CHAPTER 1

INTRODUCTION

1.1   Research Background

Not only are developed countries experiencing the rapid development of social media, but developing countries such as Indonesia are also experiencing it. Many people in Indonesia use social media, and its rapid development has replaced the role of conventional media and mass media in disseminating data and information. Indonesia is ranked fifth in the world in terms of Twitter account users. Social media and the internet can develop into a business field, such as opening online stores.[1]

Twitter is a social media platform allowing users to express their thoughts, feelings, and experiences. Among other social media platforms, Twitter is the most widely used platform worldwide. As one of the main products of this technological revolution, Twitter has become an important platform for many people to express their ideas, opinions, and criticisms. However, in addition to the advantages offered, Twitter also has disadvantages that can hurt its users. One of the problems that often arises is the phenomenon of body shaming.[2]

According to the Oxford English Dictionary, Body Shaming is the practice or act of mocking, humiliating, or stigmatizing someone based on perceived flaws or imperfections in body shape, size, or appearance[3]. Body shaming is now recognized as a type of verbal or written bullying as well as a type of psychological bullying related to one's physical appearance and even beyond. One example of body shaming is the association of certain

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[1] Faidah Yusuf and others, 'Pemanfaatan Media Sosial Sebagai Sarana Komunikasi, Informasi, Dan Dokumentasi: Pendidikan Di Majelis Taklim Annur Sejahtera', *JHP2M: Jurnal Hasil-Hasil Pengabdian Dan Pemberdayaan Masyarakat*, 2 (2023), 1–8.

[2] Septika Sari Sari and others, 'Analisis Sentimen Terhadap Komentar Beauty Shaming Di Media Sosial Twitter Menggunakan Algoritma SentiStrength', *Indonesian Journal of Informatic Research and Software Engineering (IJIRSE)*, 1.1 (2021), 71–78 <https://doi.org/10.57152/ijirse.v1i1.55>.

[3] Oxford English Dictionary, 'Body Shaming, N.' (Oxford University Press) <https://doi.org/10.1093/OED/5125714366>.

body parts such as genitalia, pug, squat, and so on-with physical attributes.[4] Based on data obtained from brand24, there are 1,074 mentions of body shaming on social media, such as Twitter. The most useful way to analyze comments on Twitter is sentiment analysis. Sentiment analysis is a process used to automatically understand, organize, and translate textual material so that information can be obtained. One algorithm that is often used in sentiment analysis is the Support Vector Machine Algorithm.[5]

Support Vector Machine (SVM) algorithms are one of the most important machine learning techniques. They have proven effective in several applications, including sentiment analysis. SVM operates by creating a hyperplane or dividing line that can classify data into different categories with varying accuracy. The use of SVM in sentiment analysis allows us to efficiently and automatically analyze large amounts of textual data from social media to understand attitudes toward body shaming. The phenomenon of body shaming is very common nowadays. The perpetrators can come from the closest people or strangers. There are often comedic sentences that lead to body shaming. Such behavior is clearly against the prohibition of Allah SWT. which encourages us not to criticize each other, which is emphasized by Allah SWT in the Qur'an, which reads:

يَا أَيُّهَا الَّذِينَ اَمَنُوا لَا يَسْخَرْ قَوْمٌ مِنْ قَوْمٍ عَسَى أَنْ يَكُونُوا خَيْرًا مِنْهُمْ وَلَا نِسَاءٌ مِنْ نِسَاءٍ عَسَى أَنْ يَكُنَّ خَيْرًا مِنْهُنَّ

Meaning: "O you who believe, let not a group of men despise another group; it is possible that those who are laughed at are better than them. And

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[4] St. Fajriah Fattah and Purnawansyah, 'Analisis Sentimen Terhadap Body Shaming Pada Twitter Menggunakan Metode Naïve Bayes Classifier', *Indonesian Journal of Data and Science*, 3.2 (2022), 61–71 <https://doi.org/10.56705/ijodas.v3i2.46>.

[5] Hendry Cipta Husada and Adi Suryaputra Paramita, 'Analisis Sentimen Pada Maskapai Penerbangan Di Platform Twitter Menggunakan Algoritma Support Vector Machine (SVM)', *Teknika*, 10.1 (2021), 18–26 <https://doi.org/10.34148/teknika.v10i1.311>.

let not a group of women despise another group so that those who are despised may be better than them." (QS. Al Hujurat: 11).

The interpretation of Al-Qur'an says that this verse is intended to remind Muslims not to ridicule or make fun of other people or groups because those who are ridiculed may be better than those who are ridiculed. This verse also contains the prohibition of calling others, especially other believers, with bad names or ridicule. Serious or joking, insulting others is still not justified because it can make those who are insulted feel hurt.[6]

The aim of this research is to classify public comments on body shaming into three categories: positive, negative, and neutral. The data source is taken from social media platform Twitter, allowing for the collection of various comments related to body shaming.

1.2   Research Problem

Based on the background mentioned above, it can be concluded that there are many comments related to body shaming. Therefore, the application of the Support Vector Machine (SVM) algorithm in text mining is necessary to effectively identify and categorize comments containing elements of body shaming. Previous studies on body shaming sentiment analysis have primarily used the Naïve Bayes algorithm and have not yet utilized more recent algorithms.

1.3   Research Limitation

In this study, the author limits the problem or scope of writing to the following aspects:
a. The research object is body shaming comments on Twitter, identified using keywords such as "*cungkring*," "*pesek*," "*cebol*," "*jangkung*," "*pendek*," and "*jerawat*".
b. The study focuses on classifying Twitter comment texts using the Support Vector Machine (SVM) method.

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[6] Oleh M Q U R A I S H S H I H A B, *TAFSIR AL-MISHBAH*.

c. The comment texts will be categorized into Positive, Neutral, and Negative categories.

1.4 Research Objective

It can be explained that the above research aims to classify body shaming based on public sentiment on social media Twitter using the Support Vector Machine classification method.

1.5 Research Benefits

The benefits of this research are as follows:

a. For Students

Enhancing and developing skills in the field of Text Mining.

b. For Other Researchers

This research can serve as a reference for future studies, allowing for improvements based on the shortcomings of previous research.