

Video Olahraga YouTube Chloe Ting dan Citra Tubuh Negatif: Analisis Konten dan Sentimen = Chloe Ting YouTube Workout Videos and Negative Body Image: Content and Sentiment Analysis

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20528903&lokasi=lokal>

Abstrak

At the beginning of the Covid-19 pandemic, an Australian YouTuber specialising in women's fitness, Chloe Ting, gained a significant audience because of her workout routines on her website and YouTube account. The workout program she created promises her audiences to lose fat in specific areas of the body parts—also known as spot training—in a short period. Some of Ting's video titles are "Get Abs in Two Weeks | Abs Workout Challenge," "Tiny Waist & Round Butt Workout | At Home Hourglass Challenge," and "Hips Dips Workout | 10 Min Side Booty Exercises At Home Hourglass Challenge", these videos could play a role in promoting a negative body image for women. Owing to the misrepresentation of body image in the media industry, women of all ages are often exposed to quite a number of body standards or body images, stating that they have to look in a particular shape to be considered "beautiful" by society. To test the hypothesis that Chloe Ting's videos have a role in promoting negative body image, qualitative research, content analysis, and sentiment analysis will be conducted on three of the selected videos on Chloe Ting's YouTube channel. The gathered data will be analysed by relating it to the first three stages of sociocultural models. Based on the selected comments, there are no indications that Chloe Ting is disseminating unfavourable ideas that women should have a particular body type. Additionally, Chloe Ting's audience does not appear to have any negative emotions regarding the content.

.....Di awal pandemi Covid-19, YouTuber Australia berfokuskan kebugaran wanita, Chloe Ting, mendapatkan banyak penonton karena video olahraga di situs dan akun YouTube-nya. Program olahraga yang dia buat menjanjikan penonton untuk menghilangkan lemak di area tertentu di bagian tubuh—juga dikenal sebagai spot training—dalam waktu singkat. Beberapa judul video Ting adalah “Get Abs in Two Weeks | Abs Workout Challenge”, “Tiny Waist & Round Butt Workout | At Home Hourglass Challenge” dan “Hips Dips Workout | 10 Min Side Booty Exercises At Home Hourglass Challenge”, video-video ini dapat berperan dalam mempromosikan citra tubuh yang negatif bagi wanita. Akibat misrepresentasi wanita dalam industri media, perempuan segala usia seringkali dihadapkan pada sejumlah standar atau citra tubuh yang menyatakan bahwa mereka harus berpenampilan tertentu agar dianggap “cantik” oleh masyarakat. Untuk menguji hipotesis bahwa video Chloe Ting memiliki peran dalam mempromosikan citra tubuh yang negatif, penelitian kualitatif serta analisis konten akan dilakukan pada tiga video YouTube milik Chloe Ting yang memenuhi kriteria penelitian. Data yang terkumpul akan dianalisa juga dengan mengaitkan tiga tahapan pertama model sosiokultural. Berdasarkan komentar yang dipilih, tidak ada indikasi bahwa Chloe Ting menganjurkan wanita harus memiliki tipe tubuh tertentu. Selain itu, penonton Chloe Ting tampaknya tidak memiliki emosi negatif terkait konten tersebut.