

Self-Acceptance in Tiktok's "How I Love Being A Woman" Trend: An Audience Reception Research

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Abstrak

Penelitian ini mengeksplorasi bagaimana tren TikTok "How I Love Being A Woman" merepresentasikan perilaku self-acceptance (penerimaan diri) di kalangan perempuan. Tren ini mendapatkan popularitas yang signifikan antara tahun 2023 hingga 2024, dengan banyak perempuan yang menunjukkan penerimaan dan perayaan terhadap identitas mereka sebagai perempuan. Studi ini berfokus pada empat video paling populer yang dipilih berdasarkan jumlah tayangan, suka, dan komentar yang tinggi, untuk menganalisis bagaimana self-acceptance ditampilkan dalam konten tersebut. Penelitian ini berbasis pada kajian budaya dan menggunakan teori representasi dari Stuart Hall, dikombinasikan dengan teori REBT (Rational Emotive Behavior Therapy) dari Albert Ellis, serta menganalisis interpretasi audiens melalui teori resepsi audiens dari Stuart Hall. Hasil penelitian menunjukkan tiga bentuk utama self-acceptance yang terlihat dalam video, yaitu penerimaan sebagai seorang perempuan, penerimaan terhadap penampilan fisik, dan penerimaan terhadap peran domestik. Dalam hal penerimaan audiens, beberapa penonton berada pada posisi negosiasi dan oposisi terhadap ide penerimaan sebagai perempuan, dengan alasan bahwa ekspresi yang ditampilkan tidak benar-benar mencerminkan self-acceptance. Namun, sebagian besar penonton berada dalam posisi dominan ketika menanggapi penerimaan terhadap penampilan fisik dan peran domestik. Secara keseluruhan, mayoritas audiens berada pada posisi dominan terhadap makna yang disampaikan dalam tren ini.

Kata Kunci: Penerimaan diri, Respon audiens, Representasi, Tren TikTok

Abstract

This research explores how the TikTok trend "How I Love Being A Woman" represents self-acceptance among young women. Gaining significant popularity between 2023 and 2024, the trend showing women embrace and celebrate their identity as females. The study focuses on four highly popular videos from the trend selected based on high numbers of views, likes, and comments to analyze how self-acceptance is expressed through their content. This research is grounded in cultural studies and applies Stuart Hall's theory of representation, combined with Albert Ellis's REBT (Rational Emotive Behavior Therapy) theory, and examines audience interpretation using Hall's audience reception theory. The findings highlight three key forms of self-acceptance displayed in the videos which are, acceptance of being a woman, acceptance of physical appearance and acceptance of domestic role. In terms of audience reception, some viewers take a negotiated or oppositional position toward the idea of acceptance of being a woman arguing that the expressions shown do not truly reflect self-acceptance. Meanwhile, audiences largely adopt a dominant position when it comes to acceptance of physical appearance and domestic roles. Overall, the majority of the audience aligns with the dominant reading of the trend.

Keywords: Self-acceptance, Audience reception, Representation, TikTok's Trend

INTRODUCTION

Social media, particularly TikTok, has grown in popularity among users, particularly among young women. TikTok,

being a large platform that share a lot of content, including tutorial, challenge videos, advertisement, and also trends. One of TikTok trends that become huge in TikTok called "How I Love Being A Woman". Many young women on

TikTok were utilizing this trend to express their acceptance of themselves. According to Hayes, Strosahl, Bunting, Twohig, and Wilson (2004, p.7), acceptance is a habit that embraces our thoughts and sensations that arise in ourselves.

The TikTok trend "How I Love Being A Woman" has become very popular among young women. This trend relates to common stereotypes in society about how women should behave. In many cultures, women are often seen as more emotional than men (Timmers, Fischer, & Manstead, 2003). For example, Robinson & Johnson (1997) mention that men are sometimes viewed as showing stronger emotions like smiling, laughing, or crying. Women are also believed to be better at showing emotions through body language or facial expressions (Briton & Hall, 1995). Compared to men, women are often thought to be more open about emotions that show vulnerability, such as sadness or worry (Fischbach et al., 2015). Because of these stereotypes, women are sometimes judged as being "too much". When they express their feelings, society often criticizes women simply for showing emotions openly.

This situation can make women feel afraid to express their emotions bravely, including on social media platforms like TikTok. It may lead to self-doubt, anxiety, or even depression, and cause women to feel unworthy simply because society views them negatively. These harmful stereotypes often make women feel insecure and believe that they are unloved. The writer chooses this topic to raise awareness about the importance of self-acceptance as a way to support personal growth. To explore this issue, the researcher uses Stuart Hall's theory of representation to understand how self-acceptance is shown in the video trend, along with Albert Ellis's REBT theory to explain the emotional aspect. In addition, the researcher applies Stuart Hall's audience reception theory to examine how viewers respond to the trend. This analysis helps identify whether audiences accept, negotiate, or reject the messages in the trend.

Moreover, the topic of self-acceptance has been the focus of several previous studies. One example is a study conducted by Ida Rosida and Dinni Yulia Saputri (2019), which explored the theme of self-acceptance in popular media. Their research specifically analyzed how self-acceptance is portrayed through the lyrics and music video of Alessia Cara's song "Scars to Your Beautiful." The study highlights how music and visual storytelling can be powerful tools in conveying messages about self-worth and embracing one's true self.

Furthermore, research related to TikTok as a social media platform has also been conducted. A study by McCashin and Murphy (2022) examined TikTok's potential impact on the mental health and well-being of young people. Their findings suggest that while TikTok can offer entertainment and community, it may also expose users to harmful content or unrealistic standards that could affect their self-image and emotional health. These two studies provide valuable insights and support the relevance of analyzing self-acceptance and its representation within social media trends like "How I Love Being A Woman" on TikTok.

Based on the two previous studies, this research is important because there is still a lack of studies that focus on self-acceptance among young women on TikTok. While self-acceptance has been studied in other media, its role on TikTok especially in trends followed by young women has not been explored deeply. In addition, a study by Audina, Kusumayanti, and Supiastutik (2024) used Stuart Hall's representation theory to examine how body image and self-acceptance are shown through a character in the novel *45 Pounds (More or Less)*. The results of their study show that media has a strong influence in shaping beauty standards, often making individuals compare themselves to others and feel unhappy with their appearance. This shows the importance of analyzing how self-acceptance is represented in TikTok trends and how it affects young women's views of themselves.

RESEARCH METHOD

This study uses a selection of videos from the TikTok trend "How I Love Being A Woman" as the primary data source. This trend gained major popularity and engagement among users, particularly between January 2023 and December 2024. To conduct the analysis, the researcher will select four videos that are considered the most popular within the trend. These videos will be identified by searching the keyword "I Love Being A Woman" on TikTok and choosing those that appear at the top of the search results. This method is based on the assumption that the top-ranked videos are those with the highest visibility and engagement.

A study by Pennsylvania University in 2022 explains how TikTok's recommendation algorithm works to display certain videos over others. The algorithm filters through trillions of videos available on the platform and recommends content that is in line with user interests and current trends. As a result, videos that appear at the top of the search bar are likely those that have gone viral, received high levels of interaction, and been viewed thousands of times. This recommendation system

significantly influences which content becomes popular and shapes the digital experience of users. Therefore, selecting videos from the top of the search results allows the researcher to focus on the most impactful representations within the trend.

Later on, those videos will be identified with several elements that were already chosen by the researcher, such as caption, facial expression, the context of the video, the text showing up in the video, and also the song that used for this trend. Those several elements will be linked to the REBT theory by Albert Ellis and representation theory by Stuart Hall to see the self-acceptance representation. According to Stuart Hall, the representation theory itself will be divided into three position. Those are:

- Dominant position occurs when viewers interpret the message in the same way the creator or media intended.
- Negotiated position happens when viewers partly accept the intended meaning but also reinterpret it based on their own experiences or beliefs. Hall explains that this position involves a mix of agreement and resistance, where audiences generally align with the dominant meaning but modify it according to specific contexts.
- Oppositional position is when the audience fully understands the intended message but chooses to reject it.

In addition, the researcher would like to conduct research using an interview method with 10 audiences in total, male or female and their age will be around 18 to 28 years old who use social media, especially TikTok. To see the audiences, here is a table that shows their code names, ages, and also their gender.

Audience 1	A (21 years old)	Female
Audience 2	C (20 years old)	Male
Audience 3	C (21 years old)	Female
Audience 4	W (21 years old)	Male
Audience 5	R (20 years old)	Female
Audience 6	M (23 years old)	Male
Audience 7	M (21 years old)	Female
Audience 8	A (21 years old)	Female

Audience 9	K (22 years old)	Female
Audience 10	R (24 years old)	Female

That particular demographic is used because that range of age can be considered as a Gen Z who always updates about social media to analyze the audience's interpretation and opinions through the video content.

RESULTS AND DISCUSSION

The Representation of Self-Acceptance in TikTok Video

This chapter will explore three forms of acceptance represented in the “How I Love Being A Woman” trend on TikTok which are acceptance of being a woman, acceptance of physical appearance, and acceptance of domestic roles. Acceptance of being a woman is when female creators show that they have embraced their identity as women, including the emotional experiences that often come with it. Meanwhile, acceptance of physical appearance is demonstrated when women express comfort and confidence in their looks, which is reflected through their facial expressions and gestures.

In addition, acceptance of domestic roles involves women portraying a positive attitude toward traditional responsibilities in the household, such as taking on the role of a housewife and managing domestic tasks. These three aspects highlight how self-acceptance is communicated in different ways within the trend, showing how women show their identities through personal expression on social media.

Acceptance of Being a Woman



Picture 1. 1 Acceptance of Being a Woman



Picture 1.2 Acceptance of Being a Woman

The first video, posted by the user @adelinekim, has received over 160,000 likes, more than 600,000 views, 827 comments, over 6,000 shares, and has been saved by more than 11,000 users on TikTok. In this video, the female creator is seen crying together with her friend while watching a Korean dating show. This context is clarified by an on-screen caption that says, “watching Korean Dating Show and being excessively emotional together.” The video captures a moment where several women openly express their emotions, demonstrating a sense of shared vulnerability and emotional connection.

In many societies, it is common to see women expressing emotions more openly. However, such expressions are often labeled as “too much” when compared to male emotional behavior, reinforcing a stereotype that women are overly emotional. This societal judgment can create pressure on women to suppress their feelings, leading to fear of being criticized or misunderstood when they choose to express themselves. The video challenges this stereotype by showing emotional expression as a valid and shared experience among women.

According to Ellis (1998), self-acceptance refers to the state in which individuals fully embrace themselves as they are. In the video, this concept is not only demonstrated by the creator's actions but also serves as a positive example for other women to accept themselves, regardless of how society may label or judge them. The supportive behavior shown such as offering a tissue to a crying friend highlights the importance of emotional solidarity among women, promoting the idea that women should uplift rather than judge one another.

The use of the word "love" in the caption reflects the creator's pride and comfort in her identity as a woman. It also suggests a sense of romanticizing and celebrating one's own life by being authentic. Despite the societal stereotype that views emotional expression as a weakness, the creator confidently embraces her feelings, demonstrating a powerful act of self-acceptance.

The second video, posted by the user @sun.circus, has received over 32,000 likes, 442 comments, more than 5,000 saves, 2,127 shares, and has been viewed over 190,000 times on TikTok. Unlike the first video, this one features two young women expressing joy as they enjoy time in nature together. Their positive emotions are highlighted by the caption "How I Love Being a Woman," which reflects their appreciation for simple, meaningful experiences and their confidence in expressing happiness freely.



Picture 1. 3 Acceptance of Being a Woman



Picture 1. 4 Acceptance of Being a Woman

In this video, the creators embrace and celebrate their identity as women through cheerful moments, such as walking in nature and giving flowers to each other. Although society may sometimes label such emotional expression as excessive or dramatic, the creators are unbothered by this judgment. Instead, they openly display joy and connection without fear of being perceived as "too much." This example contrasts with the first video by showcasing a different form of emotional expression happiness rather than sadness while still promoting theme of self-acceptance.

The phrase "How I Love Being a Woman" originally from the television series *Anne with an E*, which is an adaptation of the 1908 children's novel *Anne of Green Gables* by Lucy Maud Montgomery. The series explores themes of feminism and womanhood, centering on Anne, an imaginative and book-loving orphan who often romanticizes her life. Due to her unconventional personality and appearance, Anne frequently faces

discrimination and is often discouraged from expressing her thoughts and emotions, especially when she is moved or inspired by something.

The phrase that later inspired the TikTok trend is spoken by a character named Ruby in Season 3, Episode 5 of the series, specifically between minutes 42:25 and 42:28. The line reflects a moment of joyful self-expression and appreciation for womanhood, which aligns with the overall message of the trend and its focus on embracing one's identity despite societal pressures.

In addition, the trend is also accompanied by a specific soundtrack Hozier's song "Would That I," released in 2019. Hozier, is an Irish solo artist who began his music career in 2014. The song features a calming and reflective melody that conveys a sense of emotional release. However, within the context of the TikTok trend, only the first verse of the song is used to support the theme of self-acceptance among women.

The lyrics of the first verse are as follows:

*True that I saw her hair like the branch of a tree
A willow dancing on air before covering me
Under cotton and calicoes
Over canopy dapple long ago*

This part of the song metaphorically portrays a woman as a figure of comfort and protection like a willow tree offering shelter. This imagery contrasts with societal stereotypes that often portray women as emotionally or physically weak and, therefore, not capable of being seen as protectors. By incorporating this song into the trend, creators aim to redefine these assumptions, encouraging women to embrace their true selves without shame whether in their emotions, behaviors, or physical appearance.

The combination of Hozier's soothing melody, the poetic lyrics suggesting beauty and strength, and the empowering phrase "How I Love Being a Woman" from the series *Anne with an E* works together to create a message of self-acceptance. It emphasizes the idea that women should not fear judgment but instead take pride in who they are, as there will always be people who recognize and appreciate their worth just like the symbolism of the protective and graceful willow tree.

Acceptance of Physical Appearance

The third video, posted by the user @_shaz, has gained over 35,000 likes and more than 540,000 views on TikTok. In addition, the video has received 57 comments, been saved by more than 3,000 users, and shared over 1,400 times. In this video, the creator expresses her love for being a woman through a series of simple, joyful everyday activities. She writes in the caption: "I love being a woman. I love reapplying my lip tint, I love picking out an outfit from day to day, I love getting ready with my best friends, I love over-spraying my perfume, I love telling other women that they look pretty, I love getting my nails done, I love going to the salon, I just... love being a woman."



Picture 2. Acceptance of Physical Appearance

While society often views such expressions as trivial or labels them as "too much," especially when associated with femininity, the creator uses this video to challenge those stereotypes. Social norms have long portrayed women as overly emotional or complicated, both physically and emotionally, which can pressure women into hiding parts of their true selves in order to avoid judgment.

In contrast, the creator embraces and celebrates these so-called "small things" as meaningful acts of self-acceptance. By confidently expressing joy in beauty routines and affirming other women, she resists societal expectations and asserts that these acts are not superficial, but rather a form of self-love. Activities like visiting the salon, choosing an outfit, or complimenting others reflect her acceptance and appreciation of her identity. Through this, the video promotes the idea that self-care and self-expression are valid and empowering ways for women to embrace who they are, despite the stereotypes imposed by society.

Similar to the other videos in the trend, this content also features a combination of the series *Anne with an E* and

the song “Would That I” by Hozier as its background. Anne with an E is an adaptation of *Anne of Green Gables*, a children’s novel written in 1908 by Lucy Maud Montgomery. The phrase “How I Love Being a Woman,” which serves as the name and central theme of the trend, is spoken by one of the characters in Season 3, Episode 5, at approximately minute 42:25. This quote plays a significant role in supporting the trend’s focus on self-acceptance, as it reflects the inner strength and emotional growth of the characters especially Anne.

As the series' protagonist, Anne grows up in a society that upholds narrow beauty standards, where girls are often considered beautiful only if they possess long brown hair. Anne, however, has long red hair and freckles—features that set her apart and initially make her a target for ridicule. Despite these challenges, Anne learns to embrace her uniqueness. Rather than letting society's judgment define her, she chooses to value herself, not only for her appearance but also for her intelligence and imagination. She enjoys romanticizing life and expressing herself through complex thoughts and language, even when others criticize her as strange or “too much.” Her journey of self-acceptance is a key inspiration behind the trend, and her phrase, “How I Love Being a Woman,” captures this empowering message.

In addition to the series, the trend incorporates the song “Would That I” by Hozier, an Irish singer-songwriter who began his career in 2014. The song, which appears on his 2019 album *Wasteland, Baby!* features a gentle melody that conveys a sense of emotional relief and peace. Within the trend, only the first verse of the song is used:

*True that I saw her hair like the branch of a tree
A willow dancing on air before covering me
Under cotton and calicoes
Over canopy dapple long ago*

These lyrics metaphorically portray a woman as a source of comfort and protection, similar to a willow tree that gently shelters others. This symbolism directly challenges societal stereotypes that often portray women as emotionally or physically weak and incapable of being protectors. In the context of the trend, this message encourages women to accept themselves fully and embrace their emotions, behaviors, and appearance without fear of judgment.

When the creator writes, “I love telling other women that they look pretty,” it can be interpreted as an act of appreciation and empowerment. Complimenting others becomes a way of recognizing beauty and value, both in

oneself and in fellow women. Supported by the soothing melody of the song and the empowering scene from *Anne with an E*, this trend promotes a collective message: that women are worthy of love, recognition, and acceptance just as they are. Together, the audio and visual elements work to inspire self-acceptance and challenge limiting societal narratives.

Acceptance of Domestic Role



Picture 3. 1 Acceptance of Domestic Role



Picture 3. 2 Acceptance of Domestic Role



Picture 3. 3 Acceptance of Domestic Role



Picture 3. 4 Acceptance of Domestic Role

The fourth video, shared by the user @jesicaceren_, has received over 100,000 likes, 328 comments, 4,785 saves, more than 1,400 shares, and nearly one million views on TikTok. In the video, the creator includes the phrase “absolutely love it” while performing various domestic tasks such as washing clothes, cooking, lifting a water gallon, cleaning the toilet, making the bed, and washing dishes. The video is accompanied by the caption “How I love being a woman.”

Through her caption, the text in the video, and the activities shown, the content reflects a form of situational self-acceptance where an individual embrace and takes pride in their daily responsibilities, in this case, as a housewife. Although these domestic tasks are often viewed by society as mundane or insignificant, and women who fulfill such roles are sometimes unfairly perceived as weak or unambitious, the creator challenges that notion. By confidently showing herself engaging in these everyday duties and expressing love for her role, she reclaims and redefines the value of domestic work as an empowering expression of womanhood and self-acceptance.

In this video, even though the creator may seem like she’s doing the tasks because she has to, as shown by her facial expression, she still chooses to show her self-acceptance by embracing those activities. She proudly accepts her role as a housewife, even though society often sees housework as something less important or labels housewives as weak. Through this content, she wants to encourage other women to feel proud of doing household work and to love what they do, because taking care of the home is meaningful and valuable.

The audio used in this video is the same as in other videos from the trend a combination of a dialogue clip from the series *Anne with an E* and the song “Would That I” by Hozier. *Anne with an E* is a Canadian series that aired in 2017, adapted from the novel *Anne of Green Gables*. The phrase “How I Love Being a Woman,” which became the name of the TikTok trend, is spoken by a character in Season 3, Episode 5, between minutes 42:25 and 42:28.

This quote, taken from a key moment in the series, strongly supports the self-acceptance message of the trend. In the show, Anne an orphaned girl faces many struggles, including having to do household chores instead of going to school. She experiences what can be called situational acceptance, learning to adapt to her reality despite wanting more. Over time, after meeting the Cuthbert family, Anne's life begins to change, and she starts to build a sense of self-worth and belonging. Her emotional growth and

acceptance of her identity reflect the same message promoted in the trend, which is why this specific phrase was chosen to represent it.

The trend also includes the song “Would That I” by Hozier, an Irish singer who debuted in 2014. The song was released in 2019 as part of the album *Wasteland, Baby!* It is soft, soothing melody creates a sense of calm and emotional release. However, only the first verse is used in the videos. The lyrics are:

*True that I saw her hair like the branch of a tree
A willow dancing on air before covering me
Under cotton and calicoes
Over canopy dapple long ago*

These lines describe a woman as a comforting and protective presence, much like a willow tree offering shelter. This image challenges the common stereotype that women are too emotional or physically weak to be seen as strong or protective. The sound, with its peaceful tone and gentle lyrics, reinforces the idea that women can be strong, nurturing, and worthy of love and acceptance. When paired with the phrase from *Anne with an E*, it creates a powerful message encouraging women to embrace who they are, despite how society may judge them.

Audience Reception Analysis

To analyze audience reception, the researcher will conduct interviews with a total of 10 participants, consisting of 7 females and 3 males, all between the ages of 18 and 28. These individuals will be selected at random among active TikTok users to gather their responses to the “How I Love Being a Woman” trend currently circulating on the platform.

The interview findings will focus on two key areas: the participants' personal thoughts and their interpretations of the trend. Based on these responses, the researcher will categorize their reception into one of the three audience positions identified by Hall (1997). The dominant position (where the audience fully agrees with the intended message), the negotiated position (where the audience partly agrees but with some reservations or reinterpretation), and the oppositional position (where the audience understands the message but disagrees or rejects it).

Audience Reception on Acceptance of Being A Woman

Regarding the first video, which represents acceptance of being a woman, the majority of the 10 interviewees agreed that the creator's actions reflect self-acceptance. They noted that the women in the video openly express their emotions even over something as simple as a Korean dating show which indicates that they have embraced their emotional nature. However, there are four participants which are Audience 6, 7, 8, and 10 that placed in the negotiated position. They believed that the creator's emotional reaction stemmed more from a personal connection to the content of the show or her own relationship experiences, rather than simply being a general expression of emotional openness. *"In this video, I assume that there are several girls in a bad relationship or in her breakup phase. It can be considered as an acceptance when they already accept their relationship and it can be a manifestation to be in a better relationship later on."* (Audience 6)

For the second video of acceptance of being a woman, six out of ten participants were placed in the dominant position, indicating that they strongly agreed the video reflects an act of self-acceptance. Two participants, identified as Audience 4 and 5 are in a negotiated position. While they appreciated the creator's joy in simple yet everyday experiences, but they did not fully interpret it as a form of self-acceptance. *"It's difficult for me to find self-acceptance in this video, but it's fun to watch them feeling happy"* (Audience 5). On the other hand, Audience 8 and 9 were categorized in the oppositional position, believing that the video portrayed a sense of life appreciation rather than self-acceptance. *"I think there is no acceptance in that video, they just romanticize their life."* (Audience 8). They viewed the content as an attempt to romanticize daily moments instead of expressing a deeper acceptance of the self.

Audience Reception on Acceptance of Physical Appearance

In the third video, which represents acceptance of physical appearance, all participants agreed with the message conveyed by the creator. They interpreted the creator's enjoyment of activities such as applying makeup and choosing outfits as shown in the video text as a clear expression of self-acceptance related to her appearance. Although in society, women who enjoy makeup or express confidence in their looks are often subjected to negative stereotypes, the creator challenges these views by confidently embracing her appearance without shame or hesitation.

Audience Reception on Acceptance of Domestic Role

In the fourth video, which focuses on acceptance of the domestic role, all ten participants agreed with the message conveyed by the creator. They recognized the video as a representation of self-acceptance, highlighting a woman who embraces her role as a housewife and performs household tasks with joy. Although societal views often associate domestic roles with lower status for women, the participants agreed that the video challenges this idea. By showing genuine happiness in fulfilling these responsibilities, the creator demonstrates self-acceptance and disregards negative societal judgments.

CLOSING

Conclusion

The TikTok trend titled "How I Love Being a Woman" presents different forms of acceptance that women share through their content on social media. This trend highlights three types of self-acceptance: the acceptance of being a woman, the acceptance of physical appearance, and the acceptance of domestic roles. Each video in the trend shows how the creators feel proud of their identity, even when they are doing simple activities like showing emotions, putting on makeup, or doing household chores. These expressions are important because women are often judged by society when they show their feelings, enjoy their appearance, or take on traditional roles like being a housewife.

Through this trend, the creators aim to encourage other women to accept themselves without fear, even though many stereotypes still exist. They want to show that it is okay to feel happy about being a woman and to proudly express that on social media. The creators use their content to challenge negative views and to promote a message of confidence and self-love.

In terms of how the audience reacts to this trend, most people who were interviewed responded positively. The majority of them were in what Stuart Hall calls the dominant position, meaning they fully agreed with the messages being shared in the videos. They understood and supported the idea of self-acceptance shown by the creators. However, a few audiences took a negotiated position, where they agreed with parts of the message but had their own opinions. There were also some in the oppositional position, meaning they understood the message but disagreed with it or saw it differently. Even so, it can be concluded that overall, this trend has had a positive impact and successfully spread the message of self-acceptance to many young people, especially women.

Recommendation

This research specifically examines the “How I Love Being a Woman” trend, which has gained widespread attention on the TikTok platform. The goal of this study is to explore how self-acceptance is expressed and represented by young women through the content they create within this particular trend. TikTok, as a fast-growing and influential social media platform, provides a unique space where users especially young women can freely express their identities, emotions, and personal experiences. However, this analysis is limited to one trend on one platform, and it does not cover other possible forms of self-acceptance that may be present on different platforms.

Despite the popularity of the “How I Love Being a Woman” trend on TikTok, there remains a lack of research focusing on how self-acceptance is communicated through similar trends on the other platforms, such as Instagram. Instagram, which also plays a major role in shaping self-image and identity, especially among young users, may offer different forms of expression that are worth exploring. Therefore, it is suggested that future researchers consider analyzing other trends related to self-acceptance that are emerging on Instagram or other platforms.

Additionally, future research could expand the scope beyond of self-acceptance and explore how it is connected to self-love and self-confidence. These aspects are closely related and can provide a more complete understanding of how women develop a positive self-image through social media content. By examining the influence of social media trends on women’s emotional well-being and confidence, future studies could offer deeper insights into how digital platforms contribute to personal growth, empowerment, and the development of identity among women in today’s society.

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