

## HUBUNGAN ANTARA *SOCIAL COMPARISON* TERHADAP *BODY DISSATISFACTION* PADA PENGGEMAR *IDOL K-POP*

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### ABSTRAK

K-pop telah menjadi fenomena global yang mempengaruhi musik, gaya hidup, fashion, dan standar kecantikan. Idola K-pop dengan tubuh langsing dan ideal dapat mempengaruhi persepsi penggemar tentang citra tubuh mereka, yang berpotensi menyebabkan *body dissatisfaction*. Hipotesis yang diajukan yaitu terdapat hubungan positif antara tingkat *social comparison* terhadap *body dissatisfaction* pada penggemar *idol K-pop*. Subjek dalam penelitian ini berjumlah 107 orang dengan karakteristik merupakan penggemar *idol K-Pop* dan dewasa awal berusia 18-40 tahun. Pengambilan sampel penelitian menggunakan teknik *purposive sampling* dengan data yang dikumpulkan menggunakan skala *social comparison* dan skala *body dissatisfaction*. Data dianalisis menggunakan korelasi *product moment*. Berdasarkan hasil analisis diperoleh koefisien korelasi ( $r_{xy}$ ) = 0,842 dengan  $p = 0,000$  ( $p < 0,05$ ). Hal ini menunjukkan bahwa terdapat hubungan positif yang signifikan antara *social comparison* dengan *body dissatisfaction* pada penggemar *idol K-Pop*, sehingga hipotesis diterima. Nilai koefisien determinan ( $R^2$ ) pada penelitian ini adalah 0,709 yang bermakna bahwa *social comparison* memiliki kontribusi sebesar 70,9% terhadap *body dissatisfaction*. Hasil penelitian ini diharapkan mampu memberikan kontribusi dalam perkembangan ilmu pengetahuan khususnya di bidang psikologi sosial-klinis.

Kata Kunci : *Social Comparison, Body Dissatisfaction, Penggemar Idol K-Pop*

**RELATIONSHIP BETWEEN SOCIAL COMPARISON TOWARDS BODY  
DISSATISFACTION IN K-POP IDOL FANS**

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**ABSTRACT**

*K-pop has become a global phenomenon that influences music, lifestyle, fashion, and beauty standards. K-pop idols with slim and ideal bodies can influence fans' perceptions of their body image, potentially leading to body dissatisfaction. The hypothesis proposed is that there is a positive relationship between the level of social comparison and body dissatisfaction in K-pop idol fans. The subjects in this study were 107 people with the characteristics of K-Pop idol fans and early adults aged 18-40 years. Research sampling using purposive sampling technique with data collected using social comparison scale and body dissatisfaction scale. Data were analysed using product moment correlation. Based on the results of the analysis, the correlation coefficient ( $r_{xy}$ ) = 0.842 with  $p = 0.000$  ( $p < 0.05$ ) was obtained. This shows that there is a significant positive relationship between social comparison and body dissatisfaction in K-Pop idol fans, so the hypothesis is accepted. The coefficient of determination ( $R^2$ ) in this study is 0.709, which means that social comparison has a contribution of 70.9% to body dissatisfaction. The results of this study are expected to contribute to the development of science, especially in the field of clinical-social psychology.*

*Keyword : Social Comparison, Body Dissatisfaction, K-Pop Idol Fans*