Abstrak

Masalah ketidakpuasan tubuh sering muncul pada remaja yang menggunakan media sosial. *Body dissatisfaction* atau ketidakpuasan tubuh dapat mucul karena tindakan *social comparison* di media sosial *instagram* . Penelitian ini bertujuan untuk mengetahui hubungan antara *social comparison* di media sosial *instagram* dengan *body dissatisfaction* pada remaja di Bantul. Subjek dalam penelitian ini berjumlah 130 responden. Pengambilan data dalam penelitian ini menggunakan skala *body dissatisfaction* berdasarkan *The Multidimensional Body Self Relation Questionnaire-Appearance Scale* (MBSRQ-AS) dan skala *social comparison*. Teknik analisis data yang digunakan adalah korelasi *product moment* dar Karl Pearson. Berdasarkan analisis data diperoleh koefisien korelasi (r) sebesar 0,732 dengan p= 0,0001 (p<0,01). Hasil tersebut menunjukkan bahwa terdapat hubungan positif yang signifikan antara *body dissatisfaction* dan social comparison pada remaja akhir di Bantul. Diterimanya hipotesis dalam penelitian ini menunjukkan koefisien determinasi (R^2) sebesar 0,536 artinya variabel *social comparison* memberikan kontribusi 53,6 % terhadap *body dissatisfaction* dan 46,4 % dipengaruhi oleh faktor lain yang tidak di teliti dalam penelitian ini.

Kata kunci : *body dissatisfaction, social comparison*, remaja akhir

Abstract

The problem of body dissatisfaction often arises in adolescents who use social media. Body dissatisfaction can arise because of social comparison actions on Instagram social media. This study aims to determine the relationship between social comparison on instagram social media with body dissatisfaction in late adolescents in Bantul. This subjects in this study were 130 respondents. The data were collected using body dissatisfaction scale based on The Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS) and social comparison scale. The data analysis technique used product moment correlation from Karl Pearson. Basedn on the result of data analysis obtained correlation coefficient (r) of 0,732 with p= 0.0001 (p<0.01). These results indicate that there is a significant positive relationship between body dissatisfaction and social comparison on late adolescents in Bantul. The acceptance of the hypothesis in this study shows that the coefficient of determination (R2) is 0.536, meaning that the social comparison variable contributes 53.6% to body dissatisfaction and 46.4% is influenced by other factors not examined in this study.

Key word : body dissatisfaction, social comparison, late adolescents