

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan gambaran citra diri wanita karier customer MBC Beautycare Yogyakarta. Citra diri adalah bagaimana pandangan tentang diri sendiri, baik secara fisik atau keseluruhan tentang diri sendiri, pandangan itu dapat berasal dari pendapat dan pandangan orang lain atau dari diri sendiri. Penelitian dilakukan untuk menjawab pertanyaan penelitian yaitu Bagaimana gambaran citra diri pada wanita karir customer MBC Beautycare Yogyakarta? Sampel penelitian ini sebanyak 137 orang wanita karier customer MBC Beautycare Yogyakarta. Data citra diri wanita karier diperoleh dengan cara subyek penelitian melengkapi skala citra diri sebagai alat ukur penelitian. Skala citra diri terdiri dari tiga indikator yaitu aspek fisik, aspek psikis, dan aspek sosial. Validitas internal skala citra diri berkisar dari 0,317 hingga 0,753, sedangkan nilai reliabilitas *Cronbach Alpha* nya sebesar 0,927. Data yang terkumpul dianalisis dengan tehnik statistik deskriptif. Hasil penelitian menunjukkan bahwa sebagian besar wanita karier (80%) sebagai subjek penelitian ini memiliki citra diri tinggi. wanita karier dengan citra diri tinggi yang terbanyak berasal dari wanita karier yang berprofesi TNI dan Polwan, wirausaha, juga guru dan PNS.

Kata Kunci: citra diri, wanita karier

ABSTRACTS

The aims of this study was to describe self-image of career women MBC Beautycare Yogyakarta customers. Self-image is how the view of oneself, either physically or overall about oneself, the view can come from self opinions or opinions and views from others. This research was conducted to answer the research question: How is the description of self-image in career women MBC Beautycare Yogyakarta customers? The sample of this study was 137 career women, customers of MBC Beautycare Yogyakarta. Data of career women's self-image was obtained from completing the self-image scale as a research measurement tool. The self-image scale consists of three indicators, namely physical aspects, psychological aspects, and social aspects. The internal validity of the self-image scale ranges from 0.317 to 0.753, while the Cronbach's Alpha reliability value is 0.927. The collected data were analyzed using descriptive statistical techniques. The results showed that most of the career women (80%) as the subject of this study had a high self-image. Career women with high self-image are mostly from career women who work as military and policewomen, entrepreneurs, as well as teachers and civil servants.

Keywords: self-image, career women