

The Phenomenon of Body Shaming and Speech Ethics Shifts among Societies and Social Media Users

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Abstract

Body shaming refers to all the words offending someone's physique that seem normal when meeting someone called fat or too thin, the body is not ideal, the feet are too small, the hands are too big. It may sound normal, but those who get these statements suffer pain in their hearts and cause regret about their physical condition and go on a strict diet to look ideal. The body shaming phenomenon has now entered the realm of social media. Moreover, nearly all Indonesians have social media, and even worse, the wide access to social media makes body-shaming victims feel even more humiliated. While many people are still in denial about body shaming, considering it to be far-fetched, in reality, there are many victims of body shaming. This paper refers to several cases of body shaming in the real world and the virtual world. With the descriptive qualitative method of collecting data through observation and interviews, the author found the fact that body shaming is increasingly epidemic, especially in social media. When there is a photo of someone in cyberspace, there will definitely be negative comments that hurt. In fact, it is often likened to an animal, such as describing someone as a lumoe (ox), this happens in the social media user community in Aceh. Even though this behavior and speech are very contrary to the customs of the Acehnese people who uphold the teachings of Islam, the current conditions with the enormous openness to social media, da'wah for bad speech looks more massive than speech that is full of adab and politeness.

Keywords: *Body Shaming, Speech Ethics, Social Media*

Abstrak

Body shaming adalah semua perkataan yang menyinggung fisik seseorang, terkesan biasa saja ketika bertemu seseorang disebut gemuk atau terlalu kurus. Badannya tidak ideal, kaki terlalu kecil, tangan terlalu besar. Mungkin ini terdengar biasa saja, tetapi bagi pihak yang mendapatkan pernyataan tersebut merasa sakit dalam hatinya, dan membuat mereka kemudian menyesali keadaan fisiknya sampai kepada melakukan diet ketat agar terlihat ideal. Bukan hanya secara nyata, fenomena body shaming sekarang masuk ke ranah media social, apalagi

hamper semua masyarakat Indonesia memiliki media social, parahnya lagi akses media social yang begitu luas, membuat korban body shaming merasa lebih dipermalukan. Banyak orang yang masih menyangkal tentang body shaming ini, dianggap terlalu mengada-ngada, tetapi realitasnyanya, banyak korban akibat tindakan body shaming. Tulisan ini merujuk kepada beberapa kasus body shaming dalam dunia nyata dan dunia maya. Dengan metode kualitatif deskriptif dengan mengumpulkan data melalui observasi dan wawancara penulis menemukan fakta, bahwa body shaming semakin mewabah terutama dalam media social, setiap ada foto seseorang di dunia maya, pasti akan komentar negative yang menyakitkan. Bahkan sering disamakan seseorang dengan hewan, seperti menyebut seseorang seperti lumoe (lembu), ini terjadi dalam komunitas pengguna media social di Aceh. Padahal prilaku dan tutur bahasa ini sangat bertentangan dengan adat istiadat masyarakat Aceh yang menjunjung tinggi ajaran Islam. Tetapi kondisi saat ini dengan keterbukaan yang sangat nesar terhadap media social, dakwah untuk tutur kata yang buruk terlihat lebih masif dibandingkan dengan tutur kata yang penuh adab dan kesopanan.

Kata Kunci: Body Shaming, Etika Tutur, Media Sosial

INTRODUCTION

The emergence of social media is a new phenomenon that changes the behavior of users in their individual and social lives. The boundless breadth of friendships allows social media networks to bring together people with different characteristics, good and bad, caring and uncaring, gentle and harsh, humanist and anti-humanist, ethical and unethical. These characters all come together and merge into a community of friends, or not friends but can access someone's media. Being in a large community, of course, a person has a different perspective from one person to another. There are those with strong characters who like to bully and say words that point to physical (body shaming), and other inappropriate words. Existing on social media requires a person to be strong when hit with unpleasant statements. If you are unable to do so, it is best to avoid communities that engage in body shaming and bullying.

The accessibility of information through social media allows a person to publicize their existence to various regions without limits. Anyone may access someone's photos and even share them without permission from the owner. Shared photos or videos are viewed and commented on from various perspectives. The comments given can be very positive or negative. Negative comments are often uttered, especially if the photo looks bad, so the words fat, ugly, or likening someone to an animal become public consumption. Comments that are directed at a person's physique are known as body shaming.

Body shaming refers to a person's judgment about another person's body, resulting in feelings that their body is imperfect, embarrassing, and disappointing due to the judgment of themselves and others, their body shape is not ideal and does not match the expectations of the majority of people. The types of body shaming include fat shaming, skinny/thin shaming, body hair/hairy body, and skin color. Fredricson and Robert suggest that body shaming is a form of behavior evaluating the appearance of oneself and others against the internalization of ideal beauty standards.¹

Recently, the phenomenon of body shaming has risen and become a serious problem if it is not immediately eliminated. Body shaming makes it so easy to judge someone's physique, thus when someone speaks disrespectfully, and others allow it, then of course the unethical speech is considered a habit, which will be followed by many people. As a result, bad habits in speech, especially when commenting on someone's physique, become a character that dominates communication, resulting in the loss of one's civilization, and hurting the feelings of people who get body shamed.

DISCUSSION

Body Shaming Phenomenon: Facts and Cases

Every year, the number of body shaming cases rises rapidly and targets various groups, with an alarming impact. Bisnis.com reported that the number of body shaming cases increased from 206 in 2015 to 966 in 2018. Detik.com released information that the police had successfully resolved 374 cases out of 966 body shaming complaints during 2018. According to KPAI, based on the results of a survey they conducted in 2019, 68 percent of body shaming incidents in Indonesia were committed by students.²

Instagram becomes the most commonly used social media for body shaming and cyberbullying on the internet. According to a survey by antibullying charity Ditch The Label, cyberbullying includes negative comments on certain social media posts, unfriendly personal messages, and sharing certain social media posts or profiles with the intention of making fun of them. Data was obtained from 10,000 teenagers between the ages of 12 and 20 who live in the UK as the source of the survey. The survey results showed that more than 42% of cyberbullying victims admitted to getting it on Instagram, in 2014. Body shaming

¹ Sumi Lestari, Bullying or Body Shaming? Young Women in Patient Body Dysmorphic Disorder, Vol 3 Nomor 1 (2019), p 59.

² Detik.com, 2018

that occurs on social media, especially Instagram, dominates. Based on the data obtained by researchers, there are around 78,059 uploads about body shaming using hashtags (bodyshaming accessed on April 8, 2019).

Referring to the data from complaints regarding body shaming cases, there were 966 cases of physical humiliation (body shaming) handled by the police across Indonesia throughout 2018. This research does not only focus on the ideal body size because body shaming is not just related to fat shaming (large body shape) or skinny shaming (too thin body shape), but body shaming also includes any physical aspect of a person that can be seen by others, such as skin color, height, which is done to women. Body shaming is an act of verbal (physical) violence or bullying, including all forms of insults committed on social media is a criminal offense. The perpetrator can be prosecuted under the Electronic Information and Transaction Law Number 11 of 2008, Article 27 Paragraph 3, as amended in Law No. 19 of 2016.

Instagram is a social media platform that allows users to upload photos, videos, and information, and even serves as a communication and information tool. The rapid development of social networks as a communication tool that is easy to use by anyone and can be accessed anywhere makes a big phenomenon in the flow of information. Moreover, the growth of social networks has brought a new trend in society as a venue for online body shaming and bullying, better known as cyberbullying. Cyberbullying is a form of negativity that accompanies the use of information technology. Cyberbullying or cyber violence turns out to be more painful when compared to physical violence. Victims of cyberbullying are often depressed, and feel isolated and helpless when attacked. From here, cyberbullying, which is the behavior of denouncing, giving negative judgments through social media, emerged.³

On social media, particularly Instagram, body shaming is a common phenomenon referring to criticizing or making unflattering comments about one's body shape as well as physical attractiveness. Body shaming is defined as the act of degrading the body through humiliating comments and criticisms about one's physical size or weight. Further, it is stated that body shaming takes the following forms: condemning a person's physique, appearance, weight, body shape, skin color, and height. The impact of body shaming can substantially

³ Anastasia Siwi, Fatma Utami, Nur Baiti, *Pengaruh Media Sosial Terhadap Perilaku Cyber Bullying Pada Kalangan Remaja*, Volume 18 No. 2 September 2018, p. 58-259.

harm the psyches of the victims, as it not only leaves physical scars but also has the potential to cause mental stress and psychiatric illnesses, such as a lack of self-confidence.⁴

Other studies mention that the impact of body shaming includes the desire to go on a strict diet, the emergence of obsessive-compulsive behavior (often checking one's appearance, weighing oneself), bringing up emotions (anger, shame, hatred, anxiety, fear, and so on), mental disorders (eating disorders and body dysmorphic disorders) and withdrawing from the environment.

The interesting thing indicates that not all body shaming victims from these students do not feel depressed, do not feel embarrassed, and even remain comfortable doing their activities and feel happy. This condition is certainly not experienced by everyone, there are exceptions that must be noted. According to one researcher, this situation is influenced by the role of a strong self-concept, thus affecting happiness despite experiencing body shaming. Based on the results of Fitriana's research (2019), body shaming victims who remain happy have their own way of maintaining their happiness despite experiencing body shaming. At least 5 out of 8 research subjects conducted by Fitriana said they were still happy even though they had received body shaming. According to Hurlock (2012), one of the factors that can cause individuals to feel happy is self-concept.⁵

Body shaming seems common in Indonesian society. This behavior is often done by children to their friends, not only adults. In recent years, this has become a concern for a number of parties given the rise of body shaming on social media. In anticipation of this, there are criminal threats for those who make physical taunts. Social Observer who is also the Head of the UI Communication Vocational Study Program, Devie Rahmawati stated that there are four causes of body shaming. First, the client patron culture that means people who are at the top, due to their wealth, fame, and power 'to be able to do anything'. At school, there are people who are better, cooler, and superior, and the victim tends to take it for granted, so this practice continues.

Nowadays, the practice of body shaming is not as free as it used to be, where people who do body shaming are undetected, but now it leaves traces on social media and makes the object feel uncomfortable due to wider distribution. Devie emphasized that insults used to be heard by only one or two people but now by the entire world, and it stresses the person

⁴ Damanik, Tuti .M. 2018. Skripsi: Dinamika Psikologis Perempuan Mengalami Body Shame

⁵ Fitriana, S. (2019). *Dampak body shaming sebagai bentuk kekerasan terhadap perempuan*

receiving the insult even more. The second cause is patriarchy, where women tend to be the object of body-related jokes. Words such as fat, thin, black, which are addressed to women, are very rare for men to get such words. The lack of knowledge makes a person prone to body shaming behavior. Yet when this behavior is deemed wrong or bad and criminalized, it can be suppressed. The last factor is due to the fact that Indonesians always see something as perfect if westernized such as white, tall, and pointed, otherwise if it is short, black, big is bad.

Body shaming and bullying are any kind of verbal criticism directed at another person's body parts. Body shaming occurs as a result of one's relationship with others. There are several TV shows, magazines, and other forms of media that include models. Advertisements for beauty products do not only have proportional models; advertisements for health foods and drinks, detergents, and various other products also display proportional models. It has become brainwashed, particularly in Asia, that the ideal image is one of a slim, tall, white body and straight hair. Men are defined as muscular, tall, and fair-skinned. Therefore, this serves as the ideal standard by which society, particularly teenagers, judge their physical perfection. Hence, many individuals compare their physique to others using this idealized criterion.

The Realities of Body Shaming: Enduring or Being Hurt

When a person develops their self-concept, it is difficult for them or to accept change and new knowledge. If one has a strong self-concept, he or she will not care about body shaming by others on behalf of happiness. They believe body shaming is a joke according to their school environment. They are emotionally mature and almost stable and feel great about themselves. They remain cheerful, confident, and often unaware of their friends' body shaming. They believe that the physical condition of their bodies is a gift from God, and try to continue to take care of them and be grateful for what they have been given.⁶

Body shaming and bullying are old habits that endanger all parts of most teens' lives, at home, school, and in the community. Bullying has existed since hundreds of thousands of years ago when Neanderthal man was succeeded by the more evolved and stronger Homo sapiens. A repetitive motive throughout the history of bullying behavior is for the strong to

⁶ Dalley, S., Bron, G., Hagl I., Heseding, F., Hoppe, S., Wit, L. (2019). Bulimic symptoms in a sample of college women: disentangling the roles of body size, body shame and negative urgency. Springer

exploit the weak, not unwillingly but deliberately. Bullying is manifested in many ways, including non-physical manifestations such as derision and teasing, as well as physical acts. Bullying is a sign of failure to develop holistic intelligence.⁷

Body shaming refers to comments that are limited to the shape and size of the body. Body shaming, a type of verbal abuse, carries a variety of negative consequences for its victims. Eating disorders are one result of this body shaming behavior. Body shaming is typically done by close friends, who often exploit physical defects, making the victim feel inferior, shamed by others, and trying to form a more ideal body.

The beauty concept is always associated with women, especially with the body and physical parts of women (Aprilita & Listyan, 2016). This explains why many women are victims of body shaming, including some of the informants in this study. Although beauty criteria constantly change from time to time, but in recent decades the beauty criteria that are often displayed by the media tend to have similarities, namely in the form of a thin slim body, tall, clean white skin, long and straight hair, large eyes, and a sharp nose (Aprilita & Listyan, 2016).

According to the informant named S (initials), body shaming is very often heard by her and occurs around her environment. For example, someone tells S that you should diet, not eat too much, then S feels insecure.⁸ On the other hand, an interviewee with the initials RGP said that:

“Saya merasa lebih baik tidak bergaul dengan lingkungan karena saya merasa ukuran tubuh saya yang terlalu tinggi, hal itu menjadikan saya sebagai bahan olok-olok dari teman-teman saya, bahkan saya dikatakan jangkung seperti tiang listrik. (I felt better not socializing with the neighborhood as I felt my body size was too tall, which made me the subject of jokes by my friends, even saying I was as tall as an electric pole).⁹

A teenager, initialed A, admitted that she also often experienced body shaming from her exaggerated body structure and shape. The body shaming came from her friends and family, who often said she was fat and did not take care of herself as a woman. A felt uncomfortable, so A became indifferent and ignorant. When she used to experience body shaming, she felt insecure and sad, however, now she is accustomed to such hurtful words.¹⁰

⁷ The Concept of Bullying and Harassment at Work: The European Tradition Ståle.2011

⁸ Hasil wawancara berinisial S

⁹ Hasil wawancara berinisial RGP

¹⁰ Hasil wawancara berinisial A

A teenager with the initials I said “*kami sering sekali dibilang gendut, dekil, dan gigi yang tidak terlalu rapi, adik saya juga bicara begitu, bahkan teman banyak teman juga bicara begitu, sampai saya tidak berani bicara, takut membuka mulut terlalu lebar, saya juga sering dikatakan gendut* (we are often said to be fat, dirty, and having teeth that are not too neat, my younger brother also talks like that, even many friends also talk like that, until I can not talk, afraid to open my mouth too wide).”¹¹ Besides I, the same thing was also experienced by teenager with the initials U, “*saya sering mengalami body shaming karena ukuran badan saya pendek, ada yang mengatakan saya kerdil dan tidak bertambah tingginya* (I often experience body shaming due to my short size, some say I am a dwarf and do not increase in height.)”.¹²

Based on the informants' experiences, body shaming behavior is mentally damaging to young adolescents. Body shaming attitudes are also seen from today's social media and netizen comments. One informant said that he often gets comments from social Media such as Instagram “*Waduh photo kamu terlihat kurus tetapi aslinya gendut. Itu sangat sering saya dapatkan komentar dari instagram* (Wow, your photo looks thin but is originally fat. I often received comments from Instagram.)” The researcher believes that people who experience body shaming are more likely to be insecure. Body shaming is such an emotional experience humans have when they perceive something that is not as expected, either in themselves or in their environment, and when they perceive that others are aware of the situation. This generates self-doubt and self-directed humiliation.

There are positive aspects to body shaming therapy, as it creates a desire to improve the body once again. However, the body shaming treatment is still not accepted. Research on a representative sample of women with eating disorders found that early exposure to shame was associated with more severe eating disorder symptoms as a result of the high impact of shame, especially body image. The effect of shame on the body can be harmful, so it follows what others say about the condition of the body. Eating disordered behavior is determined by how much the sensation of shame makes you feel insecure, ugly, and worthless in your life. social class. The findings of the study suggest that there is a relationship between the experience of body shaming therapy and that of women with eating disorders. In women with eating disorders, the study found that the sensation of guilt associated with physical

¹¹ Hasil wawancara berinisial I

¹² Hasil wawancara berinisial S

attractiveness appears to have a role. In addition, the findings of the research reveal a shift in cognitive function that is crucial to the body.¹³

Becoming the target of body shaming causes a range of emotions, such as depression, shame, annoyance, and anger, as well as hurt and burden. Consequently, when the victim first experiences body shaming, they cannot do anything about it. Many victims of body shaming choose to remain silent and control their emotions so the victim of body shaming is more receptive and easily manipulated. Bullying is a problem whose impact must be borne by all parties. This includes the bully, the victim, or the witness. Moreover, studies have shown that one in three children around the world has experienced bullying. It happens at school, in the neighborhood, and online. Vice versa, one in three children admit to bullying their friends.¹⁴

According to Luviana, the fightback currently being put up by survivors of body shaming is evolving along with technological advancements and is carried out through Instagram. As a feminist activist, Luviana also voices resistance to the injustices that women often face through social media platforms such as Instagram, books, and also the documentary More Than Work that she is now publishing. Ririe Bogar, the primary source, uses an open mode of resistance.

Ririe experienced body shaming since she was in junior high school and continued up until she started working. Ririe preferred open resistance as a method of knowledge dissemination as it showed clear resistance to the practice of body shaming that she and others encountered. Meanwhile, the main source Irene Permatasari Tanudibroto chose a form of closed resistance as she felt unburdened by the vicious acts she witnessed and was free to do what she wanted, including photographing and expressing herself as she was. The researcher noticed two types of resistance based on her findings. Ririe and Irene are diametrically opposed. This was shown when the author observed Ririe and Irene's Instagram profiles. The author observes Ririe's form of resistance through the use of hashtags such as ^komentarfisigaasik, as well as through posts to Ririe's social media and various events held

¹³ Duarte. (2017). The impact of early shame memories in Binge Eating Disorder: The mediator effect of current body image shame and cognitive fusion.

¹⁴ Andri Priyatna, *Let's End Bullying: Memahami, Mencegah dan Mengatasi Bullying*, (Jakarta: Elex Media Komputindo, 2010), 2.

by Ririe and her models. While I follow Irene on Instagram, I only see her in her regular life as a model and with her family and friends.¹⁵

Body shaming and bullying are often committed unconsciously by those around us. Although body shaming may not include harmful physical contact, it is a form of verbal abuse. Indeed, jokes may lead to body shaming in casual conversations, either consciously or unconsciously. Body shaming is defined as putting down someone's body or looking through criticism and harsh comments. There are various types of body shaming, including making belittling comments on a person's physical appearance, weight, body shape, skin color or height. Body shaming can unintentionally take a toll on those who experience it. It leaves not only physical scars but can also result in emotional stress and psychiatric problems.

The perpetrators of body shaming usually rarely recognize that their actions can hurt others, considering it as a joke. Body shaming is considered bullying which will have a negative impact on its victims in the long run. Body shaming leads to so much body shame that depression sets in. Walden Eating Disorders Treatment mentioned body shaming as proof that a person's existence is only judged physically and has no other qualities.

Body shaming leads to unhealthy behavior for its victims as someone who is too often criticized tends to have the desire to change their body shape by all means, for example by dieting desperately, taking slimming drugs, and other things that become bad habits for themselves. Body shaming also leads to eating disorders such as anorexia nervosa and bulimia nervosa. In addition, body shaming leads to a person's lack of confidence in their own body and makes them unwilling to socialize with others. Therefore, she will become a person who closes herself off and avoids socializing with people around her. One such concrete example of a victim of body shaming is a 17-year-old woman from the UK named Harriet Walsh, who died by hanging herself after being unable to take the taunts of her schoolmates (Glitz Journal, 2017). Constantly receiving negative comments about her fat face and body shape, she became depressed and chose to end her own life.

Triggering Factors for the Emergence of Body Shaming among Teenagers

The influential factors of self-image are judgment or comments of others, comparison with others, one's function, and identification with others. Self-image can be instilled in the

¹⁵ Micheal, Suzy S. Azeharie. Perlawanannya Penyintas Body Shaming Melalui Media Sosial. 2020. hal:138

subconscious mind through influences of people, environmental influences from past experiences, or actively instilled by the subconscious mind. Self-image is another term for self-esteem. Self-esteem is a conscious or unconscious attitude towards one's physique. These attitudes include views and feelings about the body's size, shape, appearance, function and potential now and in the past, which are constantly updated as a result of each individual's new experiences.

The researcher assumes that this is the age at which adolescents begin to consider their body shape and how they deal with these changes, as evidenced by the body shapes of other people, artists, or friends, and it is at this point that body shaming treatment occurs as a result of seeing a friend's thin or fat body shape. In this instance, girls are more likely to face body shaming treatment than boys, as girls are more concerned with coping with the body shape changes, they face and how they look, in contrast to adolescent boys who are less concerned with appearance.

When a woman's physical size deviates from the ideal, she develops increasing contempt for it. The closer the current self-image is to the ideal held by the individual, the more likely it is that the person's desire is manifested in general feelings, self-esteem, and other good sentiments. If the difference between the perceived body and the idealized image held by the individual is too great, it results in a negative judgment of his or her body, which will have a negative impact on his or her self-image. This unfavorable judgment is what prevents a person from accepting his or her body in its current state.

Body shaming has a tremendous impact not only on the perpetrator but most severely on the victim, including loss of trust, feeling inferior, feeling embarrassed, anger, irritable, and even experiencing stress. Lamont (2015) finds that one of the impacts of body shaming is eating disorders, such as bulimia, anorexia, and binge eating, as well as mental disorders such as depression. Body shaming also impacts daily life in terms of physical and psychological, and due to body shaming a person can even withdraw from the surrounding environment.¹⁶

Another study mentions that the impact of body shaming is the desire to go on a strict diet, the emergence of obsessive-compulsive behavior (often checking self-appearance, weighing weight), bringing up emotions (anger, shame, hatred, anxiety, fear, and so on),

¹⁶ Ibid

triggering mental disorders (eating disorders and body dysmorphic disorders) and withdrawing from the environment.¹⁷

Olweus (2009) argues that a person is a victim of bullying (including body shaming) when a person receives negative comments repeatedly, from time to time from either one or many people. The so-called body shaming condition includes verbal bullying by bullying one's body. The fact of a shameful past experience becomes embedded in the self, and serves as a traumatic memory associated with future feelings of shame. This increases vulnerability to traumatic attitudes. This traumatic condition is among the effects of the body shaming treatment. The effect of shame on body condition, gives a negative effect that tends to follow what other people say, when it relates to body condition. Furthermore, it leads to irregular eating behavior due to the influence of the extent of the experience of shame, eventually turning into a sense of insecurity, unattractiveness, and unworthiness to live in a social group.¹⁸

Considering the enormous negative impact of body shaming on a person's physical and psychological condition, all of these attitudes need to be stopped, to avoid becoming a big problem, especially for the younger generation. Moreover, the phenomenon of body shaming becomes rampant on social media due to its normalcy and commonality in relationships. This habit becomes a harmful boomerang for the young generation of Islam and Indonesia, which is supposed to show an eastern attitude, characterized by politeness and politeness. Language and insulting words are not worthy of characterization, no matter if it is only taken as a joke. Those who receive body shaming inevitably have an impact on their mentality, so this habit must now be eliminated by bringing back good speech that is in accordance with *akhlakul karimah*.

¹⁷ Sumi Lestari, Bullying..., p. 59.

¹⁸ Yessi Febrianti, Kusnul Fitria, *Pemaknaan Dan Sikap Perilaku Body Shaming Di Media Sosial (Sebuah Studi Etnografi Digital Di Instagram)*, Jurnal Media Dan Komunikasi | Vol. 3 No. 1, September 2020: p. 15.

Body Shaming and Shifting Moral Values in Communication

Akhlag comes from the Arabic *jama'* from the *mufradat* form "*khuluqun*" which means character, temperament, behavior, and character.¹⁹ According to the term, morals are knowledge explaining good and bad (right and wrong), regulating human relationships, and determining the ultimate goal of their efforts and jobs. *Akhlag* is basically embedded in a person, integrated with his behavior and actions. When the inherent behavior is bad, it is called bad manners (*akhlag mazmumah*). In contrast, when the behavior is good, it is called *akhlag mahmudah*.

Akhlag is behavior that is clearly visible, both in words and deeds that are motivated by encouragement because of Allah SWT. Islamic manners or Islamic characters are manners based on the teachings of Allah and the Prophet. This is an open deed of Islamic morality so it can be an indicator of whether a person is a good or bad Muslim. A Good character is the result of the correct *akidah* (belief) and shariah. Fundamentally, these morals are closely related to human events, namely *khaliq* (creator) and *makhluq* (created).²⁰

The Prophet was sent to perfect human morals, namely to improve the relationship of creatures (humans) with the Creator (Allah Ta'ala) and good relations between creatures and creatures. Due to the perfect character only owned by the Messenger of Allah Saw so it should be used as uswah al- hasanah (good example). The word of Allah Swt in the Qur'an surah Al-Ahzab 21:

لَقَدْ كَانَ لِكُمْ فِي رَسُولِ اللَّهِ أُسْنَةٌ حَسَنَةٌ لِمَنْ كَانَ يَرْجُوُ اللَّهَ وَالْيَوْمَ الْآخِرَ وَذَكَرَ اللَّهَ كَثِيرًا

Indeed, in the Messenger of Allah you have an excellent example for whoever has hope in Allah and the Last Day, and remembers Allah often.

The development of honorable morals is the core of Islamic teachings, as mentioned by Fazlur Rahman in his book Islam, that the core of Islamic teachings as stated in the Qur'an is morals that are based on faith in God (*hablumminallah*) and social justice

¹⁹ Luis Ma'luf, Kamus al-Munjid (Beirut: al-Maktanah al-Katulikiyah,t.t),p.194

²⁰ Syarifah Habibah, *Akhlag Dan Etika Dalam Islam*, Jurnal Pesona Dasar Vol. 1 No. 4, Oktober 2015, p 74.

(*hablumminannas*).²¹ Noble character as stated by experts does not happen by itself but is influenced by various factors, especially family, education, and society in general. Moral development from an early age is very important, especially in this era of digital technology, various forms of behavior are displayed without being filtered about good and bad.²²

Body shaming is a form of bad manners, for telling others something bad, whereas in social intercourse if you want to sow brotherhood, you must be kind and maintain your speech when dealing with others. Striving to please the people by speaking things that make others happy, keeping away from swearing, abusive language and hurting feelings. Improving awareness to always associate with polite language must be done massively in this day and age, especially when everyone has been socializing and living with social media in the digital realm.

In Acehnese tradition, speaking harshly and insulting and harassing others are also prohibited. The style of communication must be in accordance with the applicable norms, parents will prohibit their children from speaking harshly, if they hear or know that there are children who speak harshly. Some families allow their children to speak rudely or harass others, due to a lack of religious and general knowledge. However, most people are strongly opposed to the practice of insulting people through words. The researcher believes that this is not only applicable in Aceh, but also in other regions, which prioritize polite speech in social interactions.

Harsh speech is usually often spoken by someone directly, but along with the massive use of gadgets among the community, including children, teenagers, adults, and even parents, making people easily issue inappropriate words to others. For instance, in Acehnese if they do not like someone, they say *lagee lumoe*, like an ox. This relates strongly to body shaming as it highlights a person's physique. If one observes some social media sites that are often used as a gathering place for young people in Aceh, such as Facebook, Instagram, and TikTok, in the comments area one can easily find body shaming. This has resulted in a shift in speech culture from ethical to not, because social media does not provide restrictions and prohibitions. Speaking directly in front of parents would be a strong warning, but this

²¹ Abuddin Nata, Manajemen Pendidikan, Mengatasi Kelemahan Pendidikan Islam di Indonesia (Jakarta: Kencana,2007), 216

²² Ernita Dewi, Perempuan dan Remaja Dalam Rotasi Perkembangan Zaman, (Banda Aceh:Ar-Raniry Press, 2021), h.33

happens on social media, there will be no one to regulate good and bad values, so this habit will become a character trait that is difficult to break.

Body shaming requires not only a social prohibition, but it can also have a psychological impact on the victim of body shaming. It is inevitable that someone who has been insulted physically can commit acts that hurt him. Moreover, it happens to teenagers who are still very unstable, it cannot be denied that if it continues to occur in the majority of lives, it can result in losing an optimistic generation that behaves politely, in accordance with Islamic teachings, and also the noble values of the Indonesian nation.

It is essential to realize that body shaming causes major problems among the younger generation, namely the loss of mutual respect, respect, sympathy and empathy for others. Expressing other people's disgrace in public is something that is easily shown without considering the shame and psychological state of the person who feels humiliated. The social media battle in the future is getting more massive. Teenagers must really be protected from an early age, knowing that body shaming is forbidden, and once done, whoever is affected must be able to accept it with a strong attitude so as not to cause depression and disrupt their mental and social life.

Indeed, all humans must be respected in their humanity, of course no one wants to be insulted and harassed. If this is done, everyone feels hurt and disappointed, so never put down people's self-esteem, it is the same as putting down your own self-esteem. This study attempts to present data on the growth and forms of body shaming, as well as early anticipation efforts so that this habit does not grow and develop in cyberspace. Ensuring that humanist values are not displaced due to the adverse effects of body shaming.

CONCLUSION

Maintaining speech to avoid hurting and offending the feelings of others is piousness of soul and goodness of character. Regardless of what is seen from others, physically, do not comment, especially if it is a comment that people are not necessarily happy to hear. Avoid calling people fat, skinny, unkempt, shabby or any other language that makes people hurt. Instead of talking about someone's physique, talk about other, more fun things about the world that they understand.

Body shaming happens all the time, and without realizing it, it has made people's hearts hurt. Hearts and feelings are very sensitive and no human knows about a person's heartache due to what others say to him, be humane by increasing sympathy for others. The problem of body

shaming has entered the stage of harassment of human values on social media if it needs to get attention so that the spread can be immediately suppressed. Be assertive and reject people who do body shaming, with anti-body shaming campaigns, everyone is aware and respectful of others. Religiously and traditionally, Acehnese society does not give place to body shaming behavior, so there is no reason for anyone to continue this bad behavior.

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