

## XLADIES COMMUNITY PROGRAM COMMUNICATION ACTIVITY PLANNING IN AN EFFORT TO INCREASE WOMEN'S CONFIDENCE PLUS SIZE

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**ABSTRACT:** Nowadays, people consider a woman's beauty stigma to be portrayed in an ideal body shape. This means that the ideal woman is a woman with a slim body, white skin, and looks attractive with a variety of outfits worn. This often leads to acts of discrimination and becomes an obstacle for women, especially fat women or we called plus size women. Beauty and self confidence are important elements for every woman, and one of the obstacles often faced by plus size women is the lack of confidence in themselves. To increase one's confidence, social support is needed from close people, friends or family, and one form of social support comes from the community. Therefore, as planners, we are inspired to create a plus size women's community called XLadies community, which aims to help increase the confidence of plus size women with programs and activities that will be organized by the community. With this community it is expected that plus size women dare to appear more confident and dare to express themselves.

**Keywords :** *Plus Size Women, Self Confidence, Community, Xtra Ladies, Social Marketing*

### I. PENDAHULUAN

#### Background

Humans are creatures created by God who have characteristics and uniqueness that differ from one individual to another. One of these characteristics and uniqueness comes from body shape (Agustin & Sari, 2019). Each individual has a picture of the ideal body shape as desired and coveted. However, the discrepancy between the body shape that is the perception of the individual and the body shape he thinks is ideal will lead to problems, namely dissatisfaction with his own body shape (Denich & Ifdil, 2015). According to Rosen (in Prima & Sari, 2013), some of the characteristics of dissatisfaction with body shape or what are called 2 body dissatisfaction are assessing one's own body shape negatively, being ashamed of one's own body shape, body checking, and avoiding social activities and physical contact with others. others. One of the causes of individual dissatisfaction with their body shape is because they are not satisfied with their physical appearance. For most women, appearance and beauty are the most important things for him, because women will feel confident when they meet someone if they consider themselves to be perfectly beautiful. Women also think that an attractive physical appearance is having an ideal body and having a beautiful face. However, for some women, they do not care about their appearance and body shape. Having a beautiful face, ideal body is the dream of all women, but it is a big challenge for some women, one of which is plus size women. Women plus size is a call for women who have a size 3 bodies above the standard in the fashion world. The term plus size is quite familiar internationally for calling models who have an excess body shape or are overweight (Stellarosa & Iwanti, 2017). Someone who has an excess body shape or is overweight usually has experienced psychological problems or disorders. Those who are overweight tend to be shunned by their circle. Many of them are indirectly victims of bullying or body shaming. Incidents like that can cause a person to experience depression, lack of confidence, despair, trauma, anger, and stay away from those around him. Behind that, someone who has an attractive physical appearance is considered to have an attractive personality and often gets better treatment when

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compared to those who try to achieve an ideal body shape (Prima & Sari, 2013). Therefore, it can be said that a physical appearance that is not ideal can be a factor 4 causing a person's self-confidence crisis.

According to Hakim (in Wiranatha & Supriyadi, 2015), self-confidence can also be interpreted as an attitude and feeling of confidence in one's own abilities, being responsible for the actions taken, having good manners, having the drive to excel, respecting between individuals and being aware of their strengths and weaknesses. alone. In addition, Lauster (2012) also said, Self Confidence is an attitude or feeling of confidence in one's abilities so that the individual concerned is not too anxious in every action, can be free to do things he likes and be responsible for all actions. carried out, warm, and polite in interacting with others. Nowadays, there is a crisis of confidence because of body shape, apparently many women around the world experience, and one of them is Indonesia. Many women hate themselves because they see their body shape 'different' from the bodies of other women they are used to seeing around them. Lack of self-confidence is not only experienced by people who have obesity problems. Those who have an ideal body weight or have not been said to be overweight still have the same problem, namely not being confident about their body shape. According to Hendra (in Surya, 2009), a person will feel confident when the person realizes his ideal body shape and the person is satisfied to see his body shape, then a positive body image is formed. Conversely, if someone views his body as not ideal, such as his face is not attractive, his body is too fat or too thin and so on, then that person becomes busy thinking about his physical condition, so that the body image that is formed becomes negative and can be concluded as lack of confidence.

Thouars (in Utami, 2018) said that women should have self-confidence, this is vital so that life can run positively. A confident woman will think positively in her personal life, especially in her career. On the other hand, lack of self-confidence in someone can be an influential factor for negative thinking in personal life to career. Self-confidence has an effect on the success of personal life and career, and one of the negative effects is depression.

Fleming (in Jenaabadi, 2013) argues that social support has a role in determining life satisfaction even in reducing stress. Social support in social interaction is the main actor in human life, especially during adolescence, which is a sensitive period for experiencing obstacles that affect social interaction, namely self-confidence. Social support as a mechanism that can affect the quality of life and has a big role in life satisfaction and self-confidence to reduce problems. There are 4 aspects that affect social support, there is emotional support (Emotional Support) or appreciation support (Esteem Support) whose scope of support such as expressing empathy, giving attention to the person, and positive acceptance are also the result of expressions of affection, trust, giving attention and there is a feeling to be heard. In addition, there is also instrumental support, namely support that can be in the form of assistance provided directly such as services, time and money. Then information support (Informational Support) such as giving advice, providing instructions, can also be in the form of motivation, suggestions, impressions, messages, information to individuals. Furthermore, Friendship Support involves feelings of membership in a group, holding sharing sessions as well as sharing fun and social activities within the group (Sarafino & Smith, 2011).

In this plan, a study that is directed positively to support the confidence of plus size women by joining a community that has something in common. The community that is expected to provide social support for fellow women who feel less confident with an obese body, one of which is the XLadies community.

#### **Formulation of the problem**

From the background of the problem that we studied, there is a problem experienced by plus size women due to being overweight or obese, namely a lack of self-confidence. Based on the existing problems, the authors formulate the problem formulation as follows, "How to form social support for plus size women and what activities and programs are supported?"

## **II. RESEARCH METHODS**

### **Confidence**

Self-confidence is actually a form of positive attitude possessed by an individual that enables him to develop and develop a positive assessment of himself and the people around him, the environment, and all situations that are in front of him to achieve his desires (Syaifullah, 2010). According to Risman (in Syaifullah, 2010), self-confidence is an attitude in which individuals feel comfortable and appropriate with themselves from the judgments of others, and have strong beliefs. In another perspective, according to Hambly (in Syaifullah, 2010, p.49), self-confidence is a belief that comes from within a person to be able to respond to everything that is in front of him. Self-confidence is a strong belief in the form of feelings and assumptions about oneself in a good condition so that it allows individuals to appear full of confidence. The factors that affect self-confidence regardless of the definition of self-confidence, here are the factors that can affect one's self-confidence (Kartini, 2019). :

### Physical State

Suryabrata (in Kartini, 2019), said that someone who has an imperfect physical condition will cause a feeling of dissatisfaction with himself, this is due to a sense of not or less valuable to himself when compared to others. This feeling is called low self-esteem. This feeling of low self-esteem causes a person to experience a lack of self-confidence.

### Self Concept

Self-concept is a picture, belief, feeling, to one's perspective on something that other people have about themselves. Some of the things that are meant to be owned by others are in the form of abilities, attitudes, self-character, needs, life goals, and self-appearance. According to Hakim (in Kartini, 2019), self-concept is the first step for individuals to grow self-confidence through self-understanding, either to their own strengths or weaknesses.

### Self Esteem (Self Esteem)

Shater said (in Kartini, 2019), which is defined as self-esteem is the feeling of someone who controls and respects oneself with realistic things. These feelings will affect one's thought processes, feelings, desires, values, and life goals, so that in the end these feelings can affect one's self-confidence.

### Level of education

It seems that what Hakim said (in Kartini, 2019), that a person's education level is one of the factors that determine a person's high and low social status. The degree obtained at the final level of education is something that can be measured to determine a person's social status. Thus, someone who does not have a high education and degree will have a sense of inferiority, and this is the reason someone experiences a lack of self-confidence.

### Social interactions

Gerungan (in Kartini, 2019), defines social interaction as a process of responding and paying attention to each other from one individual to another. Social interaction can be through parents as the closest people, so that they will influence each other, change, and improve. This social interaction will bring up social support, which is felt to be able to increase one's self-confidence.

### Gender

Gender is one of the factors that affect a person's self-confidence. Generally, men will feel more confident when compared to women. This is what causes women to tend to be less stable to show their abilities and pay more attention to their physical.

## Community

According to Nisbet, community is a group of people who are in a group with a positive concept of the perspective of modernity or known as the most intelligent and meaningful social formation that makes a spectacular appearance on the world stage (Blackshaw, 2010). Today's community offers the possibility of becoming an extraordinary person, becoming an authentic self, and moving from the individual world, where each individual is separate and unique but still bound to one another through their perceived presence of a common humanity. That is why community, like all other personal things is considered as a home, body, relationship, friendship that is so aesthetic and deep, for carrying out the process of making life as a work of art that is signified in it (Blackshaw, 2010).

## Social Marketing Theory

Social marketing focuses more on how to influence behavior, utilizing the application of marketing principles and techniques in systematic planning, and focusing on priority targets, namely providing positive benefits to society (Kotler and Lee, 2011). In the formation of social marketing planning initiated by Lee and Kotler in the book *Social Marketing; Influencing Behaviors for Good*. According to Kotler & Lee (2011) there are 10 steps to developing a social marketing plan, namely:

### 1. Background, Purpose, and Focus

At this stage, information and facts regarding the background of planning communication activities as a solution to the problems experienced by some women who have plus size bodies experience a lack of self-confidence, resulting in them being afraid to appear and express themselves in public so they need support that helps plus size women. size to dare to express themselves freely, and one form of support through the existence of a community that makes a place for gathering individuals who have the same goals and problems as the XLadies community.

the activities of plus size women to motivate them to appear bold and more confident through activities provided by the community.

### 2. Situation Analysis

After describing all the problems that have been researched in the first stage, the next stage is Situation Analysis, which will examine more deeply the situation of the community both internally and externally. By using a SWOT analysis approach as a supporter to be able to find out the conditions that are happening in the community, which are related to the planned communication activities. SWOT analysis discusses strategy by describing information in the form of strengths, weaknesses, opportunities, and threats.

### 3. Target Audience

After seeing the conditions that occur in the community, the next step is to determine who is the appropriate public to be the primary and secondary targets of the communication activities to be carried out. In this stage, the target audience will be determined by two things, namely demographics and psychographics. Demographics will be researched based on age, gender, location, social class, occupation and education level. As for psychographics, it will be researched based on interests, lifestyle, and behavior.

### 4. Behavior Objectives and Goals

Objectives and Goals are two different things but are related to each other. Goals are statements that lead to the vision or mission of an organization. Goals are general and can be measured. In this general case, according to Smith (2013) Public Relations Goals can be categorized into three different types, namely:

Reputation Management Goals

Assessing the identity and perception of an organization

Relationship Management Goals

Focus on how an organization can connect with the public

Task Management Goals

Concentrate by completing the task at hand

In this case, the XLadies community uses Relationship Management Goals because this community is expected to build the confidence of plus size women. The XLadies community is expected to be in direct contact with the target public, namely plus size women so that it can persuade them to be able to express themselves more and increase their self-confidence through activity facilities from our community.

### 5. Barriers, Benefits, and Competition

In this stage Barriers describes the limitations that are the reason why not everyone can join the XLadies community. In this case, the XLadies community only focuses on women, because women are considered more concerned with their physical appearance than men. Benefits will inform what benefits you get when you join the XLadies community, specifically to increase the confidence of plus size women. The XLadies community is here as a forum for plus size women to dare to

express himself. Meanwhile, the Competition will describe things that will make plus size women interested in joining the XLadies community and things that show the differences between the XLadies community and other existing communities. What distinguishes the XLadies community from other communities is a variety of different programs and activities every week, starting from online to offline activities. This is what can help the community to be able to bind commitments from members of the community.

### 6. Positioning Statement

Statements that aim to form a position on how the target audience perceives the behavior they are expected to receive, relative to individual behavior. Branding is a strategy to determine the desired position recorded in the minds of the target audience. Positioning and brand identity statements can be inspired by descriptions of the target audience and competitors, barriers, and influencers to action. Positioning statement can guide the development of a marketing strategy mix.

### 7. Strategic Marketing Mix

The formation of a plan by utilizing the tools in the marketing mix in its implementation in order to get an integrated approach. The explanation of product, price, place, and promotion are considered as determinants of achieving the objective goals are as follows:

Product

The products that are most often served are intended to encourage behavior, often requiring lifestyle changes or changes in the use of health services.

Price

Prices that are not just monetary payments, can take the form of involving or giving up something that can satisfy.

Place

Determine where and when the marketing message will be spread, so that the place is easily accessible so that it gets people's attention, even the most important thing is to determine the time that fits the target in order to determine the selection.

#### **Promotion**

The techniques and media used to inform the market about the social marketing message must be defined so that it can be widely spread and explored. Provide an introduction to what the problems are, what the implications are, and how to overcome them.

#### **8. Plan for Monitoring and Evaluation**

A useful evaluation plan outlines the steps that will be used in order to evaluate success in a social marketing effort and how and when these measurements will be taken. This is obtained after first clarifying the vision and mission for evaluation and referring back to the goals that have been set for the campaign in the form of the desired level of change in behavior, knowledge and beliefs that

determined. The XLadies community will be formed while embracing the target market who has similar social problems as well as providing awareness of the conditions that exist in our midst to the target audience so that the target audience becomes aware of the community and the social problems it faces.

#### **9. Budgeting and Find Funding**

On the basis of the design benefits and product features, price incentives, distribution channels, proposed promotions, and evaluation plans, summarize the funding requirements and compare them with available and potential funding sources. Results at this step will require revision of strategy, target audience, and objectives, or the need to secure additional funding sources. Only the final budget is presented in this section, which describes a secure source of funding and reflects contributions to the XLadies community. In the plan, the XLadies Community is trying to get

sponsorship so that many activities aimed at instilling confidence can be carried out free of charge. Activities such as gatherings or seminars and workshops by inviting guest stars are deemed to require a fee but are not expected to soar with the presence of sponsorship.

#### **10. Plan to Implementation and Program Management**

Planning from implementation is packed with data that determines who will do what, when, and how much. The marketing strategy will turn into specific actions. This section can be considered a true marketing plan, as it can provide a clear picture of the marketing activities (outputs), responsibilities, time frame, and budget. This phase can also be used as a personal evaluation for the internal part of the community. Activities will be detailed for the first year of the campaign together with broader references for subsequent years. XLadies in its completion of the implementation plan, namely the formation of a community by gathering the target audience and target market who agree and agree to form a positive ecosystem of mutually supportive relationships such as close friends, so that community programs and activities can be implemented.

### **III. RESULTS AND DISCUSSION**

#### **XLadies Community Communication Activity Planning**

Planning for XLadies Community communication activities begins with launching or ratifying the XLadies community itself. The activity, which was held to commemorate International Women's Day, was enlivened by a Talkshow event presented by several Plus Size Influencers such as Ucita Pohan, Sarah Ayu, and also Githa Bhebhita.

In addition to community approval, of course, the XLadies community also prepares different programs that will be carried out every week. The program implemented consists of online and offline activities. In carrying out its programs and activities through the online platform, XLadies will publish through the XLadies community social media, especially on the Youtube platform. Videos of activities and activities that will be uploaded on the Youtube platform will be different every two weeks and video content that will be made in the form of videos of community activities every month, class programs that can be done online, to tips and tricks shared to help increase women's confidence plus size.

In addition to carrying out online programs and activities, the XLadies community also carries out its activities offline. Programs that are carried out offline will also be different every week according to the order of the available levels. According to Thursan (2005), there are several processes in forming strong self-confidence in a person, namely:

The development process that is accepted in a person's personality then gives birth to certain advantages. Understanding yourself, especially the advantages it has, then gives birth to a strong belief that he is able to do everything by making the best use of it

Having a positive understanding and reaction of a person to the weaknesses that exist within him so as not to cause negative things that might occur such as low self-esteem, and a sense of difficulty adjusting Experience in living various aspects of life by using all the advantages that exist in him.

In carrying out the program, XLadies will divide the program into several types of activities according to the relationship with the level of personal confidence of each member based on the existing level, namely:

#### Level 1 (You Can Do It)

Having a fairly large sense of inferiority, already knows his shortcomings, does not understand his strengths but wants to try. At this level, the XLadies community only has one program called Catching Up with Ladies, which is an activity that aims to gather plus size women to share and tell stories about their experiences and problems.

#### Level 2 (Just Do It)

Begins to understand and accept yourself, but is still not fully confident or has the desire to explore more of his own potential. At this level the XLadies community has several different activities every week such as makeup classes, modeling classes, mix and match fashion and others.

#### Level 3 (You Did It)

Already feel confident enough and understand his personality and try to give a positive reaction. In this stage, the activities that will be carried out are karaoke together, swimming together, up to a photo session with members of the XLadies community.

#### Special Event

It is an activity that is participated by all members, prospective members, to the general public as a form of empowering within the XLadies community. In this stage, the activities that will be carried out are karaoke together, swimming together, up to a photo session with members of the XLadies community.

#### Digital Activity

Activities aimed at members, prospective members, followers and the environment inside and outside the online community so that it is easily accessible. The programs created are activities that can be done through online platforms such as meditation classes, tips and tricks from influencers, podcasts, to what activities have been carried out by the XLadies community.

## IV. CONCLUSIONS AND SUGGESTIONS

Designing program communication activities for the XLadies community begins with community formation, then making community programs and activities, as well as implementing social marketing to introduce the community, so there are several important elements to support and increase public awareness of the presence of a community such as social media trends in the community can be chosen as a place for promotion, for example by using Youtube Ads, Instagram Ads, or other facilities. Then the use of Influencers as endorsement media or as guest stars in an event can have an effect on attracting people's interest to know about the community and the event.

So that in the formation of communication activities that will be carried out by a community in the future, programs and activities that are carried out both online and offline are needed, so that they are not limited by demographics and can include awareness from audiences from all kinds of existing categories.

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