

Feminist Body Image on Victoria's Secret's Instagram Caption "Body Positivity" Campaign

**Siluh Putu Sisylia Paramitha¹, Ni Komang Arie Suwastini^{2*}, Rina Saraswati³,
Ni Nyoman Artini⁴,
I Gusti Made Arya Suta Wirawan⁵**

^{1,2,4}English Language Education, Universitas Pendidikan Ganesha, Singaraja

³English Department, Faculty of Humanities, Universitas Airlangga

⁵Sociology Education, Universitas Pendidikan Ganesha, Denpasar

Email: arie.suwastini@undiksha.ac.id

Abstract

This study aims to identify the captions of Victoria's Secret Instagram posts as a body positivity campaign for women worldwide. The current study used the interactive qualitative data analysis approach developed by Miles and Huberman, using McKee's textual analysis with a feminist perspective of body image. The study reveals that Victoria's Secret's Body Positivity campaign on Instagram contains messages that break the stigma of patriarchal beauty standards with the caption Woman is undefinable, promotes women's confidence by raising women's voices, and supports women's health by influencing the idea that sexy is not thin. Therefore, even though the primary purpose of Victoria's Secret's Instagram account is marketing women's clothing and makeup, Victoria's Secret also provides support by inserting a feminist image regarding the female body, which can inspire women not to be obsessed with beauty standards, to be confident, and to support women's health.

Keywords: *Feminist Body Image; Beauty Standards; Body Positivity; Instagram's Caption*

Citra Tubuh Feminis di Takarir Instagram Victoria's Secret Kampanye “Kepositifan Tubuh”

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi caption postingan Instagram Victoria's Secret sebagai kampanye body positivity bagi wanita di seluruh dunia. Penelitian kali ini menggunakan pendekatan analisis data kualitatif interaktif yang dikembangkan oleh Miles dan Huberman, menggunakan analisis tekstual McKee dengan perspektif feminisme mengenai citra tubuh. Studi tersebut mengungkapkan bahwa kampanye kepositifan tubuh oleh Victoria Secret di Instagram memuat pesan-pesan yang mematahkan stigma standar kecantikan patriarki dengan takarirnya wanita tidak dapat didefinisikan, meningkatkan kepercayaan diri wanita dengan meninggikan suara wanita, dan mendukung kesehatan wanita melalui pengaruh seksi tidak kurus. Oleh karena itu, meskipun tujuan utama akun Instagram Victoria's Secret adalah untuk memasarkan pakaian dan tata rias wanita, Victoria Secret juga memberikan dukungan dengan menyisipkan citra feminis mengenai tubuh perempuan, yang dapat menginspirasi perempuan untuk tidak terobsesi dengan standar kecantikan, menginspirasi perempuan untuk percaya diri, dan mendukung kesehatan wanita.

Kata kunci: Citra Tubuh Feminis; Kepositifan Tubuh; Standar Kecantikan; Takarir Instagram

INTRODUCTION

With no less than 4.9 billion users as of 2023, social media can induce social transformations within communities, guiding individuals toward positive and negative behavioral tendencies (Ariantini et al., 2021; Dixon, 2023; Nursyifa & Hayati, 2020; Xodabande, 2017). A rising corpus of studies has revealed recently that social media usage is related to problems with eating and having a negative body view (Holland & Tiggemann, 2016), which have led to a high rate of mental diseases associated with eating disorders (Haines & Neumark-Sztainer, 2006; Neumark-Sztainer et al., 2007; Smink et al., 2012; World Health Organization, 2024). Social media posts about fitness and thinspiration promote toned bodies frequently; they feature skinny people in suggestive stances and convey negative messages about food, weight, and fitness, rendering women to feel bad about themselves and less satisfied with their bodies (Boepple & Thompson, 2016; Robinson et al., 2017; Tiggemann & Zaccardo, 2018).

Photo-based networks like Instagram are particularly noteworthy because, with 648 million users worldwide, they may broadcast to a wide range of audiences (Cohen et al., 2017, 2019; Refiani & Mustikasari, 2020). Various companies have used this opportunity as a medium for marketing their products (Hong et al., 2022; Jamil et al., 2022; Kotler & Keller, 2016). Instagram has also become a site for negotiating feminist discourse. In contrast to the fixed image of beauty ideals produced by mainstream media, Instagram allows women to produce their content, thus challenging the traditional portrayal of women's objectivity (Cohen et al., 2019; Webb et al., 2015). Victoria's Secret is one of the prominent cases. As a fashion and cosmetic brand, Victoria's Secret started using Instagram as one of its campaign media in April 2011 with its Instagram account @victoriasecret, which coincided with the company's commitment to image rebranding after receiving a severe backlash (Maheshwari &

Friedman, 2021). Founded in 1977 by Roy Raymond as a comfortable space to shop for lingerie, Victoria's Secret initially appealed to male fantasies with its name invoking images of prim Victorian ladies in flirtatious boudoirs (Maheshwari & Friedman, 2021; Nurfaidah, 2013). The acquisition of the brand by retail tycoon Leslie H. Wexner in 1982 transformed it into a cultural phenomenon (Dixon, 2023). At the core of its identity were the "Angels" supermodels (Joseph, 2023; Maheshwari & Friedman, 2021; Nurfaidah, 2013). In 1995, the brand started to showcase these "Angels" in The Victoria's Secret Fashion Show, displaying them in provocative lingerie on sophisticated stage design, makeup, and conceptual presentations. The show sparked controversies related to its patriarchal and sexist standpoint that dismissed the Victoria's Secret show after plummeting viewership, leading to store closures (Hanbury et al., 2023). After a four-year hiatus, the company launched body positivity initiatives in 2021 by featuring a diverse group of influential women to reshape the brand and respond to public demands for inclusivity.

From a feminist perspective, Victoria's Secret's move for inclusivity and body positivity campaign aligns more with the effort of deconstructing the patriarchal body image imposed on women, such as having slim figures and tiny waist circumferences. Although feminists have continually fought against gendered and biased stereotypes about how women should look and behave (Gamble, 2004, 2006; Suwastini, 2013), one of the main challenges in freeing women from a patriarchal mindset is changing how women view themselves in a patriarchal society. Friedan (1963) sees women's first step forward from patriarchal constraints as starting with demystifying women's minds from the "feminine mystique," liberating them from their conceptions of how to be a proper woman in a patriarchal society. These biased and often marginalizing conceptions are not intentionally women's creations to limit themselves. Instead, they are mainly the results of generations of impositions of certain male expectations of a patriarchal society, where deviant women who chose not to comply with the expectations would either be punished or gradually coerced into submission. Through hundreds of generations of systematic coercion, women gradually regulated themselves to meet the expectations of the patriarchal society. It is precisely one of the main factors that drove the 1980s backlash against the 1970s success of the women's liberation. Faludi (2006) observes that women are easily deceived into re-embracing their traditional roles in society, believing motherhood is the key to women's happiness and that the home is a happy place for women. There is a strong sentiment in Faludi's 1992 *Backlash* that many women set themselves against other women who chose to build careers in the public sphere and refuse to embrace motherhood. It is the ideology behind the protest against Victoria's Secret's shows, where the unequivocally slim female models are accused of objectifying themselves to these patriarchal beauty standards.

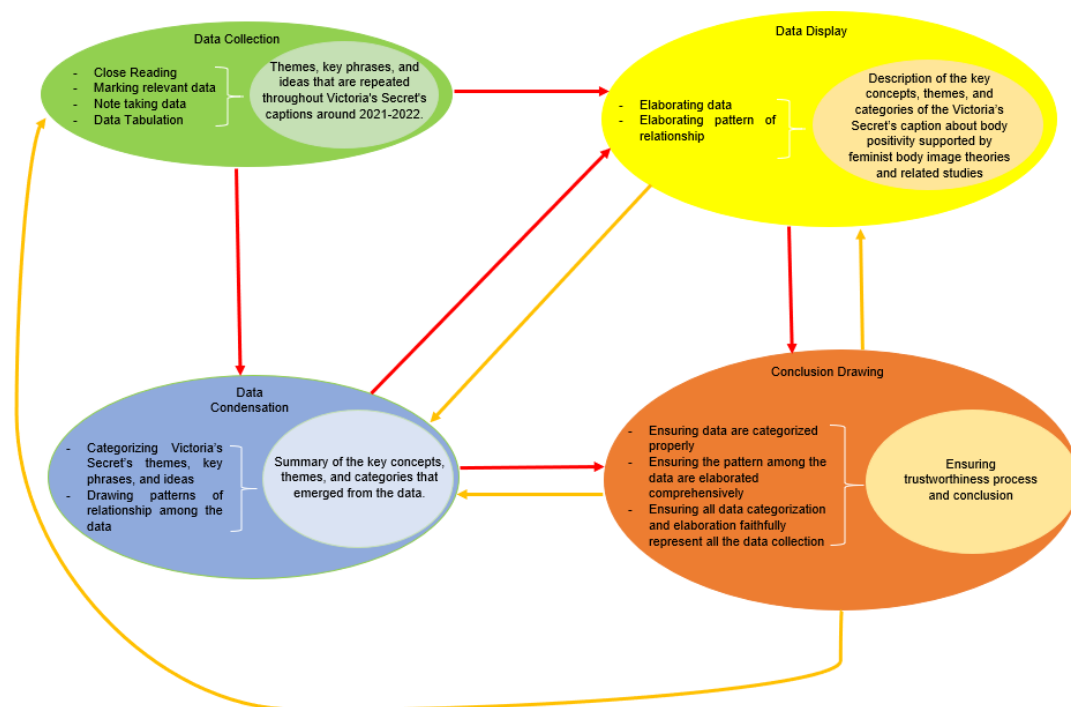
Thus, Victoria's Secret's "Body Positivity" campaign may affect women's perception of different body sizes, skin tones, body shapes, and types of hair, inspiring women that beauty is not solely determined by physical appearance but also by intelligence, confidence, and overall health, rather than maintaining the unattainable and unrealistic appearance traditional beauty standard (Cwynar-Horta, 2016; Sastre, 2014). Wood-Barcalow et al. (2010) argue that people with a positive body image value their own body, self-acceptance, diversity in beauty, positive body focus, and mindful media consumption for a positive body image. These categories break the stigma of

beauty standards, inspiring women to be confident and supporting women's health. Mainly used in psychology to address eating disorders and foster a healthy relationship with the body, these categories of body positivity are a complex and multifaceted construct that goes beyond simply having a positive body image or being satisfied with one's appearance (Webb et al., 2015). While previous studies have documented the intersection between social media, body image, and feminism, less attention has been given to how corporate campaigns align with feminist values. This study, therefore, will focus on the dynamics of the feminist agenda amidst Victoria's Secret's profit-oriented Body Positivity campaign on Instagram. The analysis will reveal how the inclusion of female model with various skin tones, body shapes, and sizes could be used to send messages that promote positive body image despite their economic functions as commercial campaigns.

METHOD

The present study is qualitative interpretive research using McKee's textual analysis (2003) in the interactive qualitative data analysis model from Miles et al. (2014), as displayed in Figure 1. The subjects of the study were the Instagram captions of Victoria's Secret from January 2021 to December 2022, which were included in the brand's Body Positivity campaign. The study's object was the ideology of body positivity in these Instagram captions. The analysis is guided by the feminist ideology elaborated by Gamble (2006) and the criteria of body positivity proposed by Wood-Barcalow et al. (2010).

Figure 1. The Interactive Qualitative Data Analysis Model



Source (Miles, Huberman, & Saldana, 2014)

As shown in the cycle in the flowchart above, all steps were carried out simultaneously. Data collection involved multiple reading strategies. The initial reading is done to understand the themes, key phrases, and ideas of Victoria's Secret's caption around 2021-2022 with the theme "body positivity." Meanwhile, a close reading analyzes the captions of Victoria's Secret's Instagram about body positivity and feminism. This step involves multiple readings, which do not necessarily need to follow a linear sequence from start to finish. Instead, the focus may shift back and forth as necessary. This approach helps to identify potential data related to the body positivity theme that relates to feminism, which is recorded in notes, along with possible explanations that compare him with other elements of the novel.

Then, the data for each post containing feminist elements with the theme of body positivity will be tabulated immediately following data identification and classification. The feminist theory, using the feminist body image perspective by Sarah Gamble (2006), will direct the data classification. The second stage of the analysis involves data condensation and display, which are carried out simultaneously to develop

preliminary conclusions based on the study. The first step of data condensation involves reviewing the categorization of Victoria's Secret's themes, key phrases, and ideas of body positivity to ensure they are comprehensive. Next, a feminist body image perspective is applied to examine the representation of the Victoria's Secret Instagram caption, which allows identification of the relationship between body positivity and feminism. The data condensation and display stages are interactive, each affecting the other, and they work together to generate a conclusion that accurately reflects the data categorizations, patterns, and elaborations. The conclusion is continuously compared with the data display and data condensation to ensure that it accurately represents the analysis. The possibility of the first conclusion will be very premature. Therefore, the analysis will continue to be carried out in a simultaneous cycle between initial conclusions, data collection, data condensation, and data display, carried out simultaneously until a consistent conclusion is found, resulting in a trustworthy analysis regarding Victoria's Secret caption on Instagram, which represents feminist body image in women.

RESULT AND DISCUSSION

Using the categories of body positivity according to Wood-Barcalow et al. (2010), the present study revealed that the captions and Instagram posts of Victoria's Secret's account around January 2021 until December 2022, include five categories of body positivity, namely valuing one's body, self-acceptance, diversity in beauty, positive body focus, and mindful media consumption for a positive body image. Using Gamble's liberal feminist view about women's bodies, the present study argues that Victoria's Secret's Body Positivity campaign on Instagram contains messages to challenge beauty standards and stigmas, inspire women to be confident in their bodies, and motivate them to prioritize health over traditional beauty standards.

Victoria's Secret Breaking the Stigma of Beauty Standards

Victoria's Secret destabilizes this negative stigma of beauty standards in its caption. The caption on their Instagram post @victoriasecret on October 3, 2022, shows how Victoria's Secret broke the stigma of beauty standards on women, and it was described below,

Excerpt 1: *"Nothing can define us. We define ourselves. Not your standards. The standard I hold myself to. Not your stereotypes. How I see myself. Not your fantasies. Not anymore. The fantasies I create. UNDEFINABLE"*
(@victoriasecret.10/3/22)

From Excerpt 1 above, Victoria's Secret motivates women not to be fixated on beauty standards; this is evident in the phrase, *"nothing can define us [women], we define ourselves."* Victoria's Secret wants women not to be defined by others' standards, stereotypes, and fantasies but rather by their self-definition and the standards they set for themselves, as shown in the phrase *"The standard I hold myself to. Not your stereotypes"*. In Wood-Barcalow et al. (2010) category of body positivity, the form of respect for the body and gratitude for the functionality of the body initiated

by Victoria's Secret shows that *"nothing can define us"* and *"the standard I hold myself to"* represents one of the categories of body positivity image, namely valuing one's own body. Breaking the stigma of beauty standards is also shown in the phrase *"How I [women] see myself. Not your fantasies [men]."* The phrase is a statement made by a woman challenging the traditional beauty standards imposed by men on women viewed in Kumalaningtyas & Sadasri (2018) Victoria's Secret rejects the notion that women should conform to a specific image that caters to male fantasies and instead chooses to view herself based on her standards and values, also shown in *"The fantasies I [women] create."* Gamble (2006) argues that women are not mannequins or furniture that can be changed, arranged, and made up at will for the satisfaction of others who see them. Because no one can define a woman, women can have their standards represented in *"UNDEFINABLE."* In Wood-Barcalow et al.'s (2010) category of body positivity, the phrase highlights the importance of self-love and self-acceptance. It encourages women to break free from societal expectations and embrace their individuality, representing self-acceptance.

The caption of the Instagram post on October 6, 2022, again highlighted Victoria's Secret breaking the beauty standards. The caption shows a declaration of independence from societal beauty standards and expectations, as described below.

Excerpt 2: *"I always care about what people think I really do. I just can't let it stop me. I've never tried to be anybody's mold, anybody's standard. Ever. All expressions, no definitions, undefinable"*
(@victoriassecret.10/6/22)

The caption above shows Victoria's Secret acknowledges that they care about what others think but refuses to let it dictate their self-expression or limit their individuality, as they stated: *"I [women] always care about what people think I really do [societal beauty standards]. I just can't let it stop me"*. The study from Tylka & Homan (2015) revealed that individuals who have a body positivity image are better equipped to handle criticism about their appearance, especially when it comes in the form of negative comments like body shaming, which goes against the idea of having a positive body image. According to Wood-Barcalow et al. (2010), the category of body positivity in this phrase shows mindful media consumption for a positive body image. Another phrase is, *"I've never tried to be anybody's mold, anybody's standard. Ever"*; here, Victoria's Secret emphasizes *"Ever,"* which represents self-acceptance. Cohen et al. (2019) emphasize that societal norms should not define true beauty, but one's unique qualities and personal expressions. Using *"all expressions, no definitions, undefinable"* suggests self-expression values over conformity and challenges the notion that beauty can be easily defined or categorized by beauty standards.

Another caption on Victoria's Secret's Instagram post highlighted the idea that women should not have to conform to societal beauty standards to feel confident and empowered.

Excerpt 3: *"I don't need to ask permission to define myself to be here. I don't need anyone to consider me sexy to feel and be sexy."*
(@victoriassecret.10/4/22)

The caption "*I don't need to ask permission to define myself to be here*" represented the declaration that women do not need permission to define themselves or to feel sexy, suggesting that these beauty standards are limiting and oppressive. In an article titled *Rachel Chu as a liberal feminist in Kevin Kwan's Crazy Rich Asians* (2013), it is stated that the expression of beauty is not just sexy but also attractive (Suwastini et al., 2020). Just being pretty does not mean being attractive, so women do not need to focus solely on beauty standards to be attractive, showed in "*I don't need anyone to consider me sexy to feel and be sexy.*" According to Tylka and Wood-Barcalow (2015), the concept of beauty is diverse and can differ significantly. Instead of trying to fit into prescribed social standards, individuals embrace their authentic selves; this statement relates to diversity in the beauty category of body positivity image.

According to Webb et al. (2015), body positivity is a crucial concept in today's society, as it challenges the narrow beauty standards imposed by the media and culture and promotes a more inclusive and accepting approach to self-perception. Barcalow conveys that beauty standards are societal norms and expectations about what is considered attractive, usually based on physical appearance. These standards are often culturally and historically constructed and significantly impact how people perceive themselves and others. The traditional beauty standards, which mainly focus on thinness and physical perfection, have resulted in a high rate of negative body image, eating disorders, and other mental health issues among individuals. However, body positivity is not just about having a positive perception of one's body; it is about actively challenging body weight stigma and promoting accessibility to physical health and psychological well-being for all individuals. Body positivity has also become a vital feminist issue in today's society as it challenges the oppressive and narrow beauty standards imposed by the media and society, which are often rooted in patriarchal values. According to Gamble (2006), feminists believe that gender is conventionally equated with the body. Feminism also addresses how a patriarchal society restricts women's access to services like contraception and abortion. At the same time, their ideal body types are objectified in a variety of ways for male consumption and sexual gratification. It is this pressure and coercion on women that they will be considered beautiful and valued if they have these beauty standards, such as having long legs, flat stomachs without folds, thin, white skin color, and straight hair; women now have to look like Barbie dolls.

Victoria's Secret Inspires Women to be Confident

The "body positivity" supports women to be more confident with their bodies and demonstrates confidence in one's individuality and a commitment to authenticity, which can boost self-esteem and overall confidence, as described in the captions below.

Excerpt 4: *"I can be no one but myself and that's scary and beautiful at the same time. I will always try to be my best most honest self because all I need to be."*
(@victoriasecret. 07/23/22)

Caption 4 above expressed the idea that being true to oneself is both daunting and rewarding: *"Women can be scary and beautiful at the same time,"* all with self-belief and trying their best for themselves, not for anyone else, not even for someone else's will show in *"I will always try to be my best most honest self because all I need to be."* This self-confidence reflects the perception of body positivity image who have self-acceptance and a diverse beauty mindset. Tylka & Wood-Barcalow (2015) revealed that the individual's perception of beauty is not based on external opinions but instead is solely determined by themselves; *"at the same time,"* the definition of beauty is unique to the individual and not influenced by others, showing the body positivity categorization of diversity in beauty. In a study by Frisén & Holmqvist (2010), self-acceptance demonstrated confidence in one's individuality and a commitment to being authentic, which can boost self-esteem and overall confidence in the *"most honest self,"* also acknowledge that they will make efforts to be their best and most genuine self, as that is all they need to be in *"all I need to be."*

Apart from that, Victoria's Secret also provides a social media platform for women worldwide to share their experiences and motivations to help them feel confident, as described in the caption below.

Excerpt 5: *"I'm amazed by the way women are multitasking, especially during the pandemic, whether it's mothers juggling childcare, remote learning and working from home, or daughters, sisters and friends helping to care for others. #RaiseHerUp"*
(@victoriasecret. 03/12/21)

The statement above is from one of the career moms shown in *"I'm amazed by the way women are multitasking"* and expresses admiration for the ability of women to balance multiple responsibilities, particularly those who are mothers managing childcare, education, and work from home. According to Gamble (2006) in *Angel in the House*, from this viewpoint, in the 1931 era from this viewpoint, the idealization of femininity led to the term "angel" becoming synonymous with evil, outdated representations of women, and the loss of women's aspirations for independence, equality with men, and a sense of self within the family. However, women have now achieved greater freedom (Suwastini, 2013). Liberal feminism emphasized equality between women and men by promoting women's rights to make choices and be independent, attractive, and intelligent. A positive body image that promotes independence reflects the category of body appreciation, where the appreciation of the body is clearly shown (Avalos & Tylka, 2006; Wood-Barcalow et al., 2010). The hashtag *"#RaiseHerUp"* implies a call to action for society to recognize and uplift the efforts of these women. The message conveys a positive and empowering attitude towards women and their abilities.

Fakhrian & Islamiyati (2017) believe all humans are created equal, with the same potential and capability for reason and harmony. The following caption demonstrated a positive and empowering outlook on the experiences and capabilities of women.

Excerpt 6: *"I'm amazed by the way women are multitasking, especially during the pandemic, whether it's mothers juggling childcare, remote learning and working from home, or daughters, sisters and friends helping to care for others. #RaiseHerUp"*
(@victoriassecret. 03/12/21)

Women can be whatever they want; women are multitasking, like they said, *"I am the mother, I am a leader, I am a teacher, I am a friend, I am a sister."* Like what was implemented by Victoria's Secret, they did not only focus on models with perfect bodies but also replaced them with plus-size models. They are confident in their characters; they can become professional models without being pressured by beauty standards. Because of this confidence, they can become independent, one of the most important feminist traits (Gamble, 2006). Suwastini (2013) states that feminine traits like sentiments and emotions may make it difficult for women to end patriarchy. However, the phrase *"wear many hats"* implies that the speaker can fulfill multiple responsibilities and identities, highlighting her versatility and resilience.

The following caption is the statement from Mayowa Nicholas to empower and uplift women, encouraging them to take up space and assert themselves.

Excerpt 7: *"My advice to other women is to take up space! You are beautiful. You are worthy. You are unique. There are no limits to what we can achieve as women. However, most of all, the world needs your voice."* Mayowa Nicholas, #RaiseHerUp"
(@victoriassecret. 03/23/21)

The statement advises women to increase their self-confidence: *"My advice to other women is to take up space [to occupy and assert oneself in a particular area or situation, often in a confident and bold manner]!"*. In their analysis of the characterizations of Merida in Disney's 2021 *Brave*, Dewi et al. (2022) found that Merida is a woman who makes decisions and dares to solve problems with all kinds of serious risk. This caption is intended to convey that a woman must also have the courage to express her opinion. The phrase *"There are no limits"* encourages women to embrace their beauty, worthiness, and uniqueness and emphasizes that there are no limitations to what women can achieve. The message highlights the importance of women's voices and their positive impact on the world: *"Most of all, the world needs your voice."*

Like caption 7, the following caption emphasizes the importance of self-love and encourages women to take control of their lives. It suggests that individuals should focus on their own needs, desires, and priorities rather than trying to live up to others' expectations.

Excerpt 8: *"You have to remind yourself that this is your life and not someone else's life. Remember, self-love is the greatest power a person can have."* Devyn"
(@victoriassecret. 03/30/21)

That statement showed *that "self-love"* discourses appear to match body-positive discourses in that they both hold that "a beautiful mind must accompany a beautiful body, with appropriately upgraded and modernized postfeminist perspectives toward the self" (Gill & Elias, 2014). According to Wood-Barcalow et al. (2010), being confident and self-love reviled the body positivity categorization of valuing one's body, self-acceptance, and diversity in beauty. These categories of body positivity images will simultaneously raise self-confidence, and from this, self-confidence will form self-confidence (Tylka & Wood-Barcalow, 2015).

According to Robinson et al. (2017), social media frequently presents women with images of beauty that are rare and difficult to attain, leading to an emphasis on physical appearance as a crucial factor for success in career, social status, and personal relationships, caused by a lack of self-confidence. Self-confidence is a belief in one's abilities, qualities, and judgment, and it can influence an individual's thoughts, feelings, and behaviors positively; self-confidence can lead to greater resilience in the face of challenges (Garaika & Margahana, 2019; Wood-Barcalow et al., 2010). Gamble (2006) states that to fully embrace the principles of "power feminism," which focuses on achieving equality, economic power, and self-confidence, acting both as a collective and as individuals is necessary. Having a positive body image will inspire women to be confident. Also, body positivity is a form of resistance to discrimination against people who have different body sizes and skin colors, which can be a worry for women to be confident (Banda, 2020; Cohen et al., 2021). Victoria's Secret campaign can also influence the younger generation in how they see women in terms of beauty and teaches that every woman is beautiful the way they are. Where expressing love and comfort with the body will lead to a sense of self-confidence; besides that, according to McBride et al. (2019), many advertisers are too manipulative by giving lies about views that are given only to attract people's interest that awareness of one's definition of beauty cannot be compared to existing social standards, choosing to be yourself because the definition of beauty is not measured by others but by yourself.

Victoria's Secret Supports Women's Health

Victoria's Secret created a body positivity campaign because they were concerned about the pressure on today's women to conform to beauty standards. They describe this in the caption below.

Excerpt 9: *"When you're comfortable, sexy can be coming through you."*
(@victoriasecret. 09/21/22)

The statement above shows women do not need to be someone else to become *"sexy [attractive or beautiful]."* According to Tylka and Wood-Barcalow (2015), this body positivity image categorization of positive body focus suggests that people with good body image tend to prioritize self-care, express their personal style, and let their true personality shine through. However, this is not done solely to meet societal beauty standards and should not involve changing one's self-worth based on physical appearance. However, Positive body image messaging might be a valuable addition to

preventative and therapeutic strategies and help support mental and physical health through prevention and intervention efforts (Bray et al., 2018). Women can look attractive if they are intelligent, confident, healthy, and not thin (Gamble, 2006).

Not only that, Victoria's Secret also cares about the health of women with breast cancer and provides support by providing a platform for women to support one another.

Excerpt 10: *"VS&Co is a year-round advocate for those impacted by breast cancer. We are honored to support and provide a voice and a platform for all those affected, both personally and through loved ones. To learn more about how we continue and advance our support, visit #VSNOW by visiting the link in our bio. And to learn more about Susan G. Komen's health equity initiatives, visit <http://www.komen.org/breast-cancer>"*
(@victoriassecret. 10/01/22)

From the caption above, *"We are honored to support and provide a voice and a platform for all those affected [breast cancer], both personally and through loved ones,"* Victoria's Secret supports an empowering stance towards those affected by breast cancer and also seeks to bring attention and advocacy to this issue. The hashtag *"#VSNOW"* shows that Victoria's Secret, which is now different from before, now prioritizes body positivity. It expresses feminist values, prioritizes support and care for those impacted, and aims to raise awareness and bring attention to a significant health issue that disproportionately affects women (Gamble, 2006). According to Haskins (2015), advocates of body positivity believe that social media content promotes a more accepting and empowering environment where people of all shapes and sizes can participate in similar activities without discrimination based on body size or shape.

The following caption is from one of the people battling breast cancer, Ceren, a store manager from Singapore. This statement describes Ceren's personal experience of receiving support from the Victoria's Secret brand during a difficult time. The brand's support helped Ceren to feel less alone and more supported during their journey.

Excerpt 11: *"I found out I had breast cancer exactly one month after my mother died. Victoria's Secret supported me along this journey and helped me to never feel alone." Ceren, Store Manager, Singapore #RaiseHerUp"*
(@victoriassecret. 03/11/21)

The statement could be seen as a form of support for feminist ideals, as it highlights the importance of women's health and well-being and the role that companies and communities can play in supporting women during challenging times, according to Gamble (2006) and Tylka & Homan (2015) in *"Victoria's Secret **supported me along this journey and helped me to never feel alone.**"* This statement refutes that an experimental study by Robinson et al. (2017) found that exposure to body positivity

content on social media does not affect physical activity and exacerbates negative body image.

Victoria's Secret's campaign-themed body positivity wants to make women aware that to be beautiful, you do not have to be thin, but healthy. They are also aware that women worldwide need support when they experience adversity. One way to promote good body image among the general public may be through body positivity on social media. This advertisement with the theme of body positivity includes female empowerment, which is used by a brand, namely Victoria's Secret, to inspire and empower women through constructive messages to reduce the number of women's mental health problems due to social pressure.

According to the World Health Organization (2018), body health refers to the physical well-being of an individual; it encompasses various aspects of physical health, such as proper functioning of the body's systems, absence of disease or illness, and overall physical fitness. To date, the media's depiction of a single body type as being "healthy" and "beautiful" and the public health emphasis on weight management and obesity prevention have proven to be limited in their effectiveness (Puhl & Suh, 2015). Gamble (2006) states that the beauty myth includes "the strict and weighty and terrible ideals of female beauty weigh on us the more legal and material barriers women surmount." She claims that the majority of in-control, attractive, and successful professional women in the West experience self-hatred, feelings of imperfection, and fear of aging "inside." Women who disclosed that their fixation with losing a stone ranked higher than success in their careers or romantic relationships as the most desirable goals that led to eating disorders. Related to the issue, body positivity represents adaptive appearance investment and filtering information in a body-positive manner. According to Kumalaningtyas and Sadasri (2018), women with a positive body image tend to do self-care according to their personality, not to meet social beauty standards. This positive image will positively impact filtering criticism related to their appearance, such as body shaming of their body image (Wood-Barcalow et al., 2010).

CONCLUSION

From the findings and discussion elaboration above, it can be concluded that Victoria's Secret's caption on Instagram with the theme of body positivity was represented as a support for the freedom of women's bodies with three focuses from feminist body view traits, namely breaking the stigma of beauty standards, inspiring women to be confident. The categorizations of body positivity include valuing one's own body, self-acceptance, diversity in beauty, positive body focus, and mindful media consumption for a positive body image. Those five categories elaborated again through the feminist women's body view represented by Victoria's Secret are breaking the stigma of beauty standards, inspiring women to be confident, and supporting women's health.

Apart from that, a body positivity mindset will foster a woman's self-confidence; a woman can be whatever she wants, and even a woman with a plus-size body can become a famous model because beauty standards can be overcome. This positive body image will also reduce mental illness due to pressure from beauty standards, such as eating disorders or bulimia. Even though the Victoria's Secret Instagram account is a forum for promoting women's clothing, beauty tools, and perfumes, it

provides a platform for women to voice their opinions regarding freedom of appearance in line with feminist views on women's bodies.

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