



**BODY SHAPE ACCEPTANCE CAMPAIGN WITH PLUS SIZE
FASHION BRAND BIGISSIMO AS A FORM OF APPRECIATION
FOR BIGISSIMO'S PRIORITY CUSTOMER BODY SHAPE**

21 - 27 August 2023

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi**

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SIS Submitted as one of the requirements to obtain Bachelor of Art in Communications Arranged by: Elisabeth Nauli - 009202000007 Martina Bunga Salsa - 009202000020 Supervised by: Abhirama S.D. Perdana, S.Pd, M.Ed, MComn&MediaSt. FACULTY OF HUMANITIES COMMUNICATION STUDY PROGRAM CIKARANG SEPTEMBER 2023
2 STATEMENT OF AUTHORSHIP This final project is our own work containing, to the best of our knowledge and belief, no material published or written by another person except as referred to in the text. None of the mate-
rial submitted as part of this thesis has been accepted for the award of any other degree or diploma in any ter-
tiary institution. Signed: Date: Martina Bunga Salsa Jakarta, 30 May 2024 Signed: Date: Elisabeth Nauli Jakarta, 30 May 2024 As supervisor of Martina Bunga Salsa and Elisabeth Nauli, I decided that the work proposed in this
thesis has, to the best of our knowledge, been carried out by the students mentioned above, and is worthy of
being examined. Signed: Date: Abhirama S.D. Perdana, S.Pd, M.Ed, MComn&MediaSt. Cikarang, 30 May 2024
3 PANEL OF EXAMINER APPROVAL The Panel of Examiners declare that the undergraduate thesis entitled: Body
Shape Acceptance Campaign with Plus Size Fashion Brand Bigissimo as A Form of Appreciation for Everyone's
Body Shape that was submitted by Elisabeth Nauli and Martina Bunga Salsa majoring in Communication Studies
from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on May..., 2024.
Panel of Examiners..... Examiner 1..... Final Project
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ABSTRACT In the midst of today's technological advancements, there are still many perpetrators of
body shaming. This is not only done in person, but also through social media. This is unfortunate because there
are still many people out there who use social media for the wrong purposes, and physicality is still one of the
main topics for body shaming. In this case, we focus on plus size people. There are so many impacts caused by
this body shaming action for victims, such as feelings of inferiority, pressure, stress and even depression. Victims
no longer feel confident and even hate themselves. Of course, these things have very bad impacts for victims,
especially in mental health. Therefore, we, the Public Relations students at President University, would like to
take part in overcoming this. We feel it is very necessary to sensitize the victims on how to accept themselves as
they are. We may not be able to stop the perpetrators, but we can help to strengthen the victims. In addition, in

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Therefore, we, the Public Relations students at President University, would like to take part in overcoming this. We feel it is very necessary to sensitize the victims on how to accept themselves as they are. We may not be able to stop the perpetrators, but we can help to strengthen the victims.

In addition, in this activity we collaborated with the Bigissimo brand, one of the fashion brands in Indonesia that provides special clothing for plus size people. In this activity, the participants who attended were Bigissimo's priority customers. This aims to strengthen brand relationships with customers, as well as being an opportunity for customers to share stories with each other. With that, they can support and inspire each other.

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The author realizes that this report can be useful for the community and fulfills the requirements for obtaining a Bachelor of Art in Communications degree. While the author has put every effort to keep this report without errors, the author apologizes if any errors are found.

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