

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *body dissatisfaction* dengan *self-esteem* pada wanita dewasa awal. Hipotesis penelitian ini ada hubungan yang negatif antara *body dissatisfaction* dengan *self-esteem* pada wanita dewasa awal. Subjek penelitian berjumlah 100 orang wanita dewasa awal berusia 18-25 tahun. Pengumpulan data dilakukan menggunakan *Body Shape Questionnaire* dengan Skala *Self-Esteem* pada wanita dewasa awal. Teknik analisis yang digunakan adalah korelasi *Product Moment* dari Karl Pearson. Hasil penelitian menunjukkan nilai koefisien korelasi $r_{xy} = -0,311$ ($p < 0,05$). Hasil tersebut menunjukkan bahwa ada hubungan negatif antara *body dissatisfaction* dengan *self-esteem* pada wanita dewasa awal. Semakin tinggi tingkat *body dissatisfaction* pada wanita dewasa awal maka, semakin rendah tingkat *self-esteem* pada wanita dewasa awal. Peran atau sumbangsih efektif *body dissatisfaction* terhadap *self-esteem* sebesar 9,7% dan 90,3% dipengaruhi oleh faktor lain yaitu jenis kelamin, intelegensi, lingkungan keluarga, lingkungan sosial.

Kata Kunci: *Self-Esteem*, *Body Dissatisfaction*, Wanita Dewasa Awal.

ABSTRACT

This study aims to determine the relationship between body dissatisfaction and self-esteem in young adult women. The hypothesis of this study is that there is a negative relationship between body dissatisfaction and self-esteem in early adult women. The research subjects were 100 young adult women aged 18-25 years old. Data collection was carried out using the Body Shape Questionnaire with the Self-Esteem Scale in young adult women. The analysis technique used is the Product Moment Correlation from Karl Pearson. The results showed the value of the correlation coefficient is $r_{xy} = -0.311$ ($p < 0.05$). These results indicate that there is a negative relationship between body dissatisfaction and self-esteem in young adult women. The higher the level of body dissatisfaction in young adult women, the lower the level of self-esteem in young adult women. The role or effective contribution of body dissatisfaction to self-esteem is 9.7% and 90.3% is influenced by other factors such as gender, intelligence, family environment, social environment.

Keywords: Self-Esteem, Body Dissatisfaction, Young Adult Women