

THE INFLUENCE OF EXPOSURE INTENSITY TO @THEINDAHGSHOW CONTENT ON VICTIM-BLAMING ATTITUDES: THE MEDIATING ROLES OF EMPATHY AND THE INTERNALIZATION OF RAPE MYTHS

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Abstract

Social media, particularly TikTok, has become a primary platform for young women to access narratives surrounding sexual violence. One account that consistently addresses this issue is **@theindahgshow**, which regularly provides educational content from a survivor-centered perspective. However, the influence of exposure to such content on victim-blaming attitudes is not direct; rather, it is mediated by psychological factors such as empathy and the internalization of rape myths. This study aims to examine the effect of the intensity of exposure to TikTok content from **@theindahgshow** on victim-blaming attitudes, with empathy and the internalization of rape myths serving as mediating variables. This study employed a quantitative approach using a survey method involving 400 female active TikTok users. Data were collected through an online questionnaire and analyzed using path analysis. The findings indicate that the intensity of content exposure has a significant negative effect on victim-blaming attitudes ($\beta = -0.425$; $*p < 0.001$). Furthermore, content exposure has a significant positive effect on empathy ($\beta = 0.453$; $*p < 0.001$) and a significant negative effect on the internalization of rape myths ($\beta = -0.689$; $*p < 0.001$). Empathy was found to have a significant negative effect on victim-blaming attitudes ($\beta = -0.294$; $*p < 0.001$), whereas the internalization of rape myths had a significant positive effect ($\beta = 0.297$; $*p < 0.001$). The indirect effect analysis revealed that empathy and the internalization of rape myths function as partial mediators in the relationship between the intensity of content exposure and victim-blaming attitudes. These findings suggest that the educational content shared on the TikTok account **@theindahgshow** can reduce victim-blaming attitudes both directly and indirectly by increasing empathy and decreasing the internalization of rape myths. This study contributes to a better understanding of the role of social media in shaping social attitudes toward sexual violence issues in Indonesia.

Keywords: Empathy, Internalization of Rape Myths, Sexual Violence, Social Media, TikTok, Victim Blaming.

INTRODUCTION

Digital transformation over the past two decades has reshaped social media from a mere communication tool into a new space where identities, values, and public opinions are constructed and negotiated. In the era of globalization and rapid technological advancement, digital development has significantly transformed the way people communicate and interact with their surroundings (Prabowo et al., 2023). Platforms such as TikTok, Instagram, X (formerly Twitter), and YouTube have evolved into social arenas where individuals can easily and rapidly create and disseminate information without limitations of time or place. Social media not only mediates interpersonal communication but also influences how society perceives and interprets social issues, including gender, power, and morality. Among these platforms, TikTok has recently emerged as one of the fastest-growing social media applications worldwide. Launched in China in 2016, TikTok enables users to create and share short-form videos ranging from 15 seconds to 10 minutes, complemented by various features such as music, stickers, filters, and other creative effects.

Through this platform, users from diverse backgrounds—from celebrities to ordinary individuals—can express their creativity while showcasing lifestyles, trends, and personal perspectives in an interactive manner (Meilla et al., 2022). With approximately 194.37 million users, Indonesia ranks first globally as the country with the largest number of TikTok users.



Figure 1.1. Countries with the Largest Number of TikTok Users Worldwide
Source: We Are Social & Meltwater.

The large number of users reflects TikTok's expanding influence, particularly in developing countries with high internet penetration. Of these users, 62% are women aged 18–34 years, making this demographic the dominant user group on the platform (Hootsuite, 2025). Social media use in Indonesia is also remarkably intensive. According to a report by We Are Social and Meltwater (January 2024), Indonesians spend an average of 3 hours and 5 minutes per day accessing various social media platforms. TikTok's dominance indicates that the platform is not only the preferred choice among users but has also become an integral part of their daily routines. This extensive usage reflects the appeal of TikTok's highly personalized and engaging *For You Page* (FYP) algorithm, which encourages users to spend extended periods continuously consuming short-form video content.

Sexual harassment on social media is categorized as a form of non-physical violence because it occurs through online interactions among users connected via digital platforms. The unrestricted accessibility of social media—allowing users to connect anytime and anywhere—has made this form of harassment increasingly difficult to control. Such conditions can damage relationships among users and have detrimental psychological and emotional consequences for victims. Many social media users engage in online interactions without considering communication ethics or norms of decency, thereby facilitating deviant behaviors such as online sexual harassment. This form of harassment may occur across various platforms, including Facebook, X (formerly Twitter), WhatsApp, Instagram, TikTok, and Line (Habibah & Tianingrum, 2020). Online sexual harassment may take the form of inappropriate comments, direct messages, or other abusive interactions, such as making remarks about a victim's body, sending sexually suggestive invitations, or offering money in exchange for sexual activities. Perpetrators may be acquaintances who dismiss their actions as jokes or strangers who follow or interact with the victim's social media account. Regardless of the perpetrator's intentions, such behavior causes discomfort, humiliates victims, and may result in lasting psychological trauma.

Victim blaming occurs when responsibility for sexual violence is shifted from the perpetrator to the victim. This phenomenon has become increasingly prevalent in Indonesia, particularly with the widespread use of social media platforms such as TikTok, where individuals can freely express their opinions. One account that actively discusses this issue is [@theindahgshow](#). Hosted by Indah, this podcast account has attracted more than 100,000 followers and accumulated hundreds of millions of views across its content.

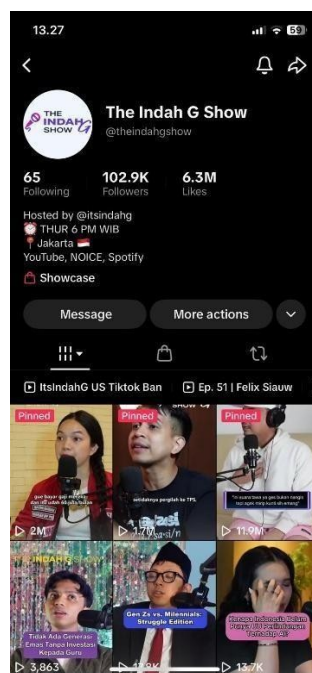


Figure 1.6. TikTok Account @theindahgshow

Source: TikTok (@theindahgshow).

The selection of the TikTok account @theindahgshow as the object of this study was based on..

The selection of the TikTok account @theindahgshow as the focus of this study was based on its popularity and the distinctive characteristics of its content compared with other content creators addressing sexual violence and victim-blaming issues. Compared with two other accounts discussing similar topics, @projectm_org, an independent journalism-based media platform, primarily presents in-depth investigative content in the form of lengthy and formal narratives, resulting in relatively lower engagement among young TikTok users who generally prefer short-form videos. Meanwhile, the official account @kemenpppa adopts a more institutional approach by emphasizing CATAHU statistical reports and government policy campaigns delivered through a top-down communication style, while rarely employing the conversational and provocative language that resonates with younger audiences. Although both accounts are highly credible, they are less effective in reaching and establishing a strong emotional connection with active female TikTok users aged 18–34 years.

In contrast, @theindahgshow, managed by Indah G., offers a unique combination of engaging short-form podcast content, straightforward everyday language, and provocative narratives that directly address the mentality underlying victim blaming. One of its most popular episodes, "*Menghadapi Mentalitas Victim-Blaming di Indonesia*" (*Confronting the Victim-Blaming Mentality in Indonesia*, Episode 43), has received more than 7.7 million views and 623,000 likes, demonstrating the account's ability to stimulate extensive public discussion among the target audience of this study.

These characteristics make the TikTok account @theindahgshow an appropriate case study for examining the influence of content exposure intensity on victim-blaming attitudes through the mediating roles of empathy and the internalization of rape myths. The phenomenon of extensive content consumption on TikTok can be explained using Cultivation Theory, proposed by George Gerbner. This theory posits that continuous and repeated exposure to media over time shapes individuals' perceptions and interpretations of social reality. Social media has evolved beyond a communication platform to become an influential agent in shaping public perceptions and interpretations of various social issues. Within the context of this study, female TikTok users who are repeatedly exposed to @theindahgshow's content concerning sexual violence and victim blaming may develop particular understandings of survivors of sexual violence. From a cultivation perspective, greater exposure to content emphasizing survivors' perspectives is expected to increase empathy toward victims while reducing individuals' acceptance of rape myths.

Ultimately, these changes in perception may influence users' victim-blaming attitudes toward survivors of sexual violence.

Previous research entitled *"Victim Blaming Against Victims of Sexual Harassment Published in Online Media"* found that news coverage in online media frequently contains gender bias and employs victim-blaming language (e.g., "her clothing provoked the assault"), thereby encouraging the public—particularly women—to internalize gender stereotypes and rape myths. Repeated exposure to such narratives was found to reduce empathy and contribute to secondary trauma among survivors. However, this study was based on a literature review and did not measure individuals' intensity of exposure to specific media platforms.

Similarly, a study conducted by Shopiani et al. (2021), entitled *"The Phenomenon of Victim Blaming Among University Students Toward Victims of Sexual Harassment,"* revealed that female university students in Indonesia often engaged in victim blaming toward fellow survivors due to low levels of empathy and the internalization of patriarchal values. Using a qualitative case study approach, the research demonstrated that victim-blaming culture remains deeply rooted within academic environments, even among women. Although the study provides valuable insights within the Indonesian context and highlights the role of empathy, it did not examine social media as a research variable—particularly platforms such as TikTok—and therefore could not explain how digital media exposure influences victim-blaming attitudes.

LITERATURE REVIEW

In this study, the literature review was developed based on scholarly works relevant to the research topic and variables. The theoretical review serves not only as the conceptual foundation for constructing the research framework but also as the basis for formulating logical and measurable research hypotheses. Through a critical examination of relevant theories and previous empirical studies, this section aims to identify research gaps, clarify the relationships among variables, and strengthen the theoretical foundation of the study. Consequently, this review provides a systematic and comprehensive scientific basis for the overall research process.

1. Cultivation Theory

Cultivation Theory was developed by George Gerbner to explain how continuous and repeated exposure to media influences individuals' understanding and interpretation of social reality. According to Gerbner, media function not only as channels for disseminating information but also as agents of socialization that gradually shape individuals' beliefs, values, perceptions, and views regarding various social phenomena. Gerbner, Gross, Morgan, Signorielli, and Shanahan (2002) argued that individuals who experience high levels of media exposure are more likely to develop perceptions consistent with the reality portrayed by the media. Therefore, the more frequently individuals are exposed to specific media messages, the greater the likelihood that those messages will influence their understanding of the social world around them.

2. Feminist Theory

Feminist Theory is a perspective that seeks to understand and critically examine the various forms of inequality experienced by women as a result of social and cultural structures that position women unequally in relation to men. Feminism is concerned not only with achieving gender equality but also with eliminating the various forms of oppression experienced by women in social, political, economic, and cultural life. According to bell hooks, feminism is a movement to end sexist oppression. Rather than promoting the superiority of women over men, feminism seeks to transform the social systems that perpetuate gender inequality. In bell hooks' view, feminism is a movement for social transformation aimed at creating a more just and equitable society for all individuals regardless of gender. She further argues that one of the primary causes of gender inequality is the patriarchal system. Patriarchy is a social system that grants men greater power and authority than women. Within this system, women are frequently placed in subordinate positions, making them more vulnerable to discrimination, marginalization, and various forms of gender-based violence. According to bell hooks, violence against women is closely associated with the politics of sexism and male supremacy that sustain male dominance over women.

3. Intensity of TikTok Social Media Use

Social media use is closely associated with the intensity of internet usage, which has become a defining trend in contemporary digital communication. Among the various social media platforms, TikTok has emerged as one of the most widely used applications (Sandi, 2023). Intensity refers to the extent to which an individual consistently engages in a particular activity. When individuals repeatedly perform an activity, they demonstrate recurring

behavioral patterns that reflect their efforts to fulfill certain needs. In other words, intensity indicates the frequency or volume of an individual's actions over a specific period in pursuit of particular objectives (Nadiva et al., 2025). According to Ajzen (1991), intensity reflects the degree of effort individuals devote to performing a particular behavior. The seriousness or depth of one's engagement can be identified through several indicators, including the duration of use, the frequency with which the behavior is repeated, and the level of attention and emotional involvement invested during the activity. Together, these indicators reflect an individual's commitment to engaging in that behavior (as cited in Afrelia & Khairat, 2022).

4. Empathy

Empathy refers to an individual's ability to understand and share the emotions, thoughts, and experiences of others from their perspective. It encompasses the ability to recognize, listen to, and emotionally connect with what others experience without necessarily having undergone the same experiences. In essence, empathy is the capacity to "put oneself in another person's shoes" and perceive the world from their point of view (Mayori, 2024). Empathy involves not only emotional responsiveness to others' feelings but also cognitive abilities such as perspective-taking and recognizing the emotions experienced by others.

5. Internalization of Rape Myths

The concept of the **internalization of rape myths** refers not only to the existence of societal beliefs regarding rape but also to the psychological process through which these beliefs are accepted and incorporated into an individual's understanding of social reality. Lonsway and Fitzgerald (1994) define rape myths as a set of stereotypical attitudes and beliefs about rape, victims, and perpetrators that function to deny, minimize, or justify sexual violence against women. When these beliefs are accepted as true, individuals are more likely to use them as cognitive frameworks for interpreting and evaluating incidents of sexual violence. Consequently, the internalization of rape myths reflects the extent to which rape myths have become embedded within an individual's belief system and influence how they perceive both victims and perpetrators (Lonsway & Fitzgerald, 1994).

6. Victim-Blaming Attitudes

Attitudes refer to individuals' evaluations or responses toward particular objects or external stimuli, which may be expressed as liking or disliking, acceptance or rejection, and positive or negative reactions. Individuals who hold positive attitudes are generally more likely to exhibit positive behaviors, whereas those with negative attitudes tend to be less inclined to engage in constructive behaviors (Hapzi et al., 2025). One negative attitude that has increasingly become a serious social concern in Indonesia is **victim blaming**. Victim-blaming attitudes involve rejecting and assigning responsibility to survivors of sexual violence, whereby accountability for the incident is shifted from the perpetrator to the victim. According to Alfi and Halwati (2020), victim blaming occurs when responsibility for an adverse event is attributed to the victim. Such attitudes emerge when members of society believe that victims are responsible for the harm they have experienced.

A. Research Framework

This study employs a **parallel mediation model** to examine the relationships between the independent and dependent variables. The conceptual framework of the study is presented in **Figure 2.1** below.

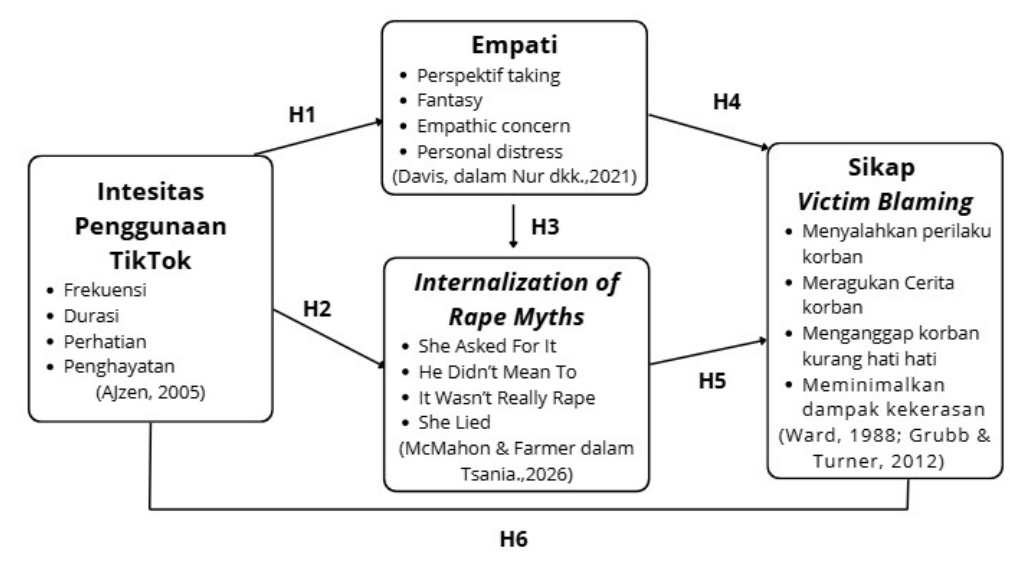


Figure 2.1. Research Framework
Source: Developed by the Author, 2026.

The conceptual framework presented above illustrates that the Intensity of TikTok Use, as the independent variable (X), influences Victim-Blaming Attitudes, the dependent variable (Y), both directly and indirectly through two mediating variables: Empathy (M1) and Internalization of Rape Myths (M2). The Intensity of TikTok Use is measured using four dimensions proposed by Ajzen (2005): frequency, duration, attention, and involvement. The first mediating variable, Empathy, is measured using four dimensions developed by Davis (as cited in Nur et al., 2021), namely perspective taking, fantasy, empathic concern, and personal distress. The second mediating variable, Internalization of Rape Myths, is measured using four dimensions proposed by McMahon and Farmer (as cited in Tsania, 2026): She Asked for It, He Didn't Mean To, It Wasn't Really Rape, and She Lied. Meanwhile, Victim-Blaming Attitudes, as the dependent variable, are measured using the dimensions proposed by Ward (1988) and Grubb and Turner (2012), namely blaming the victim's behavior, doubting the victim's account, perceiving the victim as insufficiently cautious, and minimizing the impact of sexual violence.

METHOD

This study employs a quantitative approach using an explanatory research design. According to Sugiyono (2020, p. 65), explanatory research aims to explain the positions of the variables under investigation as well as the influence or relationships among those variables. This type of research seeks to answer the questions of "why" and "how" a phenomenon occurs by testing hypotheses formulated based on relevant theories and previous empirical studies. This study is explanatory in nature because it seeks to explain the relationship between the intensity of TikTok use as the independent variable and victim-blaming attitudes as the dependent variable, through the mediating roles of empathy and the internalization of rape myths. Rather than merely describing the level of TikTok use or the prevalence of victim-blaming attitudes, this study aims to uncover the causal mechanism through which the intensity of TikTok use influences victim-blaming attitudes among female TikTok users.

According to Sugiyono (2014), a population refers to the entire set of objects or subjects that possess specific characteristics and qualities determined by the researcher and serve as the basis for drawing research conclusions. A sample, on the other hand, represents a subset of the population. The target population of this study consists of all active female TikTok users in Indonesia who have been exposed to or have consumed content from the TikTok account @theindahgshow. This population was selected because the study specifically investigates the influence of exposure intensity to content from this account on victim-blaming attitudes through the mediating roles of empathy and the internalization of rape myths.

Based on the questionnaire data collected, the researcher established scoring criteria for each questionnaire item by following the analytical procedures below:

1. Cumulative scores were calculated by summing the scores of each questionnaire item across all

- respondents. A total of 400 respondents participated in this study.
2. Percentage scores were calculated by dividing the cumulative score of each questionnaire item by the maximum possible score and multiplying the result by 100%.
 3. Considering the number of respondents and the use of a five-point Likert scale (ranging from 1 to 5), the researcher interpreted the average score of each variable using the following calculations:
 $400 \times 1 = 400$
 4. Maximum Cumulative Score: $400 \times 5 = 2000$
 5. Minimum Cumulative Score: $400 \times 1 = 400$
 6. Maximum Percentage Score: $\frac{100\%}{500}$
 7. Minimum Percentage Score: $\frac{400}{2500} \times 100\% = 20\%$
 8. Score Range

The score range was obtained by subtracting the minimum percentage from the maximum percentage, and then dividing the result by the number of categories in the rating scale. The calculation is as follows:

$$\frac{100\% - 20\%}{5} = \frac{80\%}{5} = 16\%$$

Table 3.8. Research Score Criteria

Percentage	Classification
20% - 36%	Strongly Disagree
36% - 52%	Disagree
52% - 68%	Somewhat Agree
68% - 84%	Agree
84% - 100%	Strongly Agree

Source: Processed by the Author (2026)

Uji Normalitas

The normality test is an essential step in data analysis because it serves as a prerequisite for determining whether parametric statistical methods can be applied. A normality test is conducted to assess whether the research data are normally distributed (Sianturi, 2025). In this study, normality was examined using the Kolmogorov–Smirnov test. The interpretation of the normality test results was based on the significance value (*p*-value). The criteria used were as follows:

- a. If the significance value is greater than 0.05 ($p > 0.05$), the data are considered to be normally distributed.
- b. Conversely, if the significance value is less than 0.05 ($p < 0.05$), the data are considered to be not normally distributed.

Uji Heteroskedastisitas

The heteroscedasticity test was conducted to determine whether the variance of the residuals in the regression model remained constant across observations. A good regression model is one that is free from heteroscedasticity. If the residual scatterplot does not exhibit any systematic pattern, the regression model is considered to satisfy the assumption of homoscedasticity, indicating the absence of heteroscedasticity. In addition, one indicator of the absence of heteroscedasticity is a significance value greater than 0.05.

1. Respondent Characteristics

In this study, primary data were collected through an online questionnaire developed using Google Forms. The questionnaire was distributed to respondents who met the sampling criteria, namely women who followed the TikTok account @theindahgshow and were active TikTok users. The sample size was determined using the Slovin formula with a 5% margin of error. Based on this calculation, the study targeted a minimum sample of 400 respondents. This relatively large sample size was intentionally selected to obtain more representative data, enhance the reliability of the research findings, and minimize the potential for bias resulting from respondent ineligibility or incomplete responses. A respondent was considered valid if they completed the questionnaire in its entirety without omitting any questions and did not provide multiple responses to questions that required only a single answer. This screening process was conducted to ensure the quality of the collected data, thereby improving the accuracy and credibility of the study's findings.

RESULTS AND DISCUSSION

Primary data for this study were collected through an online questionnaire administered using the Google Forms platform. The questionnaire was distributed to respondents who met the sampling criteria, namely female users who followed the TikTok account @theindahgshow and were active users of the TikTok platform. The sample size was determined using the Slovin formula with a 5% margin of error. Based on this calculation, the study established a minimum sample size of 400 respondents. This relatively large sample size was intentionally selected to obtain more representative data, enhance the reliability of the research findings, and minimize the potential for bias arising from respondent ineligibility or incomplete responses. A respondent was considered eligible for analysis if they completed the questionnaire in full, without omitting any questions, and did not provide multiple responses to items that required only a single answer. This data-screening procedure was conducted to ensure the quality and integrity of the collected data, thereby improving the accuracy, validity, and reliability of the study's findings.

Table 4.1. Distribution of Questionnaires

Questionnaire Classification	Total
Number of Questionnaires Distributed	400
Number of Valid Questionnaires	400

Source: Processed by the Author (2026).

Based on the data presented in Table 4.1, a total of 400 questionnaires were distributed in this study. Following a thorough verification and screening process, all questionnaires were found to be valid and eligible for analysis, with no incomplete responses or responses that failed to meet the established criteria. Consequently, the entire dataset was retained and utilized as the primary data source for the subsequent analyses and interpretation of the research findings.

Respondents' Responses to the Duration Dimension

The data regarding respondents' responses to the Duration dimension of the TikTok Content Exposure variable are presented in the following table. The table provides a clear and systematic overview of the distribution of respondents' answers to the questionnaire items related to the duration of exposure to TikTok content, thereby facilitating a better understanding of the response patterns observed within the study sample.

Table 4.4. Respondents' Responses to the Duration Dimension

No Item	Statement	Response Options:					Total	Skor Ideal	Persentase	Ket.
		STS (1)	TS (2)	CS (3)	S (4)	SS (5)				
X5	I spend a considerable amount of time watching content from @theindahgshow.	14	70	142	106	67	1339	1995	67,12%	Agree
X6	I only watch content from @theindahgshow briefly.	58	106	156	69	10	1064	1995	53,33%	Somewhat Agree
X7	I frequently rewatch episodes posted on the TikTok account @theindahgshow.	16	60	142	105	76	1362	1995	68,27%	Agree
X8	The time I spend watching content from this TikTok account is very short.	73	121	118	76	11	1028	1995	51,53%	Somewhat Agree
Total Score									4793	
Ideal Total Score									7980	
Percentage of the Duration Dimension									60,06%	

Hasil Uji Normalitas

The normality test was conducted to verify whether the data distribution of the research variables followed a normal distribution. The assumption of normality is one of the essential prerequisites for regression analysis, as it ensures that the parameter estimates are unbiased and efficient. In this study, normality was assessed using the Kolmogorov–Smirnov test in JASP statistical software. The results of the normality test for the Intensity of Exposure to TikTok Content from @theindahgshow variable are presented in the following table.

Figure 4.26 Uji Normalitas Variabel X

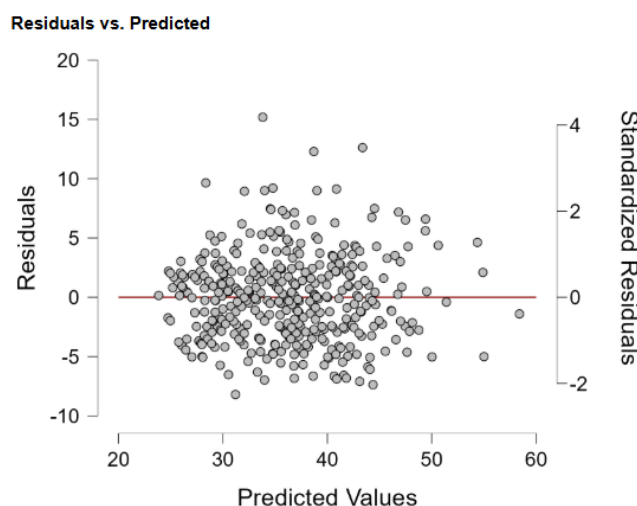
Fit Statistics		
Test	Statistic	p
Kolmogorov-Smirnov	0.05598	.163

Source: Processed by the Author (2026).

The results of the Kolmogorov–Smirnov normality test for the Intensity of Exposure to TikTok Content from @theindahgshow variable yielded a test statistic of 0.057 with a significance value (p) of 0.163. Since the significance value is greater than the commonly accepted significance level ($\alpha = 0.05$), the null hypothesis stating that the data are normally distributed is accepted. Therefore, it can be concluded that the data for the independent variable (X) are normally distributed.

Hasil Uji Heteroskedastisitas

Figure 2.30 Grafik "Residuals vs. Predicted" Uji Heterokedastisitas



Source: Processed bythe Author (2026).

To assess the assumption of heteroscedasticity, a visual inspection was conducted using a Residuals vs. Predicted Values plot. The plot showed that the residuals were randomly scattered around the horizontal reference line (residual = 0) without exhibiting any systematic pattern, such as a funnel-shaped or curvilinear distribution. The relatively random distribution of the residuals, with no tendency for the spread to increase or decrease as the predicted values increased, indicates the absence of significant heteroscedasticity in the regression model. Therefore, the assumption of homoscedasticity was satisfied.

The Effect of the Intensity of Exposure to TikTok Content from @theindahgshow on Victim-Blaming Attitudes

The findings of this study indicate that the intensity of exposure to TikTok content from @theindahgshow has a significant negative effect on victim-blaming attitudes among female TikTok users. Based on the researcher's path analysis, the intensity of content exposure significantly and negatively influenced victim-blaming attitudes, with an estimated coefficient of -0.425 and a significance level of $p < 0.001$. These results suggest that the greater the respondents' exposure to the content published by @theindahgshow, the less likely they were to engage in victim blaming toward survivors of sexual violence. Conversely, lower levels of exposure to this educational content were

associated with a greater tendency to blame victims. The descriptive analysis further supports these findings. Based on the responses of 400 respondents, the Victim-Blaming Attitudes variable obtained a total score of 18,167, representing 60.64% of the maximum possible score.

The Effect of the Intensity of Exposure to TikTok Content from @theindahgshow on Empathy

The findings of this study indicate that the intensity of exposure to TikTok content from @theindahgshow has a significant positive effect on empathy among female TikTok users. Based on the results of the path analysis, the intensity of content exposure significantly and positively influenced empathy, with an estimated coefficient of 0.453 and a significance level of $p < 0.001$. These findings suggest that the greater the respondents' exposure to the content published by @theindahgshow, the higher their level of empathy toward survivors of sexual violence.

The Effect of the Intensity of Exposure to TikTok Content from @theindahgshow on the Internalization of Rape Myths

The findings of this study indicate that the intensity of exposure to TikTok content from @theindahgshow has a significant negative effect on the internalization of rape myths among female TikTok users. Based on the results of the path analysis, the intensity of content exposure significantly and negatively influenced the internalization of rape myths, with an estimated coefficient of -0.689 and a significance level of $p < 0.001$. These findings suggest that the greater the respondents' exposure to the content published by @theindahgshow, the lower their acceptance and internalization of rape myths. Conversely, lower levels of exposure to this educational content were associated with a greater likelihood of internalizing rape myths prevalent in society.

The Effect of Empathy on Victim-Blaming Attitudes

The findings of this study demonstrate that empathy has a significant negative effect on victim-blaming attitudes among female TikTok users. Based on the path analysis, empathy significantly and negatively influenced victim-blaming attitudes, with an estimated coefficient of -0.294 and a significance level of $p < 0.001$. These results indicate that respondents with higher levels of empathy were less likely to engage in victim blaming toward survivors of sexual violence. Conversely, lower levels of empathy were associated with a greater tendency to blame victims for the violence they experienced.

The Effect of the Internalization of Rape Myths on Victim-Blaming Attitudes

The findings of this study indicate that the internalization of rape myths has a significant positive effect on victim-blaming attitudes among female TikTok users. Based on the results of the path analysis, the internalization of rape myths significantly and positively influenced victim-blaming attitudes, with an estimated coefficient of 0.297 and a significance level of $p < 0.001$. These findings suggest that the greater the respondents' acceptance and internalization of rape myths, the greater their tendency to engage in victim blaming toward survivors of sexual violence. Conversely, lower levels of rape myth internalization were associated with a reduced likelihood of blaming victims.

The Effect of the Intensity of Exposure to TikTok Content from @theindahgshow on Victim-Blaming Attitudes Through Empathy

The findings of this study indicate a significant indirect effect of the intensity of exposure to TikTok content from @theindahgshow on victim-blaming attitudes through empathy. Based on the results of the path analysis, the indirect effect mediated by empathy yielded an estimated coefficient of -0.133 with a significance level of $p < 0.001$. These findings suggest that exposure to the educational content published by @theindahgshow indirectly reduces victim-blaming attitudes by enhancing empathy among female TikTok users. This result indicates that empathy functions as a mediating variable in the relationship between the intensity of content exposure and victim-blaming attitudes.

The Effect of the Intensity of Exposure to TikTok Content from @theindahgshow on Victim-Blaming Attitudes Through the Internalization of Rape Myths

The findings of this study also demonstrate a significant indirect effect of the intensity of exposure to TikTok content from @theindahgshow on victim-blaming attitudes through the internalization of rape myths. Based on the results of the path analysis, the indirect effect mediated by the internalization of rape myths yielded an estimated coefficient of -0.204 with a significance level of $p < 0.001$. These findings indicate that exposure to the educational

content published by @theindahgshow indirectly reduces victim-blaming attitudes by decreasing the level of rape myth internalization among female TikTok users. The results further suggest that the internalization of rape myths serves as a mediating variable in the relationship between the intensity of content exposure and victim-blaming attitudes.

CONCLUSION

This study was conducted to examine the effect of the intensity of exposure to @theindahgshow's TikTok content on victim-blaming attitudes, with empathy and the internalization of rape myths serving as mediating variables among female TikTok users. Based on the results of the path analysis, the intensity of content exposure had a significant negative effect on victim-blaming attitudes. This finding indicates that the greater the respondents' exposure to the educational content published by @theindahgshow, the less likely they were to engage in victim blaming toward survivors of sexual violence. Furthermore, the intensity of content exposure had a significant positive effect on empathy and a significant negative effect on the internalization of rape myths. These findings suggest that exposure to educational content not only enhances respondents' empathy but also reduces their acceptance of rape myths.

The analysis further revealed that empathy had a significant negative effect on victim-blaming attitudes, whereas the internalization of rape myths had a significant positive effect on victim-blaming attitudes. In other words, individuals with higher levels of empathy were less likely to blame victims, while those with stronger internalized rape myths were more likely to engage in victim blaming. Moreover, the indirect effect analysis demonstrated that empathy and the internalization of rape myths functioned as partial mediators in the relationship between the intensity of content exposure and victim-blaming attitudes. Thus, the influence of educational content in reducing victim-blaming attitudes operates not only through a direct pathway but also indirectly by increasing empathy and decreasing the internalization of rape myths.

Overall, this study concludes that the educational content disseminated through the TikTok account @theindahgshow contributes to reducing victim-blaming attitudes among female TikTok users. Increased empathy and reduced internalization of rape myths constitute two important mechanisms through which exposure to educational content fosters more supportive attitudes toward survivors of sexual violence.

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