Roland Barthes Semiotic Analysis of the Interpretation of Body Shaming Issue in Tall Girl Movie

Nofia Ayu Fatimah[1,*], Yudha Wirawanda[2]

Faculty of Communication and Informatics, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Abstract

Film is one of the media that is widely favored by the public, with visual art displayed by the public as if they can feel the continuity of the film with the reality of real life, as well as the action of body shaming in this film. Body shaming is an act of negatively commenting on body shape that can cause mental disorders and depression to the victim. One of the movies that discusses the action of body shaming is the movie "Tall Girl". This movie raises the issue of body shaming, in this case body shaming that occurs based on two factors, namely body shaming based on gender bias and body shaming based on physicality. The researcher examined the movie "Tall Girl" by using a descriptive qualitative method with semiotic theory from Roland Barthes in analyzing data about the impact and classification of body shaming actions. The purpose of this study is to provide an overview of how the issue of body shaming is interpreted, as well as to explain the impact and classification of body shaming actions. The results obtained are the issue of body shaming in this study are interpreted that this often happens but the perpetrators do not feel that they are doing body shaming themselves, they think that it is just a joke, the form of resistance to the action of body shaming in this film is to accept ourselves and not feel insecure about ourselves because everyone has advantages and disadvantages and no one is perfect.

Keywords: Movie, Body Shaming, Self-confidence, Semiotics, Impact.

Introduction Section

Film is a mass communication tool of various types of technology and various artistic elements. Movies are not the same as literature, painting, or sculpture (Baksin, 2003). Currently, movies are one of the popular media tools among the public, especially among teenagers, movies have their own charm compared to television programs. With the audio-visual art possessed by films and their ability to capture reality, films are currently able to become an alternative forum for conveying a message to the audience and the existing audio-visual is able to suggest the audience emotionally, so that the audience will feel the film is connected to the reality of life they experience such as behavior and manners in relationships.

One of the movies that is continuous with the reality of life is Tall Girl Movie. Tall Girl is a Netflix Original Movie released on September 13, 2019 (Yucki, 2019). This 102-minute film tells the story of a 16-year-old girl named Jodi (Ava Michelle) who has an unusual height, Jodi has a height of 1.87 meters. With this situation makes it difficult for Jodi to find friends, therefore only Fareeda (Anjelika Washington) and Jack (Griffin Gluck) are Jodi's friends. Jodi's situation makes her lose confidence with her sister Harper (Sabrina Carpenter) who is often the winner in beauty pageant nominations and is considered perfect by others. However, the presence of a new exchange student, Stig (Luke Eisner), who is almost the same height as Jodi, causes Jodi to regain confidence and Jodi is bound in a love triangle involving Jodi, Jack and Stig. The movie comes from the United States with a romantic comedy genre directed by Nzingha Stewart and the screenplay was written by Sam Wolfson. This movie has the main roles of Ava Michelle and Griffin Gluck (N'Duka, 2018).

This film has a very positive message and the story raised is in line with the behavior of teenagers today, the absence of self-confidence and self-discovery so that this underlies this behavior (IMDb, 2019). In 2019 the film successfully won the award from the Association Of Polish Filmmakers Critics Awards as Best Foreign Film. In 2020 the film was a nominee in the Best Music Supervision for a Television Film category in the Guild Of Music Supervisors Awards and in 2021 it was also a winner in ReFrame as a nominee for Best Feature and Narrative (IMDb, 2019).

---

* Corresponding author: 1100200182@student.ums.ac.id

This movie deserves to be used as a lesson for the community that the action of body shaming has a very detrimental impact on the victims of body shaming. The action of body shaming does not only occur among the community directly but the action of body shaming also often occurs in social media. The development of technology and communication makes it easier for people to get information and it is also easier for people to do any work related to technology. But, in this era of modernization, people actually use the media to do various negative things, such as body shaming.

Body shaming is an act of judging, criticizing and giving negative perceptions about another person's physical form, this can occur through social media or openly in front of the victim. Body shaming is an act that causes the victim of body shaming to feel depressed and traumatized by others, moreover it can cause mental disorders to the person who is the victim of body shaming. Without realizing this behavior is actually done by the closest person, they do this because they think this is just a joke and a joke. Victims of body shaming assume that a person will be more accepted if they conform to society's standards, such as having a slim, tall body and white face (Fauzia & Rahmiaji, 2019).

During 2018, 966 cases of body shaming were recorded, these cases occurred on social media. Of the 966 cases that were included in the police report, 347 cases of body shaming could be resolved, through law enforcement or only mediation between the victim and the perpetrator (Kebenaran Ndruru et al, 2020). This is clear evidence of the implementation of body shaming cases in the current era of globalization and from this data why this research is important to do.

Research related to the problem has been conducted on the "Sizeter's Project" awareness campaign to prevent body shaming. This study revealed that victims of body shaming prefer to keep their mouths shut and accept all forms of their shortcomings that are the subject of ridicule by others which are considered a common thing with this program is expected to reduce the action of body shaming by educating about the effects of body shaming (Anggraeni et al, 2018).

Previous research that examines body shaming is a previous study that examines body shaming by peers in the city of Padang. This research shows that the perpetrators who do body shaming are not limited to jokes and to create a cool situation, but have another meaning, namely to provide encouragement, advice and criticism to the victim. In this case the researcher obtained answers from the victim, so this behavior can cause various problems that arise such as feelings of suffering, disappointment, upset, low self-esteem and lack of confidence (Savira & Hasmira, 2021).

In addition, previous research on body shaming has also been carried out by taking the topic of the meaning of songs used as criticism of physical reproach against women. In this study, researchers revealed that every woman has their own way of looking beautiful. Researchers also revealed that every woman does not need to follow the criteria or standards of beauty according to the perception of the wider community (Asrita et al, 2022).

Previous research that raised the issue of body shaming has also been done by taking the topic of body shaming on women in imperfect films. Where this research shows that there are 107 signs related to body shaming, with 58 icons, 26 indexes and 23 symbols through Imperfect films can represent body shaming by criticizing and harassing others because they have overweight problems, and humiliating clothing styles, hairstyles and make-up styles (Puspitasari et al, 2020).

The research that will be carried out applies a different theory from previous studies, namely researchers will use Roland Barthes' semiotic theory. This research also has differences in the subjects to be used. From previous research that discusses the number of victims affected by body shaming, 17.9% of adolescents think that they often get body shaming treatment from others, body shaming by their friends is 67.5% with a percentage of 57.1% with weight problems (Gani & Jalal, 2021). Body shaming that occurs, especially adolescents, has an impact that makes them lose self-confidence, experience dissatisfaction with their bodies, insecure to mental health problems.

In this study, the researcher also wants to see how a sign can be interpreted through Roland Barthes' semiotic theory. This research intends to understand the meaning of society towards the message of body shaming issue in Tall Girl movie. From this background, the problem formulation is How is the meaning of the body shaming issue message in the Tall Girl movie analyzed using Roland Barthes' Semiotic Theory. In this study, researchers have research limitations. Research boundaries function so that research can be carried out in a focused and directed manner and is clearer, concrete and can be studied more deeply, so this requires research boundaries. So the focus of this research is on how the meaning of the message of the body shaming issue in the Tall Girl movie.

Roland Barthes Semiotic

Roland Barthes is a structuralist thinker or theorist who often applies the Saussurean model of linguistics and semiology. Roland Barthes assumes that language is a method of sign that estimates the expectations of the people in a

special time. In his book Mythology Of The Month, Roland says there are several systems of meaning used to analyze a sign, namely connotation, denotation and myth (Sobur, 2004).

This theory has been used in previous research. By taking the topic of Roland Barthes' semiotic theory used to analyze a film produced by MNC Pictures entitled 3 Dara (Riwu & Pujiati, 2018).

In addition, previous studies have also used this theory, in previous studies they discussed the mythology of career women in hijab films by using Roland Barthes semiotic theory to analyze it (Rahayu, 2020).

Previous research using this theory took the topic of how Roland Barthes' Semiotics theory was used to analyze posters in Suspiria, where posters were analyzed to determine the verbal and nonverbal aspects of a message (Mega & Tawami, 2022).

Denotation means a level of sign that describes a combination of clues and signs, between symbols and their references in reality that get clear, direct and definite evidence. Roland Barthes and his followers said that denotation is the initial level of significant system and denotation is associated with the secrecy of a meaning, censorship or repression of politicians (Sobur, 2004).

Roland Barthes explains the meaning of connotation, which is the level of clues that reveal the relationship between the signifier and the sign, which is a system of meanings that are unclear, indirect and not absolute. Connotative indications are not only additional meanings but contain two parts that have denotative indications that underlie existence (Sobur, 2004).

Myth in Barthes' semiotic understanding is a code of meaning and social norms of something that is seen as natural. Myths are useful for conveying and laying evidence for strong norms that exist in an era. Barthes says that myth has a three-dimensional model of signifier, sign and sign, but as one of the different systems, myth is enhanced through the understanding that already exists at the beginning by using other conjunctions (Sobur, 2004). Roland Barthes Semiotics Theory in this study has a way of working to explain the movie, namely

1. *Signifier*	2. *Signified*
3. *Denotative Sign*	
4. *Connotative Signifier*	5. *Connotative Signified*
6. *Connotative Sign*	

(Sobur, 2004).

The concept map above concludes that the theory will work in that denotative indications are composed of signifiers and signs. But in tandem with denotative indications are connotative indications. Connotative indications will form connotative indications which will then underlie the emergence of connotative indications (Sobur, 2004).

This research uses Roland Barthes' semiotic theory because researchers want to interpret a sign that has a relationship with the issue of body shaming in the Tall Girl film, the sign is interpreted through 3 concepts of Roland Barthes' semiotic theory, namely through connotation, denotation and myth so that the meaning can make the audience understand the message contained in the Tall Girl film.

Body Shaming

Body shaming is a behavior done by others by commenting on another person's physique. Body shaming is often defined as a negative attitude or behavior towards a person's body shape, body size, body weight and appearance. Body shaming is closely related to bullying. Bullying is a conscious and deliberate act of hostility that aims to harm, frighten, threaten (Hassan et al, 2021).

Body shaming is part of bullying. If body shaming is only shown on body shape and body size, then if bullying is defined as an activity carried out by a group of people to harass verbally or physically without provocation (Ma, 2001). Therefore, body shaming is closely related to bullying because both have an impact that causes the victim to lose self-confidence.

Body shaming can occur due to several factors. The first factor is the existence of beauty standards that affect people's thoughts or perceptions that beautiful women are women who have a standard height, white skin, have a sharp nose, straight hair and ideal weight, so this has resulted in body shaming appearing in Indonesia and this issue is mostly experienced by adolescents (Hoel & Beale, 2006).

The second factor behind body shaming is the role of the media. The media is a place to obtain and disseminate information that is expected to provide a good image without reproach so that it can be accepted by the audience (Hoel & Beale, 2006). Because of the consumption of media that makes people bring up standards that result in them assuming that women must have white skin, ideal bodies and sharp noses to be considered beautiful.

Then this continues to develop so that it gives rise to the motive of the perpetrators that they carry out the action of body shaming as a form of joke that without realizing it actually makes other people feel upset, depressed, emotional, hurt and angry. In fact, it should be noted that the perpetrators of this body shaming themselves are none other than the surrounding friends and closest relatives who commit acts of body shaming unconsciously and only they think that it is just a joke (Ramahardhila & Supriyono, 2022).

In this study, researchers found the fact that the perpetrators of body shaming do not only come from people we do not know but even the perpetrators of body shaming come from their families and peers, especially when the perpetrators are their siblings or parents. They as the perpetrators of body shaming often criticize in terms of the victim's appearance so that the victim becomes what society wants (Lestari, 2019).

In addition, previous research where they raised the topic of body shaming carried out through the media. In this study they obtained the conclusion that everyone often feels physical reproach and those targeted by physical reproach behavior also realize that they are experiencing physical reproach. And a victim of body shaming has experienced the most severe condition, namely that he must accept the shortcomings they have as a mockery for him (Fitria & Febrianti, 2020).

Methodology

Research method means a scientific method used in researchers to obtain data with specific purposes and uses (Sugiyono, 2021). The type of research that will be used is descriptive research by applying a qualitative approach. Qualitative research means a process with the aim of understanding and interpreting the attitudes of individuals or a group. Interpretive research is a research method used as the basis for qualitative research so that researchers are encouraged to be able to know the meaning and construct phenomena and find hypotheses (Sugiyono, 2021).

This research uses a constructivist paradigm, the constructivist paradigm has an estimate that reality is formed by social life not formed by itself. This paradigm seeks to understand about the reality related to human experience. This paradigm makes a theory, an inductive feeding pattern during the process so this research does not start from a theory and this research depends on how the informant views the situation under study (Sugiyono, 2021).

The population used in the study is the main character in the movie Tall Girl who performs body shaming actions. The sample to be studied is the main character of the Tall Girl movie. The sampling technique used is the Purposive.Sampling technique by taking samples by randomly and setting characteristics to help researchers achieve their goals (Sugiyono, 2021). Purposive sampling technique is a process used in sampling from data or informants by considering certain things, such as seeing scenes that match the issue of body shaming in the Tall Girl movie.

This research establishes a unit of analysis that focuses on looking at scenes in the Tall Girl movie related to the issue of Body Shaming. In this unit of analysis, it looks at the scenes that feature characters who do body shaming towards others in the Tall Girl movie and sayings that support the issue of body shaming issues.

Data collection techniques that are synchronous with the research to be carried out are using documentation techniques by applying two data sources, namely primary data sources and secondary data sources. The primary data is obtained through observation and snippets of film scenes while looking at scenes related to the character's appearance and speech uttered by the character through dialog related to the issue of body shaming, as well as connecting with the narrative in the Tall Girl film. Then, secondary data in this study were obtained from several books, journals and portal sites related to the issues raised.

Data analysis in this research on the Tall Girl movie applies the Roland Barthes semiotic analysis method. Roland Barthes' semiotic analysis works that denotative symbols are formed from signifiers and signs, along with denotative symbols are connotative symbols (Sobur, 2004). Through Roland Barthes' semiotic analysis, the researcher wants to interpret a symbol that can be interpreted through connotation, denotation and myth, so as to find out the meaning and signs of the body shaming issue located in the Tall Girl movie.

Data validity test or validity test is a process carried out by researchers to get the accuracy of the data that actually occurs, so if the researcher obtains data A, what is reported is also A, a researcher should not manipulate the data. So that the correct and logical data is "synchronous" data between the data obtained and the published data (Sugiyono, 2021) This study uses triangulation data validity which is carried out as a test of data validity from various sources in various ways and times. Source Triangulation is a validity test used to prove the truth of the data carried out by matching the data sources obtained. In this study using Data Source Triangulation by seeking information from various sources such as documents, archives, observation results and documentation (Sugiyono, 2021).

Result And Disscusion

Based on the results of the researcher's observations using Roland Barthes' semiotic theory, the researcher found signs of body shaming that caused a significant impact on the victim in the movie "Tall Girl" with the main object experienced by the victim, Jodi. The researcher classified body shaming into two parts, namely body shaming based on gender bias and body shaming based on physicality which resulted in a prominent impact on the victim. The types of body shaming are divided into two, namely Acute Body Shame and Chronic Body Shaming (Dolezal, 2015). In the film "Tall Girl" this includes the type of body shaming Chronic Body Shame, which is body shaming that often occurs in society related to a person's body that is more sustainable or permanent such as height, weight or skin color. The data collected is then analyzed based on the method used in this study.

Result

Gender-Biased Body Shaming

Gender bias is a cultural concept regarding differences in roles, behavior, mentality and emotional characteristics between a man and a woman that continues to develop within the scope of society (Robiansyah, 2015). This gender bias arises due to globalization factors which then arise the formation of standards that focus on women while men do not exist, this is closely related to gender bias (Rahardaya, 2021).

Gender bias in this movie is the perception of how women are seen to be perfect compared to men. In this movie there is gender bias or gender injustice in terms of violence that is contextualized in bullying, this is evidenced by the different contexts of bullying obtained by women and men. The Tall Girl movie reveals that men who have a tall body posture will not be a problem in society. but inversely proportional to women, when women have a tall body posture above normal standards then they will become a problem in the scope of society. This gender bias arises because of the patriarchal culture that always gives demands to women to meet beauty standards in society. The findings are

Table 1. Denotation and connotation of each signifier and signified.

Duration	09.45-10.11
Denotative Signifiers	**Signified Denotative**
In this scene, Stig arrives as an exchange student.	The visualization shows that Stig is in the classroom dressed neatly and politely. Many female students are fascinated by Stig's appearance. The scene shows that Stig gets a good impression from the female students at Stig's school.
Connotative Signifiers	**Signified Connotative**
This scene tells the story of Stig as an exchange student from Sweden. Stig is an incoming student, but when Stig arrives he is treated well by Jodi's friends in the class.	It can be seen that the behavior of Jodi's friends seems to dominate, such as being fascinated, amazed and very impressed with Stig as an exchange student from Sweden. The behavior of Jodi's friends with a smiling expression of admiration indicates that Stig will not get the same treatment as Jodi, namely body shaming because Jodi's friends actually feel fascinated and really hope to become Stig's lover. Because of the representation of masculinity that depicts that men have muscular, handsome, tall, hard and strong characters (kurnia, 2004). Mythically, a man will only have a very small percentage of body shaming. However, if a woman will get a high percentage of body shaming (Safitri & Rizal, 2020).

Table 2. Denotation and connotation of each signifier and signified.

Duration	19.02-20.05
Denotative Signifiers	**Signified Denotative**
In this scene, Stig makes many friends.	It can be seen from some of the behaviors of Jodi's friends who are in the canteen trying to approach Stig.
Connotative Signifiers	**Signified Connotative**
This scene tells the story of Stig who is in the cafeteria of his school talking and telling stories with several women who are none other than Jodi's classmates.	The behavior of Jodi's friends, such as approaching Stig, joining a table with Stig, chatting and showing expressions of admiration for Stig, so this attitude shows that Stig is easily accepted and makes friends, even though Stig has the same height as Jodi. This shows that men will easily get recognition from society rather than women, especially in terms of appearance and beauty because men do not have beauty standards like women so this makes women have to be required to be more perfect than men (Chinta et al., 2023). The myth of beauty standards results in stereotypes that women must be perfect like the standards regarding women, which must be beautiful, white, sharp nose, and have ideal weight (Rakhma Islamey, 2020).

Body shaming in this movie especially in the duration of **09.45-10.11** and **19.02-20.05** illustrates body shaming based on gender bias. In both scenes, it explains how injustice in behavior occurs between men and women. The difference is illustrated when Stig, who came as an exchange student, was treated well by Jodi's friends. It can be concluded that men tend to get a small percentage of body shaming actions while women are more likely to get body shaming actions frequently.

Physically Based Body Shaming

In this movie, apart from the action of body shaming based on gender bias, there are also several scenes that contain body shaming actions based on physical insults, from several scenes including verbal communication carried out by Jodi's friends when body shaming Jodi. Body shaming based on physicality or more commonly known as bullying. Bullying is a harmful act that is carried out repeatedly and has an imbalance of power between the victim and the perpetrator. This harmful act involves physical, verbal or psychological attacks or intimidation. (Sampson, 2008). In this movie there is bullying within the scope of school, with a focus on bullying as a way of bullying friends in the form of physical insults which have psychological consequences for the victim. The findings are

Table 3. Denotation and connotation are each signifier and signified.

Duration	01.40-02.00
Denotative Signifiers	**Signified Denotative**
In this scene, Jodi meets a new person who wants to ask for an introduction to Jodi, but the person discourages her.	The visualization shows Jodi and her new friend in the school library. Jodi's new friend seems surprised by Jodi's height, so the person declines to get acquainted. The scene shows that Jodi's friend feels surprised, shocked and insecure about Jodi's height.
Connotative Signifiers	**Signified Connotative**
Jodi, who was in the library at the time, met a man. The man felt fascinated by Jodi, then the two talked to establish communication between the two. Then because he felt compatible with Jodi, the man intended	It can be seen that Jodi's new friend's behavior is dominating as if he is looking at a giant and Jodi's new friend looks small and depressed, which is included in the category of verbal bullying. Jodi's new friend

| to ask to get acquainted, but it was undone by the man because of Jodi's height. | shows a frightened expression so that this makes Jodi seem scary. So this creates a stereotype that women must have an ideal body in accordance with what society wants so that they can be accepted in society or the surrounding environment. |
| | The myth is that a woman who does not reach the beauty standards in society will be bullied by society (Rahardaya, 2021). |

Table 4. Denotation and connotation are each signifier and signified.

Duration	03.11-03.16
Denotative Signifiers	**Signified Denotative**
In this scene, Jodi is seen getting body shaming from her friends, especially Sniper.	There is an act of body shaming that occurs within Jodi's school, by asking Jodi something offensive. The body shaming was done by Jodi's friend Sniper.
Connotative Signifiers	**Signified Connotative**
This morning Jodi was walking in the corridor area of her school, but when Jodi was walking she had to meet Sniper, where Sniper deliberately mocked Jodi by asking about "What about the weather up there?"	Sniper's behavior by asking this question falls into the verbal category of body shaming. The words "What about the weather up there?" are words that allude to Jodi's height. This behavior then elicited laughter from Jodi's friends who were around the location.
	The myth is that body shaming perpetrators often do not feel that they are doing body shaming because they think that it is just a joke to invite laughter from the surrounding people and body shaming perpetrators appear from friends, relatives, and even parents (Lestari, 2019).

Table 5. Denotation and connotation are each signifier and signified.

Duration	24.09 – 25.31
Denotative Signifiers	**Signified Denotative**
The scene shows Mom, Brother and Jodi at the salon to change Jodi's appearance.	There is behavior from Jodi's mother and sister who want to change Jodi's appearance so that Jodi looks feminine, the changes made start from hair styling to Jodi's appearance.
	In this scene, it can be seen that Jodi feels uncomfortable with her new appearance. It seems that Jodi feels that this is not her.
Connotative Signifiers	**Signified Connotative**
Jodi's sister and mother who were taking Jodi to the salon and to the butique to change Jodi's appearance. Jodi intends to change her appearance because she wants to get attention from Stig, because she wants to be Stig's girlfriend.	You can see Jodi's expression, which looks depressed and uncomfortable with the clothes chosen by her mother. It can be seen from the words uttered by Jodi "this is not me", so this leads to the conclusion that the victim will do everything so that she is accepted by meeting the beauty standards in society. Even though the changes made make her feel that she no longer recognizes herself (Sri Widiyani et al., 2021).
	The myth that emerges is that there is social pressure that makes body shaming victims do everything to achieve these beauty standards so that body shaming

victims do not continue to get judgment (Montana et al., 2022).

Table 6. Denotation and connotation are each signifier and signified.

Duration	36.19-38.09
Denotative Signifiers	**Signified Denotative**
In this scene, we can see that Jodi feels disappointed with her father.	It can be seen from Jodi's expression that looks surprised by the things done by her father, which actually makes Jodi disappointed and feels herself getting weirder, this is evidenced by Jodi's statement "Instead of you making me feel weirder".
Connotative Signifiers	**Signified Connotative**
When Jodi returned home after spending the day at school, she was surprised by a party thrown by her mother and father, inviting a group of people who were the same height as Jodi.	It can be seen that Jodi's father's behavior actually makes Jodi more depressed. It can be concluded that the role of the closest person for victims of body shaming is very helpful, but it is necessary to understand which things make the victim feel safe and which things make the victim feel more depressed, the more positive encouragement from the closest person, the victim will feel that he has good support to fight the body shaming action itself (Haryati et al., 2021). The myth that emerges is that parents will do anything to make their children feel happy and happy.

Table 7. Denotation and connotation are each signifier and signified.

Duration	29.51-30.55
Denotative Signifiers	**Signified Denotative**
This scene shows how Jodi locked herself in the bathroom.	There are several behaviors of Jodi where Jodi confines herself and feels comfortable when she is alone. In this scene, it can be seen that Jodi feels comfortable in the bathroom because she feels that she has not met the person who bullied her.
Connotative Signifiers	**Signified Connotative**
This scene shows Fareeda trying to advise Jodi in front of the bathroom door because Jodi is locking herself in the bathroom because she is afraid of getting body shaming from her friends again.	It can be seen that Jodi feels comfortable in the bathroom but when Jodi gets out of the bathroom Jodi feels afraid, traumatized to meet other people and feels threatened because there will be people who do body shaming on her. It can be concluded that body shaming has a huge impact on its victims, which can result in depression and mental disorders (Mutmainnah, 2020). The myth that emerges is that the victim of body shaming will be more comfortable if he is alone and the victim will lock himself up so as not to interact with other people and he feels afraid to meet other people.

Table 8. Denotation and connotation are each signifier and signified.

Duration	39.15-39.50
Denotative Signifiers	**Signified Denotative**

In the scene, we see that Jodi is opening her laptop and looking for information about height reduction surgery.	It can be seen that Jodi is looking for information related to height reduction surgery and thinking about the risks that occur with the background of Jodi's room and at night.

Connotative Signifiers	Signified Connotative
After she got a surprise from her father by organizing a party by inviting a group of people who had the same height as her, then Jodi decided to have height reduction surgery.	It can be seen that Jodi is trying to find this information hoping that she can change herself through the height reduction surgery, after previously changing her appearance but it did not work. So it can be concluded that what Jodi did was a result of the impact of body shaming. Jodi did it because she wanted to change other people's views about her. The myth that emerges is that victims of body shaming are willing to do anything even if it is very risky for themselves as long as they are no longer victims of body shaming (Fajariani Fauzia & Ratri Rahmiaji, 2019).

Tabel 9. Denotation and connotation are each signifier and signified.

Duration	01.26.12-01.33.22
Denotative Signifiers	Signified Denotative
This scene shows how Jodi attends the reunion party held by Jodi's school.	It can be seen that Jodi came to the party with confidence. In the scene, Jodi is wearing high heels with a height of 10 cm but Jodi seems to enjoy and comfortable.
Connotative Signifiers	Signified Connotative
This scene tells the story of Jodi attending a reunion party held at her school. Jodi is determined to attend the event to change the statement about herself and Jodi feels proud of herself.	It can be seen that with an appearance that suits her, Jodi feels comfortable and enjoys, this is motivated by the high self-confidence in Jodi. So it can be concluded that someone who is a victim of body shaming will dare to fight the action because by increasing a positive image of himself so that this is the basis that the victim can accept the shortcomings and strengths in himself (Sri Widiyani et al., 2021). The myth that emerges is that every change starts from within ourselves, if we have no intention to change, it will be difficult to change everything.

The body shaming in some of these scenes explains body shaming that occurs based on physicality. This body shaming often occurs, because many perpetrators do not realize they are doing this because they only think that it is a joke and a joke. This is evidenced by the scene where Jodi received body shaming from Sniper while in the school corridor area, the response that occurred was that Jodi's friends laughed at Jodi because she received the body shaming action.

The impact that occurs due to body shaming is that the victim will feel dissatisfied with themselves, feel afraid to meet other people and the victim feels social and mental pressure from the surrounding environment. This can be proven by Jodi who locked herself in the bathroom because she was afraid to meet other people.

Disscusion

Body shaming is an action that has a detrimental impact. In the film "Tall Girl" there are several scenes that have dialog, plot and images regarding the action of body shaming. Body shaming in the film "Tall Girl" is dominated by verbal body

shaming, this is characterized by physical insults to give nicknames to victims of body shaming. This body shaming action happens to Jodi where she often gets ridiculed, insulted and given nicknames because she is too tall.

After conducting an analysis using Roland Barthes' semiotic theory with connotation, denotation and mythical meanings in the film "Tall Girl" related to the meaning of body shaming action, the data results are that from several scenes that appear there are two categories of body shaming classification in the film "Tall Girl", the classification is body shaming based on gender bias and body shaming based on physicality and from the data obtained, many perpetrators of body shaming actions do not feel and do not realize that they have committed body shaming actions.

Body shaming based on gender bias arises because of the factors behind its occurrence. One of the most underlying factors is patriarchy, where women tend to be the object of body-related jokes. "Fat, thin, item" this is what often happens to women because of the patriarchal culture, if men are identical to being big, black and sweet, but if women will be inversely proportional to this (Mutmainnah, 2020). This patriarchal culture then gives rise to the belief that men must "lead" while women must obey and follow all orders from men, so this results in discrimination in all circumstances such as position and justice (Fakih, 1996).

This discrimination is the main reason that body shaming often occurs in the majority of women, this is because women feel more disturbed by the ridicule they experience while men often feel ignorant about it. women who often experience weight-related ridicule will feel disturbed by the ridicule and this will have a negative impact on themselves [24]. Men who get body shaming then their confidence increases and the body shaming will be used as motivation. However, it is inversely proportional to women. When women receive body shaming, their confidence level decreases and they will feel insecure (Hastari et al., 2023).

Women who get body shaming will feel a loss of confidence in themselves so that this results in women feeling there are demands that must be met by women, namely demands in terms of beauty. Beauty is often a form of criticism of how a woman must be beautiful, white, and have an attractive appearance. This makes beauty expectations and beauty standards very influential in people's lives. The concept of beauty is in fact able to be a powerful way to erode discrimination against women more subtly (Zuhriya & Pratiwi, 2018) From the representation of beauty, it also gave rise to the term body goals which made beautiful standards for women. A woman who has a straight body is an ideal and someone who has a fat body is considered unattractive (Harmin et al., 2019).

Due to the demands of society, body shaming is very painful and has long-term consequences, which makes people feel bad about their bodies and think that others are often quite critical of their appearance. The consequences of body shaming are severe and can lead to mental health problems (Arumugam et al., 2022). Negative remarks about one's body shape will continue to stick and cause a person to feel insecure and may result in depression. However, many people do not realize this because they think that they are not doing body shaming but they are just making jokes, even though the effects can permanently damage a victim's mentality. Body shaming itself has its own stressful effects on victims who experience it, they will feel irritable, quiet, lazy to eat, to depression (Atsila et al., 2021) Body shaming can also cause damage to their mental health, social health and professional life. The victim will feel embarrassed, depressed and traumatized to meet other people because the victim thinks that if he meets other people then he will get body shaming again (Arumugam et al., 2022).

Not only does it cause mental damage, but in the case of body shaming the victim also often feels insecure about himself which results in the victim will do everything so that he no longer gets ridicule and insults from people around him, such as for example performing weight reduction surgery, height reduction surgery where the victim does not mind and think about the impact that occurs because of these actions. this is done by victims of body shaming because the victim wants himself to no longer get body shaming because of his body shape, he feels traumatized by the behavior that the victim gets, so that not a few victims do instant methods to make themselves look different.

Body shaming impacts not only physically but also emotionally. Some people deliberately show their reactions by body shaming the victim, resulting in others feeling uncomfortable and their personalities getting worse. Perpetrators of body shaming do this because many judge others only by their outward appearance. They tend to judge others the first time they meet so body shaming is closely related to physical appearance.

Body shaming often occurs in adolescence. Because, entering adolescence or puberty makes adolescents very sensitive to the surrounding environment, especially to body shape. This period is a time when adolescents are stepping into a transitional process, a time when adolescents find their identity and identity so that this can make adolescents think egocentrism which changes the way they behave which leads to a personal point of view and often considers the conditions and opinions of others. These problems then lead to several degenerative diseases and social problems regarding the declining self-confidence of an adolescent. Self confidence is a person's behavior that accepts themselves positively or negatively which aims for their own happiness (Safitri & Rizal, 2020).

Self-acceptance is a way to overcome body shaming. Self-acceptance can be an antidote to the criticism that comes with body shaming. Self-love triggers the release of oxytocin, a hormone that builds feelings of trust, calmness, security, emotional stability, and connectedness. Self-esteem and self-consciousness can be overcome by making peace with oneself (Arumugam et al., 2022).

In the case of body shaming, self-confidence is the key for body shaming victims to face their fears. With self-confidence the victim will be able to try to accept the shortcomings and advantages of himself, the victim is able to think positively and the victim will stay away from people who commit body shaming (Haryati et al., 2021). Positive self-confidence is due to a positive body image as well, with a positive feeling that can create positive associations as well. The more positive/higher the body image, the higher the self-confidence, this can also be caused by a positive environment.

The environment is one of the important things that is useful to be a forum for change for victims of body shaming, because a positive environment will have a positive impact on the victim and the victim will feel there is encouragement, support and reinforcement for himself (Haryati et al., 2021). In this case, the family plays an important role in providing positive vibes and motivation to rise so that victims of body shaming or victims of bullying do not continue to feel alone. Positive vibes can be built due to a positive environment as well, so that with a positive environment, it encourages victims of body shaming to get up, that is where victims of body shaming feel that they are not alone and victims of body shaming also feel that they get a support system from their environment (Haryati et al., 2021).

Conclusion

After conducting research related to the Tall Girl film through Roland Barthes' Semiotic analysis, the conclusion of this study is that in this film the issue of body shaming means that the perpetrator of body shaming does not realize that he is doing body shaming, not only that the perpetrators of body shaming come from close friends and relatives. In this movie, the issue of body shaming arises because of the representation of beauty that occurs in society so that this creates a stereotype that a beautiful woman must have white skin, have an ideal body, tall, sharp-nosed. Then the existence of this stereotype puts social pressure on women to meet these beauty standards so that they do not get judgment from society or do not get body shaming because they do not meet these beauty standards. Through Roland Barthes' semiotic analysis, it is concluded that body shaming often occurs in women because women often feel inferior and insecure when they get judgment from others but unlike men they will be more confident and motivated to be better.

Acknowledgement

Reference

Anggraeni, B., Putri, S., Pranayama, A., Sutanto, R. P., Kristen, U., & Surabaya, P. (2018). *Perancangan Kampanye "Sizter's Project" sebagai Upaya Pencegahan Body Shaming Program Studi Desain Komunikasi Visual, Fakultas Seni dan Desain*.

Arumugam, N., Manap, M. R., Mello, G. De, & Dharinee, S. (2022). Body Shaming: Ramifications on an Individual. *International Journal of Academic Research in Business and Social Sciences*, *12*(4). https://doi.org/10.6007/ijarbss/v12-i4/13180

Asrita, S., Yanti, K. H., & Meswara, I. (2022). MAKNA LAGU "PRETTY REAL" SEBAGAI KRITIKAN PERILAKU BODY SHAMING TERHADAP PEREMPUAN. In *Jurnal Komunikasi Pemberdayaan* (Vol. 1, Issue 1). https://www.kabarbisnis.com/read/28109782/zap-beauty-index-2021-

Atsila, R. I., Satriani, I., & Adinugraha, Y. (2021). Perilaku Body Shaming dan Dampak Psikologis pada Mahasiswa Kota Bogor. *Jurnal Komunikatif*, *10*(1), 84–101. https://doi.org/10.33508/jk.v10i1.2771

Baksin, A. (2003). *Membuat film indie itu gampang*. (E. Warsidi, Ed.). Kataris.

Chinta, S., Ghassani, A., & Lidwina, M. (2023). Dampak Standar Kecantikan Bagi Perempuan di Indonesia. *Prosiding Seminar Nasional*, 1440–1448.

Dolezal, L. (2015). *The Body and Shame. Phenomenology, Feminism, and the Socially Shaped Body* . Lexington Books.

Fajariani Fauzia, T., & Ratri Rahmiaji, L. (2019). *MEMAHAMI PENGALAMAN BODY SHAMING PADA REMAJA PEREMPUAN*.

Fakih, M. (1996). *POSISI KAUM PEREMPUAN DALAM ISLAM: TINJAUAN ANALISIS GENDER*.

Fauzia, T. F., & Rahmiaji., L. R. (2019). Memahami pengalaman. *Body Shaming*, 4–5.

Fitria, K., & Febrianti, Y. (2020). THE INTERPRETATION AND ATTITUDE OF BODY SHAMING BEHAVIOR ON SOCIAL MEDIA (A DIGITAL ETHNOGRAPHY STUDY ON INSTAGRAM). *Diakom : Jurnal Media Dan Komunikasi*, *3*(1), 12–25. https://doi.org/10.17933/diakom.v3i1.78

Gani, A. W., & Jalal, N. M. (2021). *Persepsi Remaja Tentang Body Shaming 1st*.

Harmin, S., Amin, H., Halu Oleo Kampus Hijau Bumi Tridharma, U., Kambu, K., Kendari, K., & Tenggara, S. (2019). Dampak Body Shaming siswa SMPN 17 Kendari Terhadap Perilaku Komunikasi. In *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Komunikasi dan Informasi: Vols. X, No. X*. http://ojs.uho.ac.id/index.php/KOMUNIKASI/index

Haryati, A., Novianti, A., & Cahyani, R. (2021). Bulletin of Counseling and Psychotherapy Peran Lingkungan Terhadap Rasa Percaya diri Mahasiswa yang Mengalami Body Shaming. *Bulletin of Counseling and Psychotherapy*, *3*(2). https://doi.org/10.51214/bocp.v3i2.112

Hassan, T., Khyber, N. A., & Khalid Khyber, T. (2021). *Dilemma Of Body Image & Bullying: Experience Of Teenagers Girls*. http://www.webology.org

Hastari, A. T., Wiyatno, A., Farhana, M., Juliantini, R., Jeni, S., Syamsul, N., & Saputri, S. (2023). PENGARUH BODY SHAMING TERHADAP TINGKAT KEPERCYAN DIRI PADA MAHASISWA. In *Journal Of Communication and Social Sciences* (Vol. 1, Issue 1). http://jurnal.dokicti.org/index.php/JCSS/index

Hoel, H., & Beale, D. (2006). Workplace bullying, psychological perspectives and industrial relations: Towards a contextualized and interdisciplinary approach. *British Journal of Industrial Relations*, *44*(2), 239–262. https://doi.org/10.1111/j.1467-8543.2006.00496.x

IMDb. (2019). Tall Girl (2019). *IMDb*. https://m.imdb.com/title/tt9252508/awards/?ref_=tt_awd

Kebenaran Ndruru, M., Hukum Universitas Asahan, F., Jenderal Ahmad yani, J., & Kisaran Sumatera Utara, K. (2020). PENGATURAN HUKUM TENTANG TINDAKAN PENGHINAAN CITRA TUBUH (BODY SHAMING). *Jurnal Tectum LPPM Universitas Asahan Edisi*, *1*(2).

kurnia, N. (2004). *Representasi Maskulinitas dalam Iklan*. www.mediated.or.uk/posted_documents/MagzineAdverts.htnl

Lestari, S. (2019). Bullying or Body Shaming? Young Women in Patient Body Dysmorphic Disorder. In *Philanthrophy Journal of Psychology* (Vol. 3). Online. http://journals.usm.ac.id/index.php/philanthropy

Ma, X. (2001). Bullying and being bullied: To what extent are bullies also victims? *American Educational Research Journal*, *38*(2), 351–370. https://doi.org/10.3102/00028312038002351

Mega, R., & Tawami, T. (2022). Semiotic Analysis on Film Industry: Case Study Suspiria Movie Poster. *International Journal of Education, Information Technology, and Others*, *5*(4), 110–122. https://doi.org/10.5281/zenodo.6979222

Menzel, J. E., Schaefer, L. M., Burke, N. L., Mayhew, L. L., Brannick, M. T., & Thompson, J. K. (2010). Appearance-related teasing, body dissatisfaction, and disordered eating: A meta-analysis. In *Body Image* (Vol. 7, Issue 4, pp. 261–270). https://doi.org/10.1016/j.bodyim.2010.05.004

Montana, A. Y., Junaidi, A., Instagram, P., Perubahan, T., Kecantikan, P. S., & Indonesia, W. (2022). *Pengaruh Instagram @Feminist Terhadap Perubahan Pandangan Standar Kecantikan Wanita Indonesia*. https://doi.org/https://doi.org/10.24912/ki.v1i1.15503

Mutmainnah, A. N. (2020a). ANALISIS YURIDIS TERHADAP PELAKU PENGHINAAN CITRA TUBUH (BODY SHAMING) DALAM HUKUM PIDANA DI INDONESIA. In *Jurnal Ilmiah Ilmu Hukum* (Vol. 26, Issue 8).

Mutmainnah, A. N. (2020b). ANALISIS YURIDIS TERHADAP PELAKU PENGHINAAN CITRA TUBUH (BODY SHAMING) DALAM HUKUM PIDANA DI INDONESIA. In *Jurnal Ilmiah Ilmu Hukum* (Vol. 26, Issue 8).

N'Duka, A. (2018). Netflix, McG & Director Nzingha Stewart Team on "Tall Girl" Teen Comedy. *Deadline*. https://deadline.com/2018/11/netflix-mcg-director-nzingha-stewart-tall-girl-teen-comedy-1202494585/

Puspitasari, D., Durahman, E. U., & Rosalina, U. (2020). Body Shaming On Women In Imperfect Film (Semiotic Study). *Journal of English Linguistics, Literature and Culture EISSN: Xxxx*, *1*(2). https://doi.org/10.18510/jt.2021.xxx

Rahardaya, A. K. (2021). ANALISIS WACANA KRITIS REPRESENTASI COUNTER HEGEMONY STANDAR KECANTIKAN PADA UNGGAHAN AKUN INSTAGRAM @TARABASRO. *Jurnal Komunikasi & Bahasa*, *2*(1).

Rahayu, M. (2020). MYTHOLOGY OF CAREER WOMAN IN HIJAB FILM (STUDY OF ROLAND BARTHES SEMIOTIC ANALYSIS). In *American Journal of Humanities and Social Sciences Research* (Issue 7). www.ajhssr.com

Rakhma Islamey, G. (2020). *Wacana Standar Kecantikan Perempuan Indonesia pada Sampul Majalah Femina*. *2*(2), 110–119.

Ramahardhila, D., & Supriyono, S. (2022). Dampak Body Shaming Pada Citra Diri Remaja Akhir Perempuan. *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya*, *8*(3), 961. https://doi.org/10.32884/ideas.v8i3.952

Riwu, A., & Pujiati, T. (2018). ANALISIS SEMIOTIKA ROLAND BARTHES PADA FILM 3 DARA (KAJIAN SEMIOTIKA). *DEIKSIS*, *10*(03), 212–223.

Robiansyah, A. (2015). *KONSTRUKSI REALITAS KAUM PEREMPUAN DALAM FILM "WANITA TETAP WANITA" (Analisis Semiotika Film"Wanita Tetap Wanita")*. www.komnasperempuan.com

Safitri, S. F., & Rizal, G. L. (2020). *Hubungan Body Image dengan Self Confidence pada Remaja Overweight Yang Mengalami Body Shaming*.

Sampson, Rana., & United States. Department of Justice. Office of Community Oriented Policing Services. (2008). *Bullying in schools*. U.S. Dept. of Justice, Office of Community Oriented Policing Services.

Savira, I. P., & Hasmira, M. H. (2021). <title/>. *Jurnal Perspektif*, *4*(4), 976. https://doi.org/10.24036/perspektif.v4i4.549

Sobur, A. (2004). *Semiotika Komunikasi* (2nd ed.). PT Remaja Rosdakarya.

Sri Widiyani, D., Aditiya Rosanda, D., Cardella, T. F., Ayu Florensa, M. V, Tri Anggraini Setia Ningsih, M., Keperawatan, F., & Pelita Harapan, U. (2021). HUBUNGAN PERLAKUAN BODY SHAMING DENGAN CITRA DIRI MAHASISWA THE RELATIONSHIP BETWEEN BODY SHAMING BEHAVIOR AND STUDENTS SELF IMAGE. In *Nursing Current* (Vol. 9, Issue 1).

Sugiyono. (2021). *Metode Penelitian Komunikasi* (Sunarto, Ed.; 1st ed.). Alfabeta.

Yucki, B. (2019, September 18). Tall Girl Review: Tipikal Film Drama Remaja Dengan Pola yang Selalu Sama. *Cultura*. https://www.cultura.id/tall-girl-review-netflix%0A%0A

Zuhriya, R., & Pratiwi, B. (2018). PEREMPUAN DAN KONTES KECANTIKAN (Analisis Mengenai Konstruksi Citra dalam Bingkai Komodifikasi). In *Jurnal An-Nida* (Vol. 10, Issue 2).