banyak bullyan uwow uwow □□	Negative	Harassment
Secara tdk langsung pamer bahu yg indah..gpp yg penting ibu dan anak happy	Negative	Harassment
Lagi mommynya demen bgt dibully □ maksdte apa coba disekolah anak2 pake nyusuin buka2 g pakai nursing apron pake etika sopan kaliiiiiiiiiiiiii dpn anak2 □ Jgn sewot ya cm ngasih tahu	Negative	Harassment

Some of comments from those posts are classified as cyber harassment comments which refer to part of body or body shaming. Breastfeeding in our lives is a natural thing for a mother to do for her child, but when it is shown on social media, it emerges various comments regarding to this activity.

When posting this, several netizens commented that when breastfeeding, the ideal way is to use a breastfeeding apron. In fact, if we look again at Shandy's post, she does not show vulgar thing when she is breastfeeding. She took the photo from behind, so it is only shown her back. However, there are some netizens who give comments related to her body, such as; " Pingin liat susunya (I want to see her boobs)", " Kenapa nggak menghadap ke arah kamera sekalian menyusuinya (Why don't you face the camera while breastfeeding your child)", " klo diliat sma laki2 otak kotor mah abiss dah (If the bad boys see it, you will be ruined)", " Secara tdk langsung pamer bahu yg indah (Indirectly showing off your beautiful shoulders)", " maksdte apa coba disekolah anak2

pake nyusuin buka2 g pakai nursing apron pake etika (Why do you breastfeeding at school? It is better to use an apron)."

Ways of telling, Shandy Aulia's post shows her child's school, it illustrates that she can still breastfeed her child while at school. By stating "school" in the caption, it shows that Shandy's child school allows every mother to breastfeeding. It can be interpreted that the school supporting breastfeeding activities.

Sites refers to social spaces that allow narrative activity to occur and display situational context factors. Situationally, the photo shows Shandy Aulia's position where she was in a playroom. The post received comments directed at the mother. For example: "*Kenapa nggak menghadap ke arah kamera sekalian menyusuinya biar lebih banyak bullyan uwow uwow* □ □ (*emoticon tertawa lebar*) (Why don't you face the camera while breastfeeding so that there will be more bullying uwow uwow □ □ (*wide laugh emoticon*)" or "*Secara tdk langsung pamer bahu yg indah..gpp yg penting ibu dan anak happy* (Indirectly showing off your beautiful shoulders... the important thing is that the mother and her child are happy)", by commenting about the shoulders indirectly, it means that they give sarcastic comments on "yang penting ibu dan anak happy (the important thing is that the mother and her child are happy)".

Teller. The purpose of the post is to maintain the relationships with the follower. However, the narration does not meet the expectation. It can be seen from several comments which are classified as harassment towards the mother's body and sarcasm comments.

3.3 Technology Determination and Cyberbullying Behavior

Technology, media and society are related to each other, they are characterized by determinant and establishment as well as shaping human behaviour. One of the concepts offered by Mc. Luhan in West & Turner [2007] [8] is how media ties the world together. Each type of technology gives rise to a technological environment. This technological environment indirectly changes culture, social norms, interaction patterns and societal organization.

Media has several functions, McQuail [1987] in Grossberg et al [2006] [9] explains that the function of media for individuals is to satisfy and fulfill individual needs. The function of the media is divided into two, namely the system in society and individual life.

Social media or Instagram has a function like a honeycomb that forms a framework consisting of blocks that are related to each other. Kietzmann [Liliweri, 2015] [10] explains that several functions of social media are as follows; Identity, by using social media we can express ourselves; Conversation, it contains the user activity to communicate with other users; Sharing, social media helps users to distribute messages, receive messages, and exchange messages; and Relationship shows how far the users can connect with other users.

Aurel and Shandy's Instagram accounts carry out their function as a form of identity existence, discussing and sharing with their followers and showing relationships. However, the responses they get sometimes do not match the expectations of the narration provider on social media.

Intentionally aggressive comments done by individuals using electronic devices as an intermediary repeatedly. Cyberbullying actions have their own characteristics, for example victims who are cyberbullied cannot leave or escape, the scope of aggression is wider due to the rapid spread and anonymity of the perpetrator which causes the victim to feel unable to defend himself [Tokunaga, 2010; in Lucas-Molina et al, 2022] [11].

Forssell [2015] [12] added that cyberbullying perpetrators are anonymous. The nature of anonymity is a strength for cyberbullying perpetrators. By hiding their identity, perpetrators tend to feel freer to do or to say things they cannot do in real life [Kowalski et al, 2012] [13]. Interactions which is done via the internet makes the perpetrator cannot see directly the emotion changes of the victim, so it reduces the perpetrator's sense of empathy. In addition, geographical distance also makes the perpetrator feel freer to do so. [Slonje & Smith, 2008] [14].

The second is accessibility. Cyberbullying can be done anywhere and at any time. The victim cannot escape from the bullying even though s/he is in a safe place such as at his/her home and family. The victims can make a report of bullying to the company concerned, but generally this report takes plenty of time and there is no guarantee that the results of the complaint will distance the victim from the perpetrator.

4 Conclusion

The results of this research show that harassment is a form of abuse by sending repeated bad, cruel and insulting messages. Cyberstalking is a behavior that degrades other people using electronic media so that the victim feels helpless and experiences significant fear. Harassment written by netizens in posts refers to someone's body shape, whereas cyberstalking is addressed to mothers who wear certain outfits they worn. How netizens commented on her style in wearing this outfit, then questioned the authenticity of the bag she owned. This phenomenon can be said to be mom shaming in cyber media. Mom shaming, in the form of negative insinuations, statements or criticism and degrading to humiliate a mother both verbally and written.

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