
Performing Body Positivity: A Dramaturgical Analysis of the Fat Acceptance Movement in Digital Spaces

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Abstract: This study aims to analyze the construction, production, and negotiation of the fat acceptance movement within digital spaces, utilizing visual communication practices and social media interactions. The research is important due to the increasing influence of digital platforms in shaping perceptions of the body, self-identity, and current beauty standards. Employing a qualitative approach with virtual ethnography, the study gathers data through digital observation of influencer content, analysis of audience comments, and visual documentation. Emerging patterns in communication and interaction were identified through a thematic analysis of the data. The results indicate that the fat acceptance movement operates as both a social campaign and a performative act. In this context, influencers strategically build identities using carefully selected visuals and positive narratives, while audiences engage by either supporting or challenging these interpretations. The research also highlights persistent conflicts between narratives of body acceptance and prevailing health discussions. The findings of this study advance digital sociology and the use of dramaturgical theory in online settings, while also informing the creation of more inclusive digital literacy practices. The originality of this study lies in its micro-interactional approach, integrating dramaturgical analysis to examine the dynamics of platform-based social movements.

Keywords: Fat acceptance movement; Digital identity; Body positivity; Dramaturgy; Online interaction.

Abstrak: Penelitian ini bertujuan untuk menganalisis konstruksi, produksi, dan negosiasi gerakan penerimaan lemak dalam ruang digital, memanfaatkan praktik komunikasi visual dan interaksi media sosial. Penelitian ini penting karena meningkatnya pengaruh platform digital dalam membentuk persepsi tubuh, identitas diri, dan standar kecantikan saat ini. Menggunakan pendekatan kualitatif dengan etnografi virtual, penelitian ini mengumpulkan data melalui pengamatan digital konten influencer, analisis komentar audiens, dan dokumentasi visual. Pola yang muncul dalam komunikasi dan interaksi diidentifikasi melalui analisis tematik data. Hasilnya menunjukkan bahwa gerakan penerimaan gemuk beroperasi sebagai kampanye sosial dan tindakan performatif. Dalam konteks ini, influencer secara strategis membangun identitas menggunakan visual yang dipilih dengan cermat dan narasi positif, sementara audiens terlibat dengan mendukung atau menantang interpretasi ini. Penelitian ini juga menyoroti konflik yang terus-menerus antara narasi penerimaan tubuh dan diskusi kesehatan yang berlaku. Temuan penelitian ini memajukan sosiologi digital dan penggunaan teori dramaturgi dalam pengaturan online, sekaligus menginformasikan penciptaan praktik literasi digital yang lebih inklusif. Orisinalitas penelitian ini terletak pada pendekatan mikro-interaksionalnya, mengintegrasikan analisis dramaturgi untuk mengkaji dinamika gerakan sosial berbasis platform.

Kata Kunci: Gerakan penerimaan lemak; Identitas digital; Kepositifan tubuh; Dramaturgi; Interaksi online.

1. Introduction

The swift advancement of digital technology has greatly changed how people interact, build identities, and engage in social activities. In particular, social media have changed from its original role as a communication device to an active social environment in which meanings, values and cultural stories are constantly created and contested (Castells, 2010; Couldry & Hepp, 2017). In this environment, different types of digitally facilitated social movements emerged, such as the fat acceptance movement, which aims to challenge the usual beauty standards and promote the acceptance of various (Afful & Ricciardelli, 2015).

The increase in visibility of this movement is closely tied to the increase in influencers in social media, especially those associated with body positivity. Influencers play a far more than just content producers but also as social actors who actively shape discourse, construct narratives, and influence public perceptions regarding body image and self-acceptance (Abidin, 2016; Djafarova & Rushworth, 2017). Their presence reflects a broader shift in communication patterns, where information is increasingly consumed in visual, short-form, and emotionally engaging formats, rather than through long and reflective texts (Kress, 2015). This transformation has important implications for how social issues are communicated and understood in contemporary society.

Previous studies have highlighted the role of digital media in reshaping communication practices and social interactions, emphasizing how platforms enable new forms of participation and identity construction (Boyd, 2014; Jenkins *et al.*, 2016). Research on body positivity has been conceptualized as a form of cultural resistance to hegemonic beauty norms, as it promotes diverse bodily representations and redefines dominant standards of attractiveness within digital media environments (Cohen *et al.*, 2019). However, much of this literature tends to approach the movement at a macro level, focusing on its ideological dimensions while paying limited attention to the micro-level processes through which meanings are constructed and negotiated in everyday digital interactions. In particular, there is a lack of empirical research examining how influencers actively construct fat acceptance narratives and how these narratives are interpreted, supported, or contested by audiences within interactive social media environments.

Furthermore, existing research has not sufficiently addressed the dynamic relationship between content production and audience engagement in digital contexts. Social media users are not passive recipients of information; rather, they actively participate in shaping discourse through comments, shares, and other forms of interaction (Papacharissi, 2015). This participatory nature creates a continuous process of negotiation in which meanings are not fixed but are constantly redefined through interaction. Despite this, there remains limited understanding of how such negotiation processes occur in the context of the fat acceptance movement and how they influence the construction of social meanings related to the body.

To address these gaps, this study seeks to examine how body positivity influencers construct digital narratives of fat acceptance and how these narratives are negotiated through audience interactions on social media. Specifically, this research aims to analyze the narrative strategies used by influencers, identify patterns of audience response, and explore the dynamics of communication that emerge within digital platforms.

This study is grounded in the dramaturgical perspective of Erving Goffman, which conceptualizes social interaction as a form of performance in which individuals manage impressions in front of an audience (Goffman, 1959). In the context of social media, platforms can be understood as stages where influencers perform curated identities through carefully constructed content, visual representation, and interactional strategies. These performances are shaped not only by personal experiences but also by audience expectations and platform-specific dynamics, such as algorithms and engagement metrics (Marwick, 2015).

Based on this perspective, this study argues that the dominance of social media has transformed the construction of body-related narratives into a performative and interactive process. Influencers act as key performers who strategically present messages of body acceptance, while audiences actively participate in validating, contesting, or redefining these messages. As a result, the meaning of fat acceptance is not singular or fixed but is continuously negotiated within digital interactions (Marwick & Boyd, 2011). By integrating social media data analysis with a dramaturgical approach, this study contributes to the field of digital sociology by offering a more nuanced understanding of how social movements operate in online environments.

2. Literature Review

Digital Social Movements and Fat Acceptance

The concept of digital social movements refers to collective actions that are organized, mediated, and sustained through digital communication technologies, particularly social media platforms (Castells, 2010; Gerbaudo, 2012). Unlike traditional social movements, digital movements are characterized by decentralized structures, rapid information dissemination, and the active participation of users in producing and circulating content (Bennett & Segerberg, 2015). In this context, social media functions not only as a tool for mobilization but also as a space where meanings, identities, and discourses are continuously constructed and negotiated.

The fat acceptance movement can be understood as part of this broader landscape of digital social movements. It seeks to challenge dominant cultural norms surrounding body size, particularly the stigmatization of fat bodies, and to promote body diversity and inclusivity (Afful & Ricciardelli, 2015). As a form of cultural resistance, the body positivity movement operates to challenge socially constructed ideals of beauty by circulating alternative representations of the body that disrupt dominant aesthetic norms within digital environments (Cohen et al., 2019).

In terms of categorization, digital social movements can be analyzed through several key dimensions. First, forms of participation range from passive engagement (such as liking and sharing content) to active content creation and advocacy (Bennett & Segerberg, 2015). Second, types of discourse within the movement include empowerment narratives, resistance to dominant norms, and identity affirmation (Papacharissi, 2015). Third, modes of visibility are shaped by platform algorithms, hashtags, and viral content, which influence which messages gain prominence (Poell & Van Dijck, 2018).

Within the fat acceptance movement, these dimensions are reflected in the use of hashtags such as #bodypositivity and #fatacceptance, the circulation of personal narratives, and the emergence of online communities that support body diversity. However, the movement is not homogeneous; it involves multiple interpretations and internal tensions, particularly regarding issues of health, identity, and representation. This indicates that digital social movements operate as dynamic and contested spaces rather than unified ideological entities.

Influencers as Cultural Intermediaries in Digital Media

The concept of social media influencers refers to individuals who have the capacity to affect the opinions, attitudes, and behaviors of others through content produced and shared on digital platforms (Abidin, 2016; Freberg et al., 2011). Influencers are often characterized by their ability to build personal brands, maintain audience engagement, and leverage visibility within algorithm-driven environments.

Beyond their role as content creators, influencers can also be understood as cultural intermediaries, a concept that describes actors who shape the production, circulation, and interpretation of cultural meanings (Bourdieu, 1984; Maguire & Matthews, 2012). In digital contexts, influencers mediate between personal experiences and broader social discourses, translating complex issues into accessible and relatable narratives for their audiences.

The categorization of influencers can be approached through several variables. First, types of influencers include micro-influencers, macro-influencers, and celebrity influencers, distinguished by follower count and level of reach (Abidin, 2016). Second, content strategies vary across influencers, including personal storytelling, educational content, advocacy messaging, and commercial promotion (Marwick, 2015). Third, engagement patterns reflect how influencers interact with audiences, ranging from one-way communication to interactive dialogue involving comments, replies, and community-building activities.

In the context of body positivity, influencers play a significant role in shaping narratives related to body image and self-acceptance. They often utilize personal experiences and visual representations to construct messages that challenge dominant beauty standards. However, their role is not neutral; influencer practices are embedded within platform logics and economic incentives, which may influence how messages are framed and circulated (Abidin, 2016). This highlights the need to analyze influencers not only as individuals but also as actors operating within broader socio-technical systems.

Dramaturgical Perspective and Digital Self-Presentation

The dramaturgical perspective developed by Erving Goffman conceptualizes social interaction as a form of performance in which individuals present themselves in ways designed to manage impressions in front of an audience (Goffman, 1959). According to this perspective, social life is structured around the distinction between “front stage” and “back stage,” where individuals perform curated identities in public settings while maintaining a more private self in less visible contexts.

In digital environments, this framework becomes particularly relevant as social media platforms function as persistent and highly visible “stages” where users continuously perform their identities (Boyd, 2014). Influencers, in particular, engage in strategic self-presentation by curating content, selecting visual aesthetics, and crafting narratives that align with audience expectations and platform norms (Marwick, 2015).

The categorization of dramaturgical processes in digital contexts can be understood through several dimensions. First, impression management strategies include authenticity performance, emotional storytelling, and visual curation, all of which are used to shape audience perceptions (Goffman, 1959; Marwick, 2015). Second, types of performance may range from highly polished and professionalized content to more informal and “authentic” presentations, depending on the influencer’s branding strategy. Third, audience interaction plays a crucial role in validating or challenging the performance, as feedback in the form of comments, likes, and shares contributes to the ongoing construction of identity.

In the context of body positivity, influencers’ performances involve the presentation of body acceptance narratives that seek to normalize diverse body types and challenge stigmatization. However, these performances are not fixed; they are continuously shaped and reshaped through audience responses and platform dynamics. This highlights the interactive and negotiated nature of digital self-presentation, where meaning is co-constructed between performers and audiences

3. Methodology

This study employs a qualitative research design using a digital ethnography approach to examine how body positivity influencers construct fat acceptance narratives and how these narratives are negotiated through audience interactions on social media. A qualitative approach is appropriate because it enables an in-depth understanding of meanings, experiences, and social interactions that cannot be captured through quantitative measurement (Creswell, 2014). Digital ethnography is used because the research is situated in online environments, where practices, discourses, and interactions take place through mediated communication, allowing the researcher to analyze both content and the interactional dynamics that shape meaning construction (Pink et al., 2016).

The unit of analysis in this study consists of social media content and interactional exchanges related to body positivity and fat acceptance, including influencer-generated posts such as images, videos, and captions, as well as audience responses in the form of comments, replies, and engagement patterns. These data are treated as discursive and interactional texts through which meaning is produced between influencers and their audiences. The primary data are obtained from Instagram and TikTok, as both platforms are widely used for visual communication and influencer activities, while the data are selected through purposive sampling by focusing on influencers who consistently produce body positivity content and demonstrate active audience engagement.

Data collection is conducted through non-participant observation and document analysis of social media content by identifying relevant influencer accounts, selecting posts that explicitly address fat acceptance narratives, archiving visual and textual data through screenshots, and recording audience interactions such as comments and reply threads. This method allows the researcher to gather naturally occurring data without interfering with user interactions, thereby maintaining the authenticity of the communication process (Hine, 2015). The data are then analyzed using thematic analysis following Braun and Clarke’s framework, which includes data familiarization, initial coding, theme development, and theme interpretation to understand how body positivity and fat acceptance narratives are constructed and negotiated in digital spaces (Braun & Clarke (2006).

4. Result

Digital Landscape of the Fat Acceptance Movement

The findings from big data analysis using Brand24 (24 January – 23 February 2023) show that the fat acceptance movement has a significant presence in digital spaces. During this period, there were 1,180 mentions related to the movement across various platforms, with a total reach of 7.2 million on social media and 784,000 on non-social media platforms such as news websites and forums. Sentiment analysis reveals that:

- 1) 466 mentions were positive
- 2) 609 mentions were neutral
- 3) 105 mentions were negative

In addition, the movement generated 1.5 million interactions and an estimated \$589K media value, indicating strong engagement and visibility.



Figure 1. Summary of Mentions (Source: Brand24, 2023)
(Figure 1 illustrates total mentions, reach, and sentiment distribution.)

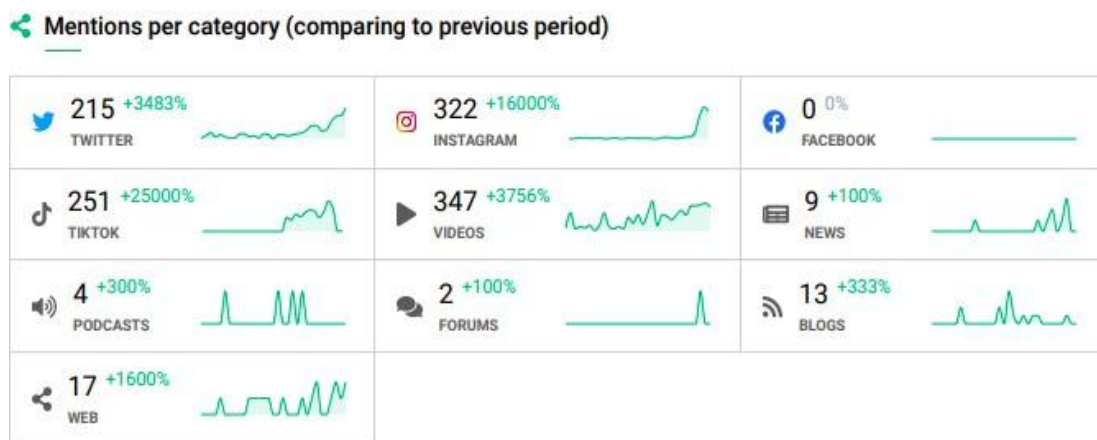


Figure 2. Mentions per Category (Source: Brand24, 2023)
(Figure 2 shows platform distribution of fat acceptance content.)

Three main patterns emerge from the data. First, the fat acceptance movement demonstrates high digital visibility, indicated by the large number of mentions and reach. Second, neutral and positive sentiments dominate, suggesting general acceptance or passive engagement rather than strong polarization. Third, the movement is highly platform-dependent, with the most activity occurring on YouTube (347 videos), TikTok (251 mentions), and Twitter (215 tweets), while Facebook shows minimal activity.

These findings indicate that the fat acceptance movement operates primarily within high-visibility, algorithm-driven platforms, which favor visual and short-form content. This suggests that the movement's growth is closely tied to platform dynamics and audience engagement mechanisms.

From a sociological perspective, this reflects how digital environments shape the circulation of social movements, where visibility and engagement become key resources in gaining influence (Couldry & Hepp, 2017).

The dominance of visually oriented platforms also supports the argument that body-related narratives are increasingly communicated through images and performative content.

Influencers and the Structure of Digital Activism

The data identify several accounts that play a significant role in the dissemination of fat acceptance content. Based on Brand24 analysis, the most active accounts are primarily located on YouTube, while the most influential accounts are concentrated on Twitter. For example:

- 1) Most active accounts include YouTube channels such as CurvaciousKelly and Go LifeGrow.
- 2) Most influential accounts include Twitter users such as OffFiddler and BodyImageDay, with high engagement and voice share
- 3) One account (OffFiddler) achieved a 4.658% voice share and influenced more than 335,400 users.

PROFILE	SOURCE	REACH	MENTIONS
1	मदनी की दुनिया143	N/A	23
2	Curvy Plus Size Models	N/A	17
3	CurvaciousKelly	N/A	9
4	Go LifeGrow	N/A	8
5	MRoxxUniverse	20 943	8
6	Beauties way 1	N/A	7
7	OffFiddler	11 459	6
8	tmslatestudio	41	5
9	lovethebally	124	5
10	Lulah Collective	N/A	4
11	jessikneeland	2828	4
12	Curvy Model Wiki	N/A	3
13	Big Davidson	2410	3
14	Tonya Ogle	N/A	3
15	Outfit Sale	N/A	3
16	TikTok Fun TV	N/A	3
17	maxi padd videos	N/A	3
18	Jae Bae Productions	381	3
19	Kimberly Rogers	72 100	3
20	NAAFAofficial	2481	3

Figure 3. Most Active Public Profiles (Source: Brand24, 2023)

PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	OffFiddler	12.718%	335 400
2	HobbitVanilla	7.846%	206 900
3	PatrykJaki	2.321%	61 200
4	imperfectlyEm	1.308%	34 500
5	Kimberly Rogers	0.82%	21 630
6	MRoxxUniverse	0.768%	20 252
7	batslangley	0.705%	18 600
8	FattestGirthArt	0.372%	9800
9	NAAFAofficial	0.292%	7700
10	mamaoffthegrid	0.239%	6300
11	bunnylove403	0.212%	5600
12	brwneyedamzn	0.212%	5600
13	Abb_Thomp	0.193%	5100
14	MarcIRD	0.166%	4376
15	tmslatestudio	0.16%	4208
16	Alexandra Sacasa	0.14%	3700
17	TristanCreates1	0.137%	3600
18	morgxn	0.13%	3440
19	caroleraphaelle	0.08%	2100
20	Nakia	0.065%	1710

Figure 4. Top Influential Public Profiles (Source: Brand24, 2023)

Two important patterns can be observed. First, there is a distinction between activity and influence, where YouTube dominates content production while Twitter dominates influence. Second, influencers function as central nodes in digital activism, acting as key actors in disseminating and amplifying messages. These findings suggest that body positivity influencers act as strategic communicators who shape public discourse through platform-specific affordances. While YouTube facilitates long-form visual storytelling, Twitter enables rapid opinion dissemination and interaction. In line with the dramaturgical framework of Erving Goffman, influencers

can be understood as performers who manage impressions across different “stages” (platforms), adjusting their communication style to maximize audience engagement and visibility.

Themes and Narratives in Fat Acceptance Content

The analysis of content and messaging reveals several dominant themes in the fat acceptance movement, including: 1) Body diversity 2) Self-love and acceptance 3) Challenging beauty standards 4) Health at Every Size (HAES) 5) Intersectionality. These themes are reflected in both textual and visual content, including hashtags such as #bodypositivity, #selflove, and #fatacceptance. For example:

- 1) Instagram post (@vivalacurvy) shows body exposure with captions promoting self-confidence
- 2) Tweet by @phoebeesophiass: “Don’t let negative thoughts about your body hold you back...”
- 3) Content from @ZuperChix challenges beauty standards through representation of plus-size models

Table 1. Thematic Patterns in Fat Acceptance Content

Theme	Example Data
Body diversity	“All bodies are worthy of respect”
Self-love	“Love yourself as you are”
Challenging norms	“Beauty is not one-size-fits-all”
HAES	“Health is not defined by size”
Intersectionality	Inclusion across gender, race, identity

Four major tendencies are identified. First, there is a strong emphasis on redefining body norms through inclusive narratives. Second, content frequently combines visual exposure and textual affirmation. Third, influencers consistently promote self-acceptance as a core value. Fourth, there is an increasing integration of health discourse (HAES) and intersectional perspectives.

These findings indicate that fat acceptance narratives are constructed through repetitive and strategic messaging, aimed at reshaping dominant cultural meanings of the body. Influencers do not merely share personal content but actively produce counter-discourses that challenge societal norms. From a dramaturgical perspective, these narratives represent front stage performances, where influencers present idealized versions of confidence and acceptance to influence audience perception (Goffman, 1959). This extends previous research by showing how body positivity is not only ideological but also performative and mediated through digital platforms.

Interaction and Meaning Negotiation in Online Communities

The findings show that online interactions within the fat acceptance movement include both supportive and conflicting responses. Supportive interactions include emotional validation and shared experiences, while negative interactions include criticism, body shaming, and debates about health. Three key patterns emerge. First, online communities function as spaces of emotional support and validation. Second, there is a persistent presence of conflict and disagreement. Third, interactions are multi-directional, involving influencers and audiences as well as peer-to-peer engagement. These findings highlight that meaning within the fat acceptance movement is not fixed but continuously negotiated. Audience responses play a crucial role in reinforcing or challenging influencer narratives.

In line with Erving Goffman, this reflects the dynamic relationship between performers and audiences, where social meaning is co-constructed through interaction. This also supports the view that digital spaces function as participatory environments in which discourse evolves through engagement rather than unilateral communication (Papacharissi, 2015).

5. Discussion

This study demonstrates that the fat acceptance movement in digital spaces operates not merely as a symbolic campaign, but as a structured and dynamic communicative process shaped by platform logic, influencer practices, and audience interaction. The findings reveal that body positivity influencers actively construct narratives of self-acceptance through curated visual and textual strategies, while audiences simultaneously function as validators,

critics, and co-producers of meaning. The coexistence of supportive and opposing responses indicates that digital discourse surrounding body acceptance is inherently contested, rather than uniformly progressive.

These patterns can be explained through the interaction between digital media structures and performative identity construction. Social media platforms privilege content that is visually engaging, emotionally resonant, and easily consumable, encouraging influencers to present highly stylized and strategic representations of the self (Couldry & Hepp, 2017). From the perspective of Erving Goffman, this process reflects a form of dramaturgical performance in which influencers manage impressions in a “front stage” environment. Their use of affirming captions, confident body display, and personal storytelling is not incidental, but rather a deliberate strategy to align with audience expectations and platform algorithms (Goffman, 1959). At the same time, audience responses function as a form of continuous evaluation, reinforcing or destabilizing these performances. This feedback loop explains the persistence of both validation and resistance within the same communicative space.

When compared with previous studies, this research supports existing findings that digital media facilitate new forms of identity construction and participatory culture (Boyd, 2014; Jenkins *et al.*, 2016). However, this study offers a more nuanced contribution by shifting the analytical focus from macro-level discourse to micro-level interaction. Rather than treating influencers as passive agents of representation, this study conceptualizes them as active performers embedded in a dramaturgical system of visibility, evaluation, and negotiation. In doing so, it highlights that digital activism is not only about message dissemination, but also about ongoing interactional processes that shape meaning in real time.

Theoretically, this study extends the relevance of Erving Goffman into the context of digital environments. While Goffman originally developed his framework to explain face-to-face interaction, the findings suggest that social media platforms function as expanded stages where performances are persistent, scalable, and continuously archived. Unlike offline interactions, digital performances are subject to algorithmic amplification and indefinite visibility, intensifying the pressure to maintain consistent identity narratives. This transformation suggests that dramaturgy in the digital era involves not only impression management, but also the negotiation of visibility, authenticity, and audience fragmentation.

At a broader level, the findings indicate that the fat acceptance movement should be understood as a negotiated social reality rather than a fixed ideological position. The presence of conflicting interpretations, particularly between body positivity narratives and health-based critiques, reveals an ongoing struggle over meaning. On one hand, the movement provides important social functions by promoting inclusivity, self-acceptance, and resistance to stigmatization. On the other hand, it generates tension by challenging deeply embedded norms regarding health, discipline, and body regulation. This duality reflects a wider sociological conflict between medicalized understandings of the body and socio-cultural approaches that emphasize diversity and lived experience.

Moreover, the study raises critical questions about the role of influencers within digital activism. While influencers contribute to the visibility and dissemination of body positivity messages, their position within platform economies introduces the risk of commodification (Abidin, 2016). The need to maintain engagement and visibility may shape how authenticity is performed, potentially blurring the boundary between genuine advocacy and strategic self-branding. This suggests that digital activism is not entirely emancipatory, but is also embedded within structures of power, economy, and algorithmic control.

The implications of these findings are both theoretical and practical. From a theoretical standpoint, this study reinforces the importance of integrating classical sociological theory with contemporary digital contexts, demonstrating that dramaturgical analysis remains highly relevant for understanding online interaction. From a practical perspective, there is a need for more balanced and inclusive communication strategies that address both body acceptance and health considerations without reproducing stigma. Policymakers, educators, and digital platforms should work toward creating environments that support constructive dialogue, reduce harmful content such as body shaming, and promote critical media literacy. Ultimately, the study underscores that digital spaces are not neutral arenas, but are actively shaping how identities, bodies, and social norms are constructed and contested in contemporary society.

6. Conclusion

This study concludes that the fat acceptance movement in digital spaces is not simply a form of online advocacy, but a complex, performative, and negotiated social process shaped by the interaction between influencers, audiences, and platform structures. The main finding shows that body positivity narratives are actively

constructed through strategic self-presentation, where influencers curate identities that align with both ideological values and algorithmic demands. At the same time, audiences play a crucial role in reinforcing, contesting, and reshaping these narratives, resulting in a dynamic and often contradictory communicative environment. Thus, digital activism in this context cannot be understood as a one-directional message delivery, but rather as an ongoing process of interaction and meaning-making.

From a theoretical perspective, this study demonstrates the continued relevance of Erving Goffman in analyzing contemporary digital phenomena. By applying a dramaturgical lens, this research highlights how social media platforms function as extended stages where identity is performed, evaluated, and continuously negotiated. The study contributes to sociological knowledge by bridging classical theory with digital sociology, offering a more nuanced understanding of how identity, visibility, and power operate within platform-based interactions. In addition, this research provides an empirical contribution by identifying the dual structure of digital activism, where visibility, engagement, and influence are unevenly distributed and shaped by platform-specific dynamics.

Despite these contributions, this study has several limitations. First, the research is limited to specific platforms and a relatively focused sample of influencers and interactions, which may not fully represent the diversity of the fat acceptance movement across different cultural or technological contexts. Second, the reliance on qualitative digital observation means that the findings emphasize depth over generalizability, and may not capture broader statistical patterns. Third, the study does not extensively explore the long-term impact of these digital interactions on offline identity formation, health perceptions, or social behavior.

Future research is therefore encouraged to adopt a more comparative and mixed-method approach, integrating quantitative analysis with qualitative insights to examine the broader impact of digital body positivity movements. Further studies could also explore cross-cultural variations, platform-specific differences, and the long-term implications of digital identity performance on individuals and communities. By addressing these limitations, future work can provide a more comprehensive understanding of how digital environments shape contemporary social movements and identity formation.

7. Suggestion

Based on the findings, this study suggests the importance of developing more inclusive and critical digital literacy practices that enable users to engage with body-related content in a reflective and informed manner. Social media platforms should also consider strengthening policies that reduce harmful interactions, such as body shaming, while supporting diverse and constructive representations of the body. Additionally, collaboration between policymakers, educators, and digital content creators is needed to promote balanced narratives that integrate both body acceptance and health awareness without reinforcing stigma

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