

ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial dan Ilmu Politik

Departemen Ilmu Komunikasi

Konsentrasi *Advertising*

Dea Tiara Sandinia Amri

20140520139

Kecenderungan Perilaku *Body Shaming* dalam Serial '*Insatiable*' di Netflix

Tahun Skripsi : 2019 + 88 halaman + 8 tabel + 21 gambar + 70 lampiran

Daftar Pustaka : + 15 buku + 11 jurnal + 19 sumber internet

Penelitian ini bertujuan untuk mengetahui seberapa besar presentase kecenderungan perilaku *body shaming* dalam serial '*Insatiable*' di Netflix. Adegan-adegan *body shaming* seringkali di sisipkan di berbagai genre film. salah satunya adalah film komedi. Penelitian ini menggunakan metode deskriptif kuantitatif dengan analisis isi model Holsti. Hasil penelitian ini menunjukkan kecenderungan perilaku *body shaming* di ruang privat lebih besar daripada di ruang publik yaitu 88,7% di mana didominasi oleh perilaku *body shaming* secara lisan sebesar 87,6% dengan bentuk adegan *body shaming* berupa ungkapan dalam hati mencela, menghakimi karakter atau bentuk tubuh diri sendiri secara personal (monolog personal) sebanyak 39 kali.

Kata kunci: Analisis isi, Serial TV, *Body Shaming*

ABSTRACT

Universitas Muhammadiyah Yogyakarta

Faculty of Social and Political Sciences

Communication Studies Department

Advertising Concentration

Dea Tiara Sandinia Amri

2014 0530 139

Trends of Body Shaming Behavior in the 'Insatiable' Series on Netflix

Year of Thesis : 2019 + 88 Pages + 8 Tables + 21 Pictures + 70 Attachment

References : 15 Books + 11 Journals + 19 Internet sources

This study aims to determine how much the percentage of body shaming elements in the series 'Insatiable' on Netflix. Body shaming scenes are often inserted in various movie genres. One of them is in the comedy genre. This study uses quantitative descriptive methods with the content analysis of the Holsti model. The results of this study indicate that 'Insatiable' have a tendency for body shaming in private space is greater than in public space which is 88,7%. Where it is dominated by verbal body shaming by 87,6%, in the form of personal monologue, by judging their body shape and characteristic personally 39 times.

Keywords : Content Analysis, TV Series, Body Shaming