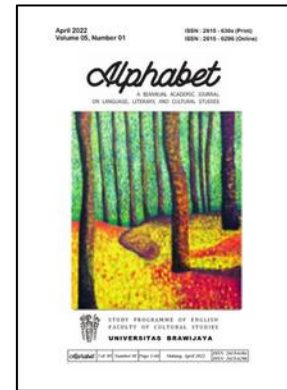


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Abstract

Internalized sexism focuses on the forms of sexist behaviour and attitudes conducted by women toward themselves and other women. This article discusses the internalized sexism on TikTok videos tagged with “Pick Me Girl” or the hashtag #PickMeGirl. It can be defined as a social media phenomenon dominated by women who always consider that they are the best in any kind of condition. As they are feeling perfect, they easily hate, insult, and compete with other women. The method used is qualitative. The data was collected by focusing on Pick Me Girl videos on TikTok and giving a critical understanding of the languages the women used in the video. This study was working within the theoretical framework of misogyny by Kate Manne and the concept of internalized sexism. This study aims to explore Pick Me Girl’s sexist behaviors and attitudes and investigate the relationship between women. The results show that Pick Me Girl on TikTok presents the ideas of beauty standard which differ among women, competition between women to get men’s attention, women’s self-objectification, and humiliation toward other women. Although the competition eventually destroys the other women, this characteristic offers pleasure to Pick Me Girl women. Internalized misogyny subsequently leads women to insult other women, hatred other women, and decrease other’s women’s values. Internalized sexism is obviously seen through their actions on social media.

Keywords: internalized sexism, Pick Me Girl behavior, social media culture, TikTok

The TikTok app was created in September 2016 as a Chinese social network and music video platform (Wijaya & Mashud, 2020, pp. 171–172). It is a platform for teenagers and adolescents to be playful, bold, and uninhibited — a welcome diversion from Instagram’s solemnity, Snapchat’s stress, and Twitter’s verbal conflict (Kennedy, 2020, p. 4). A new kind of social media known as TikTok, where users are encouraged to create creative films and contribute comments, has just

emerged. It has been a long-standing issue on social media applications, and TikTok’s ForYouPage, an algorithm that establishes a symbiotic link between user interest in trends and a way to gratify these desires, has encouraged the long-standing subject of body image dissatisfaction. When users continue to exhibit an interest in harmful body trends, the app will continue to promote this same information in an effort to keep users engaged (Korbani & LaBrie, 2021, p. 1).

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Social media is an instance of a reasonably new information technology breakthrough (Marbun et al., 2020, p. 2513). According to Kaplan and Haenlein (2010), the term “social media” refers to a collection of web-based applications that build on the conceptual and technological foundations of Web 2.0 by enabling users to create and share user-generated content. Examples of social media include magazines, internet forums, blog sites, social blogs, microblogging, forums, webcasts, photographs or visuals, and video (Sandel & Ju, 2019, p. 319). Through a process known as “construction of social power,” social media can be culturally powerful. One of the fundamental principles of social media is that you can join a “conversation” and expect to have a substantial impact on it. (Pandia, 2018, p. 20). Social media has arguably created an avenue for people to actively participate in selective exposure. People tend to favor information that supports their ideas and reject information that opposes them (Pandia, 2018, p. 22).

TikTok can be mentioned as one of popular culture this day. The term refers to any socially acquired habits and lifestyles that are learned and popularized through the media, particularly social media. The following elements of popular culture are covered in this work: linguistic styles and slang (language) (Ohiagu & Okorie, 2014, p. 96). Tik Tok is a famous application that has been effective in instilling a popular culture in young folks. It is rapidly gaining popularity due to its numerous features. More than 50 million Android users all across the world have downloaded the app so far. Because of its status as a popular culture media and a trendsetter in Indonesia, this app is engaging to investigate, and users have given it good ratings. (The Google Play Store has received a rating of more than 4 stars) (Kurniawan, 2018, p. 84). Furthermore, according to App Annie, an app analytic company, TikTok is one of the most downloaded applications, ranking 7th in all-time downloads globally in the preceding decade (*A Look Back at the Top Apps and Games of the Decade*, 2019).

Within TikTok, some phenomena have emerged, one of them is The “Pick Me Girl” which has been become a trend on the internet. It is a phrase that has been incredibly common on TikTok, generally in the form of comments or as the sole basis of a video. This trend is used to describe teenagers who have been influenced by gender norms and have ended up putting down other females in order to attract the attention of others. It is particularly hard on girls who are unique, boyish, and one-of-a-kind. Originally, the “Pick Me Girl” trend was popularized on the social media platform TikTok. Eckert stated that, according to some definitions, pick-me girls is a feminist response to certain women’s inclinations to defer to men or appeal to the male gaze. While this response may be beneficial if it were directed against the structures that contribute to these situations, it seems that the word has been used increasingly often online, resulting in cyberbullying and allegations that other women or girls are pick-me-up girls (Means, 2021, pp. 44–45). For example, they do not apply cosmetics, do not wear skirts, only listen to rock, and despise girls who embrace femininity like other girls. Although wanting attention is not necessarily harmful, it gets dangerous when you are intentionally bad-mouthing another individual. Especially at such an early age, when every girl should be struggling to break free from the sexist patterns of prior generations. It thrives on bringing other females down, as well as the very core of womanhood (Agustin, 2021, pp. 3–4; Dameron, 2021).

When we make a comparison of ourselves to others, it is possible that we do not experience a feeling of belonging to a certain group and are seeking acceptance from this group to affirm our sense of self. A “Pick Me” girl, according to one internet source, is “a person who pleads for the admiration, acceptance, and approval of a certain group in a number of ways.” Generally, it is to get the other sex’s attention, acceptance, and approval (Petkova, 2021, p. 5). Moreover, when compared to someone else, or otherwise

referred to as 'the other,' who is better, prettier, smarter, etc. (upward comparison), it can result in low self-esteem, which can lead to disorders such as depression, but it can also be motivating or serve as a desire to be the best version of oneself. On the other hand, there is the 'downward comparison,' or comparing oneself to someone who is thought to be worse than oneself (Petkova, 2021, p. 38).

Men and society as a whole treat girls and women in an inequitable manner, which is known as sexism. Sexism manifests itself in a variety of ways. On one, Women's rights are being restricted by legislation and by high-profile sexist incidents such as sexual assault, domestic abuse, sexual harassment, and workplace discrimination, as well as by legislation. Nevertheless, there are everyday instances of sexism that are part of our day-to-day encounters and relationships. One of the key aspects of sexism is that the power is unequal between the two groups (Bearman et al., 2009). Bearman et al. (2009, pp. 15–17) have shown that internalized sexism involve feelings of powerlessness and incompetence, competition between women, objectification, and invalidation and derogation.

From time to time, social media culture has developed on the internet. People create new stereotypes to describe a certain situation in social media and establish the mass popular culture within societies. Furthermore, this social media culture also held an important role in the emergence of the Pick Me Girl phenomenon, as this has become a trend in popular culture. This term has been a part of social media culture's development since it appeared for the first time in 2018 on Instagram and Twitter, until it gradually got the most attention to the public in TikTok media. Therefore, we choose TikTok as the platform to analyze the phenomena of Pick Me Girl because TikTok itself is becoming a popular application nowadays, and instilling a popular culture among societies along with the term Pick Me Girl is massively appearing on this platform.

The appearance of Pick Me Girl in social media culture, especially in TikTok, refers to the situation where someone favors their ideas to seek others' approval and attention by rejecting others' opinions and treating them as if their opinions are more important than others'. The term Pick Me Girl can be found on the TikTok app by searching for "Pick Me Girl" in the search bar or under the hashtag #pickmegirl. Because the issue expressed in the #pickmegirl content is to share experiences encountered by women without being limited by geography and time, this trend has expanded all across the world, with views topping 1.1 billion on November 18th, 2021. This phenomenon is worth investigating since it is quickly becoming one of the most pressing societal challenges of our day, and it has taken on a bad connotation among women.

The significance of the research contributes to research related to cultural studies on social media cultural phenomena, as a reference for further research developments related to internalized sexism in social media culture, both through TikTok and other social media, and identifies aspects of internalized sexism in the term Pick Me Girl contained in social media culture through TikTok.

Su et al. (2020) conducted a study on TikTok with the goal of developing the site into a self-branding platform for athletes. The popularity of TikTok may assist athletes in developing positive connections with fans, promoting sponsored content, and appealing to real fan groups. This study is different from this recent study because previous studies investigated the effect of TikTok as a tool for athletes to promote themselves, while the recent study revealed aspects of internalized sexism contained in the popular term "Pick Me Girl" in TikTok videos. The previous research related to internalized sexism has been discussed by Kira K. Means, who explained internalized sexism throughout 'The Bachelor' show on season 20. In this case, the show is about women who implicitly depict women who implicitly look down on each

other and according to Means, what is shown in the series 'The Bachelor' is common in everyday life (2021). Although the previous research had discussed internalized sexism, the research focused on internalized sexism within TV shows by comparing the implicit and the explicit of internalized sexism, while this study is focusing on the aspects of internalized sexism towards TikTok.

However, this current study has analyzed the aspects of internalized sexism within Pick Me Girl behavior on TikTok in a global context. This study attempts to find out what Pick Me Girl does and see if there is a connection between Pick Me Girl's behavior and internalized sexism in TikTok videos in different languages. Therefore, the research examined two research questions: How does the Pick Me Girl behavior reveal aspects of internalized sexism through languages in the TikTok videos?

METHOD

The method used is qualitative by using the theory of internalize misogyny and the concept of internalizes sexism. Therefore, internalized sexism and internalized misogyny are phrases that are used interchangeably (2021, p. 2). Firstly, the data was collected by focusing on Pick Me Girl videos on TikTok. Secondly, give a critical understanding to languages women used in the video by applying the theoretical framework of misogyny by Kate Manne and internalized sexism. Lastly, explaining in light of the concept of internalized misogyny and internalized sexism to the data collected and classifying the data that has been obtained, and exploring additional sources, such as previous research and theses, journal articles, expert theories, and utilizing them to support the data analysis. According to Manne, misogyny has been defined as the "law enforcement branch" of sexism, or the measures are done to guarantee that sexism's laws and expectations are upheld. Otherwise, sexism is described as the set of norms and expectations put in place to maintain a patriarchal system, which in this case refers to a system based on men's

dominance. The reason why this research used internalized sexism instead of internalized misogyny is that in this study, the result is more about action than ideology. Based on Manne (2018), it is stated that one of the many characteristics of a patriarchal regime is sexism. Sexism, she believed, rationalizes, and defends patriarchal standards, but misogyny policies and enforces patriarchal norms.

DISCUSSION

The roots that signify patriarchy's base, where male supremacy, centrism, and power are found, show a deep-rooted masculine control that is difficult to untangle or eradicate (Johnson, 2014). Women and men have significantly distinct roles and gender stereotypes in patriarchal societies, where males are expected to be strong, self-sufficient, physically masculine, and interested in science and technology, while women are expected to be infirm, emotional, fearful, or feminine (Koenig, 2018). Meanwhile, women are considered weak, sensitive, and need protection from men.

Physically, they are stronger than women, and they are considered the family's breadwinners from a financial standpoint. Women's roles are essentially limited to child care and household activities, which can be defined as the activity of doing housework that does not require much thought, as well as serving when they return home and are drained by their spouses following a day of outside work (Dewi, 2019, p. 167).

In this patriarchal environment, the stereotype of women causes a woman to be influenced by men's thoughts and domination. Whereas, men are regarded as having sensible ideas and preferring to think logically rather than emotionally, and as a result, males are regarded as being more capable of dealing with challenges in their lives. As a result, men are stereotyped as having a superior position, authority, and right to express their lives, and as a result, men are stereotyped as having a superior position, authority, and rights to express their opinion, intellect, and an ability

to think critically (Susilowati, 2021, p. 7). Unaggressive; quiet; observant; emotionally expressive; maternal; weak; hysterical; erratic (particularly during menstruation); dependent; docile; subjectivity; subservience; indecisiveness; and a lack of self-confidence are all terms used to characterize women by Johnson in Barli et al. (2017, p. 234).

This encourages women's feelings and motivations to demean their fellow genders with the aim of getting their own satisfaction through thinking and self-belief that they are not like other women or that they are the most different by demeaning their fellow gender. In this way, the Pick Me Girl's behavior manifests in a woman. A "Pick Me Girl" woman, according to one article online, is a person who pleads for the interest, respect, and acceptance of a certain group in many ways. In most situations, it is to get the other sex's notice, respect, and acceptance (Petkova, 2021, p. 5).

Moreover, the behavior of Pick Me Girl created a negative stigma among women, which led them to oppress their fellow gender as the Pick Me Girl women tried to seek validation and attention, preferably from men, by degrading their other fellows. This negative behavior of Pick Me Girl can be damaging to society, especially among women, because it could affect how they judge themselves. Pick Me Girl's behavior can also be considered bullying among women just to get higher status, especially in front of men. Moreover, this behavior could attract competition among women in order to be the center of attention within society, especially among men. In both laboratory and real-world contexts, female intrasexual competition via competitor derogation has been examined in a variety of ways (Ferguson, 2020, p. 3).

In addition, Pick Me Girl behavior can also be stated as the result of male domination. Women with Pick Me Girl behavior crave for men's attention because Pick Me Girl women used to be dominated and powered by men, so they tend to feel powerless and need men's attention. Despite the patriarchal system's

advancement of male perks and masculinity traits associated with men's control and authority, it is not always obvious that women have little or no traits such as authority, independence, dominance, and moreover, masculine characteristics, such as those exhibited by some women who exert control in sports the same as men (Barli et al., 2017, p. 235). Therefore, most of the women's behavior in Pick Me Girl described the way women tried to seek society's attention, especially from men, as the result of a patriarchal society that involved the role of men who held control over women.

Internalized Sexism through Languages used by Pick Me Girl

The Ideas of Beauty Standard which Differ Among Women

In Asian cultures, "whiteness" or possessing white skin is seen as an essential factor in the construction of feminine attractiveness. The fact that Asia was dominated by Europeans for around two centuries had a significant role in reaffirming the association between beauty and fair skin tone and complexion. During the colonial era, the colonizer belonged to the white race, while the colonized indigenous were of the dark race, lending further support to the widespread assumption that whiter complexion indicates more power and attractiveness (Rodrigo-Caldeira, 2016, p. 11). The beauty standard of women comes from how the Western created the ideal of beauty on women, which is a tall white-skinny-blond with long hair (Wulan, 2017, p. 1). This beauty standard is also applied among women in Indonesia. In the video, it is stated that to meet beauty standards in Indonesia, one must have fair skin. The woman in the video shared her experience of having a Pick Me Girl behavior case by a fellow woman. She demonstrated the event in the video using the point of view of two people. The first woman's point of view is the Pick Me Girl. The other is the victim which is a woman who

got harassed by the Pick Me Girl woman because her skin got tanned after sunbathing.

The conversation between the two women is portrayed in the video posted on June 26th, 2021 by @oppabags_id, "The Pick Me woman: *Oh My! It's crazy. Your skin is getting dark, like tanned. It makes me so envious of you, this type of skin is a foreigner men's favorite!*". However, she also said that "*tanned skin is like labor workers in my neighborhood*" (Bags, 2021). In the video, the woman was actually had already aware of the issue of this beauty standard going on in Indonesia. She stated "By the way, in Indonesia, it's some kind of beauty standard to have fair skin." This can be proven through the promotion of white people in the Indonesian mainstream media. For example, the study conducted by (Noeryani, 2008) examined the idea of beauty in Dove Indonesia advertisement messages found that despite presenting anti-racism by depicting that black hair is as stunning as colorful hair, the advertisements still promote white skin without blemishes, long flat hair, and a slender body as a representation of beauty standard by many Indonesian women.

In the video, the Pick Me Girl woman feels like she has more power by having white skin, and it is a way of accomplishing better status. The concept that skin tone influences social position is adopted by many women in the postcolonial state as a result of internalizing the belief that whites are socially favored by the majority (Wardhani et al., 2017, p. 235) As a result, not only did the Pick Me Girl woman want to be recognized as unique from the other women, but she also wanted to be treated differently from the other women as a person who holds herself to a higher standard than the others.

In this case, if the victim cannot achieve the beauty standard that has been formed in the society to have white skin. Therefore, it makes her feel incompetent as the beautiful woman in Indonesia. The feeling of powerlessness in this video is depicted when the Pick Me Girl woman asked a man to see how different her skin is from the other

woman's, "Come here. See! Is my skin already similar to hers?" This is actually a satirical speech of the Pick Me Girl woman because, from the previous conversation, she mentioned that the other woman's skin was getting dark and that it is similar to the skin of people doing labor work. However, she wanted to get the man's attention about her appearance. This could be depicted that she actually wanted to point out the very different skin tones of her and the other woman by the satire speech, such as the man's response might just point out that the Pick Me Girl is whiter and it would make her superior to the other woman.

Furthermore, it is stated in the video that the victim's response was "Please don't be like that, yours and mine are very differ-(ent)". The victim is being interrupted by the Pick Me Girl woman as suddenly she diverted the conversation to another person. On this occasion, the victim indicated the sense of powerlessness after the Pick Me Girl woman compared the skin tone between hers and the victim because she could not meet the standard of beauty in Indonesia and was bullied in front of other people. As stated by Bearman, Korobov, and Thorne that when someone feels weak, they may make claims of incompetence, which may feed into their emotions of helplessness and lead to even more impotent conduct (Bearman et al., 2009, p. 15).

Competition between Women to get Men's Attention

Bearman, et al. (2009, p. 16) explained that women are pitted against one another in a patriarchal culture because they must prove that they are immaculate and deserving of others' attention and respect. The video that showed the competition between women was posted on July 18th, 2021 by @frtshtnt22. In the video, she showed a situation where the Pick Me Girl held the most conversation that was going on (Johnten, 2021). In this video, the Pick Me Girl woman demonstrated that she was in charge of an event. The video

began with the Pick Me Girl woman demonstrating how she called over a guy to approach her and explain that she was in charge of the event as she stated, *"Yes, I am the person in charge here because I have many acquaintances here, many of my friends. So, I can handle events as simple as this, so it's natural that I was chosen to be in charge of this event."* Then, she suddenly greeted another woman in front of this man, and out of the blue, she cornered the other woman for being there physically simply because she was a K-poper. The Pick Me Girl woman had the stereotype that K-poppers usually just stay at home, crying over 'Oppa' or Korean (older) men, and will not choose to come to the kinds of events that are full of crowds. Then it could be implied that she insulted the other woman because she preferred Korean men. She also mentioned that the other women should not like men from other races and that she should like men from within their country, which is Indonesia. However, this is actually a subtle way of saying that her speech was directed towards the man since, in the video, the Pick Me Girl woman is portrayed as gazing at the man. She also said that she liked "local" as if the man were the object rather than a human being. She said that the man must like the types of women that have styles like hers, and that she is a "boyish" woman because the man's fashion style consists of dark colored mixed clothes. However, in the end, when she was suddenly forced to take the handset that was being used by the man, "What music are you listening to right now?", the music was figured out to be K-pop from a K-pop girl band, and then, the video was cut.

From this video, the Pick Me Girl felt that she wanted to appear as the best type of woman, which is "boyish" by insulting the other women's preferences over Korean men. The woman said that because she wanted to attract the man's attention. She showed interest in the man by stating they are very close friends who have known for many years, whereas when she revealed her relationship with the other woman in front of the man, she stated that they were not friends. From the

video, she was indirectly expressing her possessiveness towards the man, who they were in a very close friendship with, which lasted a long time ago. On top of that, this showed that the Pick Me Girl woman felt the other women as a threat that the men might be attracted to the woman, even though she firmly believed that the men liked the type of woman just like her. However, at the end of the video, it was discovered that the man's taste in music was the same as the woman that she insulted, namely K-pop music. Furthermore, as Michie (1992) noted, female competition appears to be a struggle for scarce resources such as preferred social positions, wanted male partners, prestige, value, and other types of social capital, and the phrases "other" and "woman" have a long history of being associated. Competitiveness shows up as malicious gossip, social exclusion, zero-sum comparisons with other women, and women tearing one another down or relegating each other to lower-status positions in order to appear or feel stronger (Bearman et al., 2009).

Individuals are more prone to comparing themselves to members of their own ingroups than members of comparably privileged outgroups (Crosby, 1976; Walker & Smith, 2002). Women are so divided by internalized sexism. Internalized sexism causes women to compete against one another rather than banding together to combat the underlying source of unfairness—sexism perpetrated by males and backed by a social authority. According to Villeval et al. (2013, p. 7), the competition winner is the individual who performs the best in comparison to those who also choose to participate in the tournament, and only one person can win. This means everyone, especially every woman, competes to be the winner. When they can be more than other women, they think they can be the winner. That is why women will do things to belittle other women or not brag so that they become the winners in a competition between other women. It is no surprise, then, that instead of competing and aggressing against men, women compete and aggress against each other (Grabe et al., 2012, p. 112).

Additionally, to get the attention and respect of men, the women compete against each other. When it comes to female competition, indirect aggression is more common than frontal aggression. Aggression can take the form of gossiping and negatively characterizing a competitor. Due to the restrictions of childbearing and caregiving, this circumstance is ascribed to a preference for relatively low-risk competition methods (Bozkur, 2020, p. 1983). For example, in the video, the first woman's point of view is a Pick Me Girl. She played a Pick Me Girl who belittles other women who like Korean culture. She claimed that she was better than that woman because she preferred local boys to Korean boys. Moreover, she also insulted the woman's appearance because she used make-up, while she only used baby powder and lip tint, because she thought that she was not a complicated woman, as she claimed to the K-popers woman. Therefore, the Pick Me Girl woman also thought that men like women like her, who do not like K-pop culture and dress up naturally.

Women's Self-Objectification

As sexism objectifies women and defines them as objects for use rather than human beings, women are put under a lot of pressure to conform to the concept of beauty. Additionally, objectification of women influences men's support of sexist attitudes, increasing male hatred against women while lowering male hostility toward males (Rollero, 2013, p. 380). Women's construction as objects stems from their tendency to view themselves through the eyes of an outside observer, and as a result, they regard themselves and other women as physical and visual objects (Bearman et al., 2009, p. 33). A few research studies have examined the factors or events that may lead to self-objectification and body surveillance (Feltman, 2018, p. 2).

The video posted on April 29th, 2021 by @lili_pusztai describes a point of view between a woman who insulted the other woman by saying a body-shaming statement,

"You're so skinny like a stick". In this case, the first woman claimed the other woman was just an object, not a human being. In response, the other woman replied, *"Ugh thanks, you're so fat like a hippo"* (Rango, 2021). The thin female ideals are largely connected with white women, who, as Dyer (1997) notes, are portrayed positively in the culture (Akinro & Mbunyuza-Memani, 2019, p. 2). As if the beauty standard of a true woman is to have an ideal body that is not too skinny or too fat. Therefore, from the video, both of the women actually treated each other as physical and visual objects to reinforce the wrong beauty standard. As a result of this pervasive experience, women internalize the observer's perspective, impeding their organization and independence, and this internalized objectified viewpoint is operationally defined as a concentration on looks (how well the body/self looks and whether it is appealing to others) instead of activity and achievement (what the body can do) (Zurbriggen, 2013, p. 191).

On the other hand, Calogero et al. (2011); Moradi et al. (2005) as stated in Bozkur, women who internalize objectification have a sexist attitude about their body. They turn to costly and harmful procedures in various fields, such as cosmetics, aesthetic surgery, and so on, to get the approval of people who objectify them. Besides, psychological problems such as body-shaming, anxiety, depression, eating disorders, etc. occur when they fail to get this approval (2020, p. 1983).

Furthermore, objectification can also be included as physical bullying, with the Pick Me Girl woman trying to feel superior to the victim, which is among fellow women, in the scope of what they have related to their body. In the video, the dialogue between two women who insults each other as the Pick Me Girl woman insulted the victim based on their body creates a wrong beauty standard. On this occasion, the Pick Me Girl woman holds her wrong opinion towards the victim and weakens the victim and triggers them to insult the Pick Me Girl woman back by saying *"you're so fat like a hippo"*. Subsequently, it

creates a hateful relationship between them. As the Pick Me Girl woman did their self-objectification, they also created the wrong beauty standard regarding body shape and weakened fellow women. Heinberg et al. (1995), as stated by Rahmani, body image problems are impacted by sociocultural variables like beauty standards, gendered norms and expectations, and the media, among others. All of these factors combined can lead to body image issues (Rahmani, 2020).

Humiliation toward other Women

The women who experienced internalized sexism tend to devalue the women's position, diminish their confidence to speak up, and invalidate their own opinion, feeling, ideas, reactions (Bearman et al., 2009, p. 20). As in the video posted October 26th, 2021 by @qinomsaurus, the invalidation depicted through the language states, *"Isn't it weird that I don't like to watch Korean dramas? I prefer psychological thrillers"* (Qinomsaurus, 2021). From the video, the woman criticized the other woman's preferences, which led to the invalidation of the woman's feelings and opinion as to why she watches Korean dramas. Drama is identified as the genre that mostly women watch as it often contains a lot of romance-related material. In relation to the research that found that dramas were traditionally seen as a 'female' genre, while thrillers were regarded as a 'masculine' genre (Dolan, 2017).

Buss (1996), (2009); Funk (2002), (2004), as stated in the Grabe et al, there is evidence that personality qualities and professional skills may also be part of the female humiliation repertoire, which invalidates the feelings and opinions of women who prefer Korean dramas over psychological thrillers because they are associated with sensitive people in the patriarchal society (2012, p. 111). Even among fellow women, humiliation is likely to happen, as in this case, the Pick Me Girl tried to invalidate their opinion while derogating other women, as if their opinion is more valid than others. They tend to weaken other women's

statements regarding a certain topic, as for example, for other women who like to watch Korean dramas, as if it is a bad thing to do. Moreover, women's intrasexual derogation may maximize harm to rivals while limiting the possibility of retaliatory aggression in terms of effectiveness (Krems, 2016). Therefore, the Pick Me Girl woman dominated the conversation as she tried to invalidate her opinion as to if what she said was valid and another woman, who is the victim, could not even argue with the Pick Me Girl woman. She humiliated the victim as if all the woman victim's arguments were invalid.

CONCLUSION

Women are considered weak, inferior, less competent, and always dependent on men in the patriarchal society. Furthermore, men's thoughts had dominated women because we are still living in a patriarchal system as well as women's activities, motivations, actions, feelings, minds, ideologies, body appearances, and roles are still centered on men as the ones hold the biggest power in the patriarchal system. Furthermore, this affected how women's lives were influenced by men's authority because they wanted to look 'fabulous', unique, very rare, and not on the same level as the other women around them in the lens of the patriarchal system. Moreover, this behavior is identified as Pick Me Girl in a woman that has been trending on social media and is becoming a popular culture within TikTok.

This behavior of Pick Me Girl women then leads to a feeling of competition among women within the patriarchal society. Additionally, the attitude of the Pick Me Girl woman pushes the feelings of the other fellow women to drop down and they will have their own satisfaction with the other women that they see are not on the same level as theirs as they want to be the number one standout in the lens of men in the patriarchal system. Based on this trending issue going on in today's culture among TikTok, which has more than one billion people in the world

interested in it, the aspects of internalized sexism are represented to make the victim of Pick Me Girl woman feel inferior in her own self and ungrateful for what she already had. Since this research utilized TikTok to see the Pick Me Girl manifestation in patriarchal society, future research could explore more in depth the Pick Me Girl identity among women, which has become a popular culture in the world through various social media or in other fields of research. Hence, because this recent study conducted a study on the social media platform TikTok, further research may identify the manifestation of internalized sexism in more detail contained in the phrase Pick Me Girl through various social media platforms other than TikTok.

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