

ANALYSIS OF BODY MYTH IN #GYMTOK CONTENT ON TIKTOK USING ROLAND BARTHES THEORY

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ABSTRACT

The #GymTok phenomenon on TikTok is a platform not only promotes a healthy lifestyle, but also shapes a myth about the “ideal body” of women through standardized fitness content. This research aims to identify denotative and connotative meanings found in #GymTok content and analyze them to a myth about the ideal body using Roland Barthes’ semiotic theory. The method used is a qualitative approach with semiotic analysis of 10 most popular TikTok #GymTok videos which have approximately 5000 like and uploaded between January to May 2025. This research focuses on Roland Barthes’ three layers of meanings, there are denotative (visual/textual signs), connotation (the deeper meaning), and myth (how people see a certain thing, ideas, or even behaviours as a common sense which repeated frequently and accepted in society). The results of this research show that the content of #GymTok is dominated by lower-body workout routines such as squats and hip thrusts which related to the myth of the ideal body of women (having a perfect shape of glutes and slim body). In conclusion, #GymTok acts as a tool for the construction of an ideal body myth which is normalized by the society.

I. INTRODUCTION

Social media has become one of the communication tools that we use in our daily lives. Among the many social media applications, TikTok is one of the media that is widely used for entertainment, especially among the youth generations. TikTok is a social media that provides short videos such as memes, tutorials, achievements, and many other things. TikTok (in Chinese: DouYin) is today one of the most popular Chinese social media platforms worldwide. Since its launch in September 2016, TikTok has quickly become a global phenomenon, especially popular among young people who use the app to watch, create, and interact with short videos, often starting fun “lyp-sync” clips and growing into much more (Montag, Yang, & Elhai, 2021). With its short videos, smart algorithm, and fast moving trends, TikTok has become a space where people openly share their daily routines, milestones, and a personal journey, especially when it comes to fitness and self transformation.

One of the content phenomena on TikTok is content with the hashtag #GymTok. #GymTok is a popular trend on TikTok, a hashtag that contains gym routines, gym tutorials, their before-after progress during gym, which it all can be motivation for many people. More than just a digital workout videos, #GymTok acts as a media where certain body types especially women’s which creates the ideal body nowadays. Culturally, the pressure to achieve the ideal body is no longer occurs only at certain times, but TikTok has reinforced this through trends of fitness, diet, and visually impressive body image. Watching videos on TikTok and the desire to improve one’s appearance makes people tend to compare themselves with those who are considered more ideal (Ariana, et al., 2024). Additionally, the influence of social media leads many people to internalize

thin body standards. Those factors may reduce body satisfaction, particularly among women (Ariana, et al., 2024). In addition, a study by Xeniadis (2024) in Australia showed that just a few minutes of watching TikTok fitspiration can trigger an increase in state appearance comparison and negative mood, which mediates a decline in body image, although it does not directly increase body dissatisfaction (Gurtala & Fardouly, 2023).

However, behind it all lies a deeper meaning, which often communicates deeper cultural meanings about success, discipline, masculinity, femininity, and the ideals of beauty. Among the various videos under #GymTok, there is a familiar pattern emerges, showing off a particular kind of female body as desirable or ideal, intense workout clips, and motivational quotes. In this case, the body becomes more than just a body. It turns into a sign of myth about health or fitness. The ideal female body, as portrayed on #GymTok content, is not a natural form. Instead, it is a socially constructed concept shaped by repeated visual and verbal representations. It leads to an expectation about how a woman is tied to a specific beauty standard. As Susan Bordo (1993). *Unbearable weight: Feminism, Western culture, and the body*. University of California Press, stated that the female body becomes a cultural text, shaped by the audience or viewer of the content and media to characterized the female ideal body by their slim waist, flat stomach, lifted glutes, and overall lean figure.

In many #GymTok content on TikTok, women are frequently seen to perform specific exercises such as squat, hip thrusts, lungers, and HIIT routines. They all associated with building the ideal of the female body. These exercises are frequently used in fitness regimens and have been shown to be scientifically effective (Schoenfeld, 2010). Yet, their frequent appearance in the media also gives them symbolic meanings such as a flat stomach may represent social desirability for women and squats may suggest beauty.

Additionally, the 'male gaze' theory by Laura Mulvey (1975) introduced in her seminal essay "*Visual Pleasure and Narrative Cinema*" published in the journal *Screen*, claimed that women as passive objects of desire in visual culture and film and men are usually portrayed as the active subjects of the story (Virgiena, Awaludin, & Assiddiqi, 2022). According to Mulvey, cinematic techniques often reflect the ideology of patriarchy and portraying the female character through the men's lens as an object of visual pleasure. Although TikTok allows the female creator to take full control of their own account, the existing of beauty standards will still influence the self-representations and still be in line to the ideal shaped by men. This can be seen by how the female creator on TikTok unconsciously portray their bodies through actions that validate the general public's perspective.

Images shown on social media often go unquestioned, as if they are simply normal or naturally desirable. As people keep seeing and sharing these kinds of videos, they start to connect how someone should look ideally with health and discipline. Fitness related content is not new in the context of media studies. Mass medias have observed how people view the ideal body. Human body should be understood not merely as a biological organism, but as a cultural text, one that is inscribed with meanings shaped by dominant societal norms and ideologies (Bordo, 1995). *Unbearable Weight: Feminism, Western Culture, and the Body*. University of California Press. According to Bordo, the way individuals perceive, maintain, and modify their bodies are not solely matters of personal choice or biology, but are deeply embedded in cultural expectations.

This perspective suggests that bodies reflect the values and power structures of the societies in which they exist, serving as sites where cultural ideals, such as beauty, discipline, and gender roles are both expressed and reinforced. The patterns in #GymTok content on TikTok not only indicate

about fitness but also contributes to the signs which convey the literal meaning (denotative) and cultural meaning (connotative). Over time, it forms into contemporary body myths about how the body should look and how it should appear. This pattern fits Barthes' theory of semiotic, especially on myths. The content in #GymTok not only shows what the ideal body looks like but also shows that the body has its own meaning, such as the myth of the ideal body of women in society.

Semiotics, the study of signs and symbols and their use or interpretation, offers a powerful analytical framework to explore this issue (Saussure, *Course in General Linguistics*, 1893). According to Saussure (1916), a sign is composed of the signifier (the form of a word or image) and the signified (the concept it represents). In a structural semiotic theory, the concept of meaning goes beyond simple signs and symbols. One of the most significant developments in this field is the idea of myth as introduced by Roland Barthes, which he describes as a second order semiological system. This means that in addition to the basic level where a sign consists of a signifier (the form) and a signified (the concept), there exists a deeper layer where meanings are further shaped by cultural narratives and ideologies. In this second layer, everyday objects, images, or practices take on symbolic meanings that re-enforce dominant social values and beliefs. For instance, something as ordinary as an advertisement or a fashion trend can carry deeper messages about gender roles, success, or power. In this way, modern semiotics does not just analyze how signs function on the surface, but also how they contribute to constructing and perpetuating myths within society.

Barthes' theory of semiotic offers a powerful lens for the research of #GymTok phenomenon, where TikTok users construct and share fitness or gym related content. Many of the content are consist of soliciting or promoting specific ideals of the body. For example, every content of #GymTok consist of before-after body transformation, protein shake preparation, gym fashion, and even time-lapse of workout sessions. If we look at the surface, it may only seem that they are just trying to show their routines, but on a deeper level through Barthes' perception, the contents contain a deeper meaning. All the contents are constructed and sometimes reflect dominant ideologies about health, productivity, discipline, and even attractiveness. For example, one of the TikTok video under #GymTok shows the creator flexing in front of a mirror with a caption "Grind mode" supported with upbeat music as a background. This content not only show or promote the healthy life and muscular body, but also a connection of discipline and the results of it. The myth of ideal body becomes what people say normal in everyday life. The content of #GymTok on TikTok reinforce signs and symbols which connect to body myths.

However, there is a gap between the social media-constructed reality and a critical comprehension of these signs. Despite the fact that #GymTok content is viewed and reproduced daily, there is little awareness of how those contents reinforces cultural myths and normalized an ideal body. Many viewers only consume these contents passively without realizing the cultural messages contained. For young generation, the impact of #GymTok content might raise a lot of question such as body image, followed with self-esteem and society perception of physical appearance. While previous studies have examined body image on social media and the psychological effects of fitness content, few have used a semiotic lens to analyze how meaning is constructed and circulated in TikTok's #GymTok community.

Additionally, the myth of the ideal body has been criticized for reinforcing unrealistic body standards and even promoting body dissatisfaction especially among young generation (Tiggemann & Zaccardo, 2015). The researcher chose this title "A Semiotic Analysis of Body Myth in #GymTok Content on TikTok Using Roland Barthes Theory" to explore and uncover the myths which represented the body on social media. The benefit of this research is, it applies Barthes' theory of

semiotic to modern digital platform and offers a theoretical framework to interpret how meaning is created and how the myth is constructed.

The #GymTok content produced by female creators presents their bodies as the result of specific fitness routines. This representation indirectly propagates the myth that the ideal female body must be shaped through specific exercises such as squats, leg presses, or face pulls. In this case, the body becomes not only a visual object but also a symbol of beauty standards shaped by digital culture. This study focuses on how body representations in #GymTok content is constructed through Roland Barthes' theory, focusing on denotative, connotative, and myth.

The researcher aims to uncover how the ideal body is represented or formed in gym world by analyzing the verbal and non-verbal signs of these videos. Specifically, this study will examine how denotative signs (literal meanings) and connotative signs (cultural meanings) in #GymTok contents contribute to the myths about the ideal body and how it influences people's perceptions of the standard ideal female body.

Based on the denotative and connotative meanings and myths in #GymTok content, here are the research questions:

1. What are the denotative and connotative meanings of body representations in female-created #GymTok content on TikTok?
2. How do these denotative and connotative meanings contribute to the creation of myths of the ideal female body in #GymTok?

The researcher has constructed and developed the precise goals and functions of the research in order to give it a clear direction and purpose. Every step of the research process has provided the framework for directing the overall analysis and ensuring that the research stay focused and relevant. The following goals and functions of this research are to identify denotative and connotative meanings found in selected #GymTok content created by female user of TikTok and to analyze the contribution of denotative and connotative meaning to the myth of the ideal body female in #GymTok. This study focuses on analyzing TikTok video of #GymTok with before/after transformations, workout routines, or a day in my life content and limited to identify the denotative, connotative and myth meanings about body image found in #GymTok content, using Roland Barthes' semiotic theory.

The object that will be used in this study is 10 top #GymTok videos to ensure relevance to current trends and representation within the #GymTok community and limited the content created by female users. Then content that will be used for this study must have a number of likes above 5000 which uploaded between January to May 2025.

The conceptual framework of this research are as follows:

1. The researcher started to collect the selected #GymTok content from TikTok by screen capturing according to the scope and limitation of this research.
2. The data then divided into verbal and non-verbal signs of each content.
3. The researcher described the denotative and connotative meaning using the Roland Barthes' theory of semiotic.
4. The researcher revealed the myths about the ideal female body.

By applying this model to #GymTok content on TikTok, the study aims to reveal how such content contributes to the normalization of certain body ideals.

II. METHODS

2.1 Review of Previous Study

In order to build a strong theoretical foundation, the researcher refer to several research that applied semiotic analysis in various media context. These previous studies provide insight into how signs, both visual and textual construct meaning, and validate the relevance of semiotics, particularly Barthes' theory, in analyzing digital content.

One relevant study is by Dr. Rabia Noor, Tuba Akram, Huma Zafar. "Exploring Body Image and Identity: A Semiotic Study of Viral TikTok Reels in Pakistan" (2024). The researchers conducted a qualitative semiotic analysis to examine how Pakistani TikTok creators use visual signs such as clothing, makeup, body gestures, and settings to construct and communicate body image and identity. The study found that TikTok content acts as a platform for users to actively perform and negotiate their identities through symbolic choices, with Symbolic Interactionism and the Communication Theory of Identity (CTI). In this context, the body is not only a biological entity but also a cultural symbol which carry meanings associated with self-expression, gender, and confidence. This study is relevant to the present study because it demonstrates how TikTok content can be comprehended through semiotic analysis, especially in the way that body represent and perceived. While Noor examined body image and identity from a cultural perspective on Pakistani content, the current study employs Roland Barthes theory of semiotic (denotation, connotation, and myth) to examine #GymTok content on TikTok.

Second relevant study is by Isnania, Siti, and Tiya Agustina. "COVID-19' MEME IN SOCIAL MEDIA: STUDY OF ROLAND BARTHES SEMIOLOGY". (2020). The research conducted a qualitative descriptive study analyzing COVID-19 memes on social media such as blogs, Facebook, Instagram, and other social media sites. According to their analysis, textual and visual components on memes serve as signifiers that go beyond their literal meaning, conveying meaning that represent societal attitudes, fears, and criticisms during the COVID-19 pandemic. The study deconstructing these signs and highlights how memes serve as a platform for public discourse. This previous study is relevant to the current study because the application of Barthes semiotic theory in a digital content. This previous study focuses on pandemic related memes while this present study analyze #GymTok content on TikTok, exploring how gym and fitness related visual and textual signs which constructed to the myths of the perfect body in a digital world.

The third relevant study is done by Silvia Natasya (2019) from Buddhi Dharma University entitled "Semiotic Analysis of the Packaging of Tolak Angin and Antangin". This study used a theory of Myth by Roland Barthes. The aim of this study was to identify how the packaging of two traditional herbal such Tolak Angin and Antangin conduct meaning through visual and textual signs. A descriptive qualitative approach is conducted on this study to examined visual signs (colors, imagery, layout) and textual signs (words, slogan). This study found that Barthes' semiotic framework effectively reveals how packaging for these herbal medicines constructs specific cultural meanings. This study reveals that both herbal medicines have differences in the identity of each product which shown characteristics such as picture and color. This study is relevant to help this recent study because it highlights how denotation, connotation, and myth function to build viewers' perceptions. This contrast to the recent study, because the previous study is more general, while this recent study focuses on #GymTok content by female creator on TikTok, specifically the myth of the ideal body. This contrast shows how semiotic can be adapted to various digital platforms.

The last relevant study which helped contribute on this research is an article done by Yosua Ade Putra, Yulius Kurniawan, Eka Fadilah (2024) entitled “Representation of Indonesian’s Beauty Concept in “Citra” Hand & Body Lotion Advertisement Using Roland Barthes’ Semiotic Approach”. This article explores a representation of beauty concept in Indonesian advertisements. The research aims to analyze the denotative, connotative and myth in Citra brand advertisement. The research used a qualitative descriptive method and used a primary data sourced from online media, which is YouTube. The findings of this research are signs in the Citra hand and body lotion advertisement. There are 2 types of signs found in the research, which are verbal language signs and non-verbal language signs. The result of this research is a cultural diversity in various concepts of beauty in Indonesia. This research also find that the advertisement wants to break the beauty myth which is a bright skin is the ideal beauty of Indonesia. This research focuses on beauty myth from the advertisement, while the recent study focuses on the myth of the ideal female body. This is relevant to recent study because both studies are focused on the myth of the ideal beauty standard. The differences is by the data collection method and the data analyze. The previous study is focused on the advertisement, while the recent study focused on the content on TikTok which collected by the researcher.

After reviewing all the previous study, the writer finds the similarity between this study and previous study. While the previous studies provide useful insights of how semiotic is applied in media of TikTok, memes, and product packaging, this research brings a new perspective by focuses on female-creator of #GymTok content on TikTok. It examines how this content construct cultural myths about the ideal female body, using Roland Barthes’ semiotic theory as the main lens of analysis.

2.2 Theoretical Framework

This research is based on Roland Barthes’ semiotic theory in order to understand how #GymTok videos on TikTok shape and share ideas about what an ideal body should look like and how those contents can be considered common to become a role model in society.

2.2.1 Semiotic

Humans are *homo signans* and *homo culturalis*, meaning we exist within culture and cannot be separated from signs. Everything—from gestures and words to social media posts—is a system of meaning. “Semiotics is concerned with everything that can be taken as a sign.” (Eco, 1979). Language, pictures, fashion, and digital content are all included. Semiotic studies signs and how they convey meaning through language, images, colours, facial expressions, and symbols. As Chandler (2007) stated, “Semiotics involves the study not only of what we refer to as ‘signs’ in everyday speech, but of anything which ‘stands for’ something else.” Semiotic has two main branches: structuralist and pragmatic

2.2.1.1 Structuralist Semiotics

Ferdinand de Saussure proposed the dyadic model: the *signifier* (form) and the *signified* (concept). The link between them is arbitrary, based on cultural habits (Saussure, 1916). Roland Barthes expanded Saussure’s theory by analyzing media, fashion, and advertising. Barthes showed that signs carry both *denotative* (literal) and *connotative* (cultural) meanings. Meaning is not fixed but shaped by society (Barthes, 1972). His three levels of signification are:

1. Denotation — what we literally see.
2. Connotation — additional cultural meanings.
3. Myth — repeated meanings that become “common sense.”

2.2.1.2 Pragmatic Semiotics

Charles Sanders Peirce developed the triadic model: *representamen*, *object*, and *interpretant*. Meaning arises through interpretation shaped by culture (Peirce, 1934). Peirce's model emphasizes that meaning is created by the audience, not fixed in the object. His three types of signs are:

1. Icon — physical resemblance.
2. Index — causal connection.
3. Symbol — cultural convention.

This model explains how TikTok viewers interpret fitness videos as signs of effort or ideal beauty.

2.2.3 Ferdinand de Saussure's Semiotic Theory

Saussure's theory defines a sign as composed of the *signifier* (form) and *signified* (concept) (Saussure, 1916). He distinguished *langue* (structure) and *parole* (individual expression), as well as *synchrony* (structure of signs) and *diachrony* (change over time). His syntagmatic and paradigmatic relations explain how meaning is created. Saussure's model laid the foundation for structuralism and later influenced Barthes in exploring cultural meanings.

2.2.4 Roland Barthes Semiotic Theory

Barthes introduced *denotation*, *connotation*, and *myth* as layers of meaning. "Myth is a type of speech. Everything can be a myth provided it is conveyed by a discourse" (Barthes, 1972).

1. Denotation: literal meaning (e.g., a woman doing squats).
2. Connotation: cultural meaning (e.g., self-discipline, fitness).
3. Myth: normalized idea (e.g., ideal female body as beauty standard).

Barthes expanded Saussure's ideas to reveal hidden cultural ideologies behind everyday signs.

2.3 Body Myth

Body myth refers to the cultural construction of the ideal human body, reinforced by media and social platforms. Through Barthes' lens, denotation gains connotation that appears natural in society, making the "ideal body" a symbol of attractiveness.

2.3.1 The Representation of the Ideal Female Body in Gym Culture

As Bordo (1995) stated, the body is a "text of culture." On TikTok's #GymTok, female bodies are represented as toned, especially glutes and flat stomachs, reinforcing femininity. According to Hall (1997), media shapes perceptions of the ideal body by repeating specific types until they appear normal, reflecting Barthes' myth. Foucault (1997) describes this as the "docile body," shaped by discipline and normalization. #GymTok functions as a semiotic site where ideal bodies are displayed and reproduced.

2.3.2 Popular Women's Workout Routines in #GymTok

Common workouts like squats, hip thrusts, and lunges shape glutes (Contreras & Schoenfeld, 2011). Core workouts such as planks and leg raises target flat stomachs, while cardio like treadmill and stair climbing aid fat burning (Boutcher, 2011). Shoulder presses tone the upper body. From Barthes' perspective, these exercises are signs. Denotatively, they show physical routines; connotatively, they symbolize the myth of the ideal female body.

2.4 Denotation and Connotation in #GymTok Signs

Denotation shows the literal meaning (e.g., a woman doing workouts). Connotation reveals deeper meanings, such as discipline and ideal beauty. Repetition of these meanings creates myths that shape society's perception of the ideal body.

III. RESULTS AND DISCUSSION

On this section, the researcher conducted findings from #GymTok content related to popular gym workouts routine which performed by female creators on TikTok. The video which has been selected must have 5000 likes and uploaded between Januari to May 2025. Each of the workout routine was analyzed through Roland Barthes' semiotic levels, which are denotation, connotation, and myth.

Data 1. Squats

Squats refer to lower body training. In the first order (denotation) level, it shows a woman doing an exercise which strengthen her thighs and glutes. However, when we look into the deeper meaning or the second order (connotation) level, it shows a curvy and strong thighs. This repeated sign reinforces a belief that doing a squat might help to build a strong, yet feminine shape of women's body

Data 2. Hip Thrusts

Hip thrusts also refer to a lower body and target the glute muscles. On the denotation level, video of a woman doing a hip thrusts show her lying on their back with her shoulders on a bench to supports her back and lifting her hips upward with extended weight. On the connotation level, this type of exercise repeatedly shows in #GymTok content which suggests more than a simple workout. It emphasizes a rounded buttock which symbolize attractiveness for women. It because glutes are not just a muscle, but it becomes a symbol of feminine and sometimes sexualized in social media. So, in order to meet the idea of how to be feminine based on society's view of ideal female body, a woman must shape her body especially through exercises like hip thrusts

Data 3. Lunges

Lunges are common leg exercise where a person steps forward and lower their body to target their thighs and glutes. On denotation level, this just shows a woman doing lunges which is a basic training to target the lower body. On connotation level, this workout highlights the toned thighs, slim calves which a lot of women desire to have. It makes them think that having a slim calves and toned thighs could make them appear more attractive, elegant, and feminine.

Data 4. Planks

Planks is a core strengthening workout. On the denotative level, this video simply shows a woman doing planks. However, at the connotation level, planks refer to a flat stomach and tight waistline.

Data 5. Russian Twists

Russian twist is also a core strengthening workout where a person sit on the floor, leans back and twists their torso from side to side. On a literal meaning or denotation level, it simply just shows that this workout designed to target the oblique muscle which is located alongside of the waist. At the connotation level, this type of workout emphasizes the slim waist and a defined curvy torso.

Data 6. Leg Raises

Leg raises is also one of the core-focused exercise where a person lies on their back and lift their legs upward. At the denotation level, this simply shows a woman doing a targeted workout to

strengthen the lower abs. At the connotation level, this workout implies a tight and defined lower abs. It shows that the ideal of a flat stomach is somehow highly desirable for women.

Data 7. Romanian Deadlift

Romanian Deadlift or many people call it RDL's, are a strength training workout where a person bends forward at the hips with a slight bend in the knees to target the hamstrings, glutes, and lower back. On denotative, this video shows a woman doing RDLs with dumbbells and engaging her lower body and stability. On connotative, this emphasizes a tight hamstring and strong backside, also a defined posture. It presents the soft and attractive female body without making it look bulky.

Data 8. Treadmill Running

This one is a popular cardio exercise for people who want to do "cutting" or weight loss. On denotative level, this content shows a woman running on a treadmill promoting a general physical fitness. However, on the connotative level, treadmill running often refers to a fat burning workout to stay slim.

Data 9. Stair Climbing

Stair climbing is the same as treadmill running, which is a commonly lower body workout in #GymTok content. On denotative level, this exercise engages the glutes, quads, calves, and hamstring. Such an effective workout to build lower body muscles. However, on connotative, this emphasizes toned legs which also associated with physical aesthetic for women.

Data 10. Dumbbell Shoulder Presses

This workout is a common upper body exercise where a person lifts weights overhead and strengthens the shoulder muscles. Denotative level shows that this movement shows a woman pressing dumbbells while sitting down. It targets her shoulder and upper body muscles. Connotation level highlights the sculpted and rounded shoulders with toned body. This represents that defined shoulders are physically attractive and powerful. Shoulders here are not just muscles, it becomes a sign of a woman's strength. The more defined the shoulders, the more a woman is seen as capable of being in charge of her life but still building the ideal female body.

All of these findings use visual and textual elements to generate the specific ideals of the female body. Each of the workouts is more than just a physical exercise, but it becomes a signifier, which is then adapted as myth. The repeated visual signs on #GymTok content on TikTok help conduct a strong definition of female ideal body. These ideal bodies become naturalized and common in society. This process reinforces myths about what a woman's body should look like to be considered ideal, feminine, and attractive.

IV. CONCLUSIONS

Based on the analysis of selected #GymTok content on TikTok using Roland Barthes' semiotic theory, it can be concluded that the representation of the female body in TikTok gym content is not random but highly structured by a specific focus on the glutes and lower body training. The researcher found several signs that represent the concept of ideal body for women. Almost all of the content highlights the lower body workouts, which target the glutes, thighs, and hamstrings. This consistent pattern signifies that the ideal female body is emphasized through the lower body, especially the buttock as the primary symbol of an ideal female body.

Through Barthes (1972) theory of myth, this content can be read as more than just workout guidance. On the denotative level, the contents simply show women performing exercises. However, at the connotative level, the contents carry deeper meanings such as promoting what the society

perceive an ideal female body. Over time, this leads into a construction of myth. The myth is that the female body must be shaped in a specific way, especially through lower body routines in order to be considered attractive and fulfil the cultural belief that women should have a nice and sexy lower body. In this research, it was found that in order to meet the myth of the standard of a highly idealized body, 10 types of intensive exercise are required. Achieving the ideal body for women is not only through gym, but also from taking supplements, the right calorie intake and outtake, also good sleeping pattern. Unfortunately, this is not my concern of this research. This research only focuses on the myth about achieving the ideal body through gym exercises.

From the results of the research, the author understands that this research is still limited and only focuses on analyzing the myths of several gym activities found on the #GymTok content from TikTok. Hopefully, if there is the same research in the future, it may further the exploration of myths contained in #GymTok. Although this research is only limited to common workout routines in society, it is hoped that future research may deepen and expand the research. For content creators, this research may encourage awareness that the content they produce can generate ideas or myths about the ideal body. It is expected for content creators in #GymTok community to adjust and also include various types of bodies that prioritize health over aesthetic. Social media platforms also should consider to adapt an algorithm of diverse content. It helps a better view of healthy body, types of body, and overall health which will contribute to a more supportive digital environment.

Additionally, based on the findings of this research, it is important for women who are constantly exposed to the context of #GymTok on TikTok to raise awareness of consuming such content. We need to understand that what is presented on media as natural or desirable is often shaped by society.

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