

## **ABSTRACT**

*This study aims to determine the relationship social media accesing intensity with body image in adolescents. The hypothesis proposed in this study is that is a negative relationship between the social media accesing intensity with body image in the adolescents. Subjects in this study amounted to 90 people who are students of Mercu Buana University Yogyakarta which has an age range 18-21 years old. The data were collected using body image scale and social media accesing intensity. Data analysis method used by product moment pearson correlation. Based on the results of data analysis obtained a correlation of  $(r_{xy}) = -0,249$  with a significance level of  $p = 0,009$  ( $p < 0,050$ ). These results indicate that there is a significant negative relationship between social media accesing intensity with body image in adolescents The coefficient of determination ( $R^2$ ) shows that the social media accesing intensity contributes 6,2% to the body image and 93,2% comes from other factors.*

**Keywords :** *social media accesing intensity, body image, adolescents*