

## Resistance to Ideal Body Standards: Self-Presentation and Self-Image of Plus-Size Female Influencers on Instagram

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**ABSTRACT:** This study aims to understand how plus-size female influencers in Indonesia interpret their self-image and self-presentation on Instagram as the social media platform, particularly within the context of dominant societal standards of the ideal female body. By using a qualitative approach and digital ethnographic method, data were collected through in-depth interviews and content observation of three informants' Instagram accounts. The findings reveal three key aspects: (1) the meaning of self image for plus-size women; (2) the influence of audience on reflecting self-presentation and self-image; and (3) strategies of self-presentation on social media. The informants demonstrated an authentic of themselves, while creating a digital space that promotes inclusivity and affirmation. Instagram emerged not only as a medium of expression, since it also performed as a social stage where women actively negotiate their identities. This study adds valuable insights to digital communication fields, particularly in understanding the construction of self-representation and body image in the era of digital and social media.

**Keywords:** Self Presentation, Self Image, Plus-Size Influencer, Instagram, Digital Communication.



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## INTRODUCTION

Social media is a digital space that is used to form identity and display self-image. Platforms like Instagram with their visual content, facilitate individuals by presenting themselves strategically while creating personal narratives that can influence public perception. However, social media also reinforces narrow beauty norms, especially against the female body that idealizes a slim, fair-skinned and symmetrical body (Faelens et al., 2021). In Indonesia, study shows that more than 70% of young women feel dissatisfied with their body shape due to repeated social media exposure to ideal body standards (Love, 2025). This phenomenon has a psychological and social impact, especially for women with disabilities large or plus-size, who often experience stigma, discrimination, and body shaming in the digital space (Ramdhany & Hakim, 2024).

In the midst of this pressure, a group of Influencer plus-size to oppose the ideal body standards that dominate in the midst of Society (Abidin, 2018). They take advantage of Instagram not only to express themselves, but also to build community and educate about body diversity. With the

developments that have occurred on social media, the influencer plus-size continue to try to adapt by implementing certain strategies ([Pauló, 2025](#)). Some of them choose to highlight their authenticity and use humor in their content. There are also those who share stories of their body's struggles as a form of honesty to build an emotional bond with the audience. In this case self-presentation or self-presentation is not only about building an image, but becoming a form of communication and resistance to the stigma that is already inherent ([Faelens et al., 2021](#)).

Beyond individual self-expression, body representation on social media must be understood within a broader framework of digital power relations and visual culture. Visual-based platforms such as Instagram systematically privilege certain body types through algorithmic curation, popularity metrics, and commercial logics, which collectively reinforce dominant beauty ideals and marginalize non-conforming bodies ([Tiggemann & Zaccardo, 2016](#)). Extensive empirical evidence demonstrates that repeated exposure to idealized images of thin and “perfect” bodies is significantly associated with increased body dissatisfaction, appearance comparison, and negative self-evaluation among women ([Cwynar, 2016](#)). These effects are not merely psychological but also social, as they contribute to the normalization of exclusionary beauty standards and the stigmatization of bodies perceived as deviant, including plus-size bodies. In response to these hegemonic representations, body-positive and plus-size influencers have emerged as counter-hegemonic actors who actively challenge dominant visual norms. By presenting diverse body types and emphasizing authenticity, self-acceptance, and lived experience, they disrupt conventional beauty narratives and reframe the body as a site of empowerment rather than deficiency ([Journal & Economics, 2025](#)). Importantly, such practices illustrate that self-presentation on social media extends beyond impression management and becomes a form of symbolic resistance, where everyday content creation functions as a communicative strategy to contest stigma and renegotiate cultural meanings surrounding the female body in digital spaces ([Noy, 2008](#)).

Nevertheless. Representation of influencer plus-size still facing social challenges such as body shaming, negative comments, or expectations from audiences who have certain aesthetic standards. On the other hand, personal experience, belief in certain values, and the drive to accept themselves as they are are important factors that shape how they convey their identity Online ([Park & Baek, 2018](#)). In context Instagram, self-image is interpreted, shaped, and displayed through the content shared. It also includes in the way influence build relationships with their audience. Visual appearance, narrative style, and consistency of message are important elements in the process of building such an identity ([Giurleo, 2016](#)).

Various previous studies have highlighted the role of social media in shaping self-image and digital identity. ([Noy, 2008](#)) found that although the hashtag #bodypositivity Promoting diversity, a lot of content still reproduces the aesthetics of a thin body. ([Gran, 2025](#)) highlights the theatrical aspect of digital identity as a complex performance that is consciously constructed. Meanwhile, ([Stolze et al., 2025](#)) and ([Anderson et al., 2025](#)) shows that influencer plus-size create an alternative body narrative through visual campaigns, but have not specifically examined the subjective experiences of Indonesian women in shaping their self-image in the midst of local cultural norms. Even longitudinal studies such as the one conducted by ([Mafturrahman, Aria Elshifa, Budi Nugraha, 2022](#)) emphasize that content exposure body positivity can increase body satisfaction, but has not explored how the narrative is shaped from the side of the influence itself.

Building on these findings, it becomes evident that existing scholarship largely prioritizes content analysis, exposure effects, and audience reception, while paying comparatively limited attention to the lived and subjective experiences of influencers themselves, particularly within non-Western contexts. Studies on digital self-presentation have shown that identity construction on social media is not a neutral process, but one shaped by cultural expectations, platform affordances, and power relations that govern visibility and legitimacy (Cohen et al., 2019). In societies where beauty norms are closely intertwined with moral values, femininity, and respectability such as in Indonesia the negotiation of body image in digital spaces is further complicated by local cultural scripts and social norms (Irwanti & Muharman, 2019). While research on body positivity has demonstrated its potential to foster body appreciation and challenge dominant ideals (Mitchell, 2024), little is known about how plus-size influencers consciously construct their narratives, manage stigma, and interpret audience responses as part of their ongoing self-image formation. This gap is particularly significant given that influencers are not merely content producers, but also reflexive actors who continuously negotiate authenticity, emotional labor, and resistance in algorithm-driven environments (Sørensen, 2024). Therefore, examining the subjective experiences of Indonesian plus-size influencers offers critical insight into how self-image is shaped at the intersection of digital performance, cultural norms, and resistance to hegemonic beauty standards an area that remains underexplored in existing literature.

Based on this background, the formulation of this research is how plus-size influencers in Indonesia interpret their self-image and shape their self-presentation through Instagram in the midst of social expectations of women's ideal bodies. This study aims to 1) describe how plus-size influencers define and interpret their self-image amid social expectations of women's ideal beauty in Indonesia; and 2) analyze the visual and narrative communication strategies used by plus-size influencers to form their self-presentation on Instagram.

Academically, this study contributes to the development of the study of digital communication, especially in the issues of identity, the body, and symbolic resistance. On the practical side, the findings of this research are expected to support more inclusive media campaigns and strengthen digital literacy in promoting self-acceptance and body diversity in digital public spaces.

## METHOD

This research uses a qualitative approach with a constructivist paradigm, which departs from the view that social reality is formed through the subjective meaning of individuals in a given social context. This approach was chosen because the focus of the research was to understand the experiences, meanings, and self-representation strategies built by plus-size female influencers on Instagram.

The method used in this study is digital ethnography, which is a method that combines observation of online practices with a qualitative approach to understand behaviors, interactions, and meanings that appear in the digital space (Khristianto et al., 2015). Researchers observed influencers' activities on Instagram and delved into their experiences through in-depth interviews. Interviews were conducted online with three informants who were selected purposively, with criteria: plus-

size women, more than 5,000 followers, actively producing body positivity-themed content, and having been active for at least one year.

Data collection was carried out through two main techniques: first, in-depth interviews aimed at understanding the influencer's self-reflection and communication strategies; and second, observation of Instagram content in the form of uploads of photos, videos, reels, and stories in the period from March to May 2025. Through a combination of these two techniques, researchers were able to capture the dynamics between personal narratives and visual strategies used by informants in building their digital identities.

The data were analyzed using thematic analysis techniques that included three main stages: open coding, in which units of meaning were identified from interview transcripts and content observations; axial coding, where similar codes are grouped into main themes; and selective coding, where these themes are structured into narratives that explain the relationship between self-representation and the social pressures faced by influencers (Arifin, 2014). This analysis is enriched with the principles of digital ethnography, which allows researchers to understand the visual and symbolic context of each content uploaded by informants (Nuryadi et al., 2017).

To ensure the validity of the data, the researcher triangulated the method (combining interviews and observations), member checks by confirming the initial findings to the informant, and applied thick descriptions in writing research results (Sugiyono, 2011). In addition, ethical considerations are a major concern. Informants are provided with complete information about the purpose of the research and their rights as participants, and are guaranteed confidentiality.

## RESULT AND DISCUSSION

Based on the results of thematic analysis from in-depth interviews with three female plus-size informants who are active on Instagram as influencers, three main themes were obtained, namely: (1) the meaning and self-image as plus-size women, (2) the influence of the audience on presentation and self-image, and (3) self-presentation strategies on social media. These three themes form a comprehensive framework of understanding of how digital identities are formed, negotiated, and conveyed in a social media context loaded with aesthetic norms and algorithmic logic.

These findings resonate with existing scholarship on digital self-presentation, which conceptualizes identity on social media as a dynamic and relational process shaped by continuous interaction between the self, the audience, and platform structures (Tistasari et al., 2023). The first theme highlights how self-image among plus-size women is not merely an internal perception but is socially constructed through dominant beauty discourses that position certain bodies as normative and others as deviant. This supports prior studies suggesting that body image in digital environments is deeply intertwined with cultural meanings, moral judgments, and gendered expectations (Priyono & Rizki, 2024). The second theme underscores the role of the audience as an active agent in shaping self-presentation, where feedback in the form of likes, comments, and messages functions as a mechanism of validation, negotiation, or resistance. Such interactions reflect what describes as a networked audience, in which visibility and self-worth are co-produced

through ongoing engagement ([Sørensen, 2024](#)). Finally, the emergence of strategic self-presentation practices demonstrates that influencers are not passive subjects of algorithmic pressure but reflexive actors who consciously adapt their content to balance authenticity, emotional labor, and platform demands ([Journal & Economics, 2025](#)).

### Meaning and self-image as a plus-size woman

The informants stated that their large bodies were not weaknesses, but rather part of a legitimate identity to be celebrated and displayed. They actively reject the dominant beauty standards that idealize slim bodies and fair skin. Narratives like "I am (Not) a Barbie" and "Go underestimate me as a plus-size..." become a symbol of resistance to media stereotypes. This rejection is not only in the form of visual expression, but is also conveyed through reflective narratives that reconstruct the meaning of their own bodies. This shows that self-representation on social media is a form of symbolic performance ([Marwick & Boyd, 2011](#)) and impression management ([Goffman, 1959](#)), in which users structure displays to influence audience perception.

The informants also articulate complete self-acceptance, not just self-resistance. Authenticity is an important principle that is upheld, as can be seen from statements such as "I'm natural... so that it is not fake" (IR). Even the spiritual dimension emerges as a self-image reinforcer: "You are precious in the eyes of God" (RB) becomes the foundation of values that affirm that self-worth is not determined by body size, but by deeper human values. This dimension enriches the self-image theory of ([ROGERS, 1974](#)), in which the formation of self-image is influenced not only by social acceptance, but also by personal values and spirituality.

However, there is a dissonance between digital imagery and the reality of everyday life. One of the informants stated, "100% not... sometimes you still have to think so you don't overshare," indicating that there is an awareness that what is shown on Instagram is only part of real life. They recognize the boundaries between public and private spaces, and strategically choose which ones are worth displaying ([Giannikos & Founti, 2024](#)). This dissonance shows that digital identities are selective and situational, not a total representation of the whole self.

### The influence of the audience on presentation and self-image

The informants realize that interactions with their followers, whether in the form of comments, likes, or direct messages, have a significant psychological effect. The audience is not only the recipient of the message, but also a source of validation and motivation. "Some people DM me and say 'Sister, I also feel the same thing,' it makes me even more excited" (MA). This validation builds a positive perceived self, where the self-image is reinforced by collective support. However, the audience can also be a source of pressure. Negative comments and body shaming often appear and affect the emotions of the informants. They responded with a variety of strategies: from blocking problematic accounts, ignoring comments, to making them educational moments ([Solomatina, 2025](#)). This strategy reflects impression management under pressure ([Goffman, 1959](#)), which is the effort of individuals to maintain a positive self-image despite being faced with

social pressure. Interestingly, some informants feel a moral responsibility to maintain the consistency of their messages because their followers judge them as public figures who represent the issue of body positivity (Solomatina, 2025). Thus, the relationship with the audience forms a space of collective affection that strengthens each other but is also demanding.

### Self-presentation strategy on social media

Instagram is used by plus-size influencers not only as a medium of personal expression, but also as a social arena that reflects the dynamics of power, algorithms, and digital representation policies (Love, 2025). The platform serves as a public sphere new (Nugraha & Lestari, 2022), where individuals negotiate with social norms, while simultaneously negotiating their position within the broader social structure (Anne & Jongenelen, 2022). In this context, the strategy of self-presentation is not only a communication practice, but also a form of participation in digital-based social governance (digital governance) which are increasingly complex (Nugraha, 2020).

The informants pointed out that Instagram is a workspace and a space for identity politics. They carefully manage upload times, choose captions, and select commercial collaborations to stay in tune with personal values and the message they want to convey. This strategy reflects an awareness of algorithmic governance—that existence in the digital space is determined by algorithmic logic that is not neutral, but rather regulates visibility and access to audiences (Cwynar, 2016). An informant said, "I adjust, but still keep the identity... not just follow the trend," showing resistance to algorithmic pressure that encourages content homogenization (Giurleo, 2016).

Posts like "My BIG heart match with my BIG TUMMY" not only create a sense of humor or lightheartedness, but also hold a strong symbolic message about body acceptance and confidence. Visual, narrative, and upload time elements become communication strategies that support each other in the process of identity construction. Algorithmic pressures such as the need to maintain engagement are also realized, but do not necessarily make informants sacrifice personal values. This shows that the digital identities they build are not passively subject to algorithms, but rather shaped reflexively and adaptively.

Overall, these findings show that the self-representation of plus-size influencers is not just a matter of visual aesthetics, but a complex social practice, involving negotiations between the desire for authenticity, social expectations, and strategies to remain relevant in the digital media ecosystem. Their digital identities are the result of the dynamics between personal values, audience responses, and mutually influential technological structures.

Theoretically, the self-presentation strategy on social media carried out by plus-size influencers shows the relationship between the micro realm (self-image management) and the macro realm (public policy and digital governance). The digital identities they build are not passively subject to market logic or algorithms, but become the result of negotiations between personal values, social expectations, and informal regulations formed by the platform ecosystem. Thus, Instagram is not only a space for personal expression, but also an arena of governance by visibility—where social actors use technology to fight for representation, recognition, and symbolic justice in Indonesia's digital public space.

## **CONCLUSION**

This research shows that the self-representation of plus-size female influencers on Instagram is not a simple social process, but is loaded with negotiation of meaning, personal strategies, and external pressures. The informants build a positive self-image through a rejection of dominant beauty standards, acceptance of their own bodies, and narratives that voice spiritual values, empowerment, and authenticity. The representations they construct are not just visual statements, but also symbols of resistance to a narrow and discriminatory ideal body culture.

Interaction with the audience plays an important role in the process of forming a self-image. Emotional support from followers not only provides validation, but also strengthens confidence and consistency in voicing body positivity issues. However, audience presence also brings its own pressure, both in the form of content expectations and negative comments that demand emotional resilience. In this situation, influencers show skills in managing impressions, both through content selection, communication strategies, and control over their personal space in the digital realm.

In addition, Instagram is positioned as a strategic space to build an identity, nurture a community, and even carry out professional work. The informants compile content consciously and critically, paying attention to algorithmic logic while maintaining the integrity of personal values. This shows that their digital identities are shaped by the complex relationships between personal values, social expectations, and the technological systems that shape the way we communicate on social media.

Theoretically, this research enriches the understanding of self-presentation and self-image theories in local and digital contexts, by adding dimensions of spirituality, collective affect, and adaptation to algorithms as important factors in the formation of self-identity. Practically, these findings can be a reference for digital industry players, social activists, and policymakers to better understand the importance of safe and inclusive spaces in supporting body diversity in digital public spaces. Thus, the self-representation of plus-size influencers is not only about the body, but about the symbolic and psychosocial struggle to gain recognition, build community, and negotiate existence in a digital space that is often biased towards the diversity of body forms and identities.

Further research suggests that this study be developed with a cross-gender or cross-platform comparative approach (e.g. TikTok, YouTube, or X/Twitter) to explore the dynamics of self-representation in different contexts and algorithms. Additionally, the use of long-term digital ethnographic methods or audience analysis can deepen understanding of the two-way impact between influencers and their community of followers. Further research can also examine the influence of monetization on authenticity and performative pressure in shaping the digital identity of plus-size influencers in the commercial space.

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