

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *self-esteem* dengan kecenderungan *body dysmorphic disorder* pada remaja putri yang melakukan perawatan di klinik kecantikan. Hipotesis yang diajukan adalah ada hubungan negatif antara *self-esteem* dengan kecenderungan *body dysmorphic disorder* pada remaja putri yang melakukan perawatan di klinik kecantikan. Subjek dalam penelitian ini adalah 110 remaja putri yang melakukan perawatan di klinik kecantikan berusia 12-21 tahun. Alat ukur yang digunakan adalah Skala *Body Dysmorphic Disorder* dan *State Self-Esteem Scale (SSES)*. Metode analisis yang digunakan adalah korelasi *product moment*. Hasil penelitian menunjukkan bahwa terdapat hubungan yang negatif antara *self-esteem* dengan kecenderungan *body dysmorphic disorder* pada remaja putri yang melakukan perawatan di klinik kecantikan ($r = -0.592$; $p < 0,05$). Kemudian, koefisien determinasi (R^2) sebesar 0,351 berarti *self-esteem* memberikan sumbangan efektif terhadap tingginya kecenderungan *body dysmorphic disorder* sebesar 35,1% dan sisanya sebesar 64,9% dipengaruhi oleh faktor lainnya.

Kata kunci: kecenderungan *body dysmorphic disorder*, *self-esteem*.

ABSTRACT

This study is aimed to determine the relationship between self-esteem with tendency of body dysmorphic disorder (BDD) in adolescent girls doing treatment at beauty clinics. The hypothesis was proposed there was negative relationship between self-esteem with the tendency of body dysmorphic disorders in adolescent girls doing treatment at beauty clinics. Subjects in this study were 110 adolescent girls doing treatment at beauty clinics with aged 12-21 years. Measuring tool used by Body Dysmorphic Disorder Scale and State Self-Esteem Scale (SSES). The analysis method used is product moment correlation. The results showed that there was a negative correlation between self-esteem with the tendency of body dysmorphic disorders in adolescent girls doing treatment at beauty clinics ($r = -0.592$; $p < 0,05$). Then, the coefficient of determination score (R^2) is 0.351, which mean that the provide an effective contributes of self-esteem to the high tendency of body dysmorphic disorders has 35.1% and the remaining 64.9% is contributed by other factors.

Keywords: *tendency of body dysmorphic disorder, self-esteem*