

**HUBUNGAN ANTARA *SOCIAL COMPARISON* DI
INSTAGRAM DAN *SELF-ESTEEM* DENGAN *BODY
DISSATISFACTION* PADA MAHASISWI FISIP UNIVERSITAS
PEMBANGUNAN NASIONAL VETERAN JAKARTA TAHUN
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Abstrak

Body dissatisfaction merupakan sikap negatif terhadap tubuh akibat adanya perbedaan persepsi antara citra tubuh yang diharapkan dengan citra tubuh yang sebenarnya. Hal tersebut dapat terjadi akibat adanya pengaruh media khususnya Instagram yang diperantarai oleh *social comparison* serta *self-esteem* yang rendah. Penelitian ini bertujuan untuk mengetahui hubungan *social comparison* di Instagram dan *self-esteem* terhadap *body dissatisfaction* pada mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Pembangunan Nasional Veteran Jakarta. Jenis penelitian ini bersifat analitik observasional dan menggunakan desain potong lintang. Alat ukur pada penelitian ini menggunakan kuesioner *Social Comparison* di Media Sosial di Instagram, *Rosenberg Self-Esteem Scale* (RSES), dan *The Multidimensional Body Self Relation Questionnaire-Appearance Scale* (MBSRQ-AS) yang telah tervalidasi. Sebanyak 97 sampel yang berada dalam rentang usia remaja akhir (17 – 20 tahun) diambil menggunakan teknik *consecutive sampling*, kemudian data di analisis menggunakan uji *chi-square*. Hasil analisis didapatkan nilai p dari *social comparison* di Instagram ($p=0.00$) dan *self-esteem* ($p=0.02$) terhadap *body dissatisfaction*. Hal ini dapat disimpulkan bahwa terdapat hubungan yang signifikan antara *social comparison* di Instagram dan *self-esteem* dengan timbulnya *body dissatisfaction*.

Kata kunci: *Body Dissatisfaction, Social Comparison, Self-Esteem, Social Media, Instagram.*

**RELATIONSHIPS BETWEEN SOCIAL COMPARISON ON
INSTAGRAM, SELF-ESTEEM AND BODY
DISSATISFACTION AMONG FEMALE STUDENTS OF THE
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN
JAKARTA IN 2020**

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Abstract

Body dissatisfaction is a negative demeanor towards one's own body which is caused by perceptual differences between expected and actual body image. It can be occurred due to media influences especially Instagram, which is mediated by social comparison, and low self-esteem. This study aims to determine relationships between social comparison on Instagram, self-esteem, and body dissatisfaction among female students of the Faculty of Social and Political Sciences Universitas Pembangunan Nasional Veteran Jakarta. This study was an analytical observational with a cross-sectional approach, and was conducted using Social Comparison on Instagram Scale, Rosenberg Self-Esteem Scale (RSES), and The Multidimensional Body Self Relation Questionnaire-Appearance Scale (MBSRQ-AS) which has been validated. A number of 97 samples who were in the range of late adolescence (17 – 20 years) were taken using consecutive sampling method then analyzed using chi-square test. The results showed that the p value of social comparison on Instagram ($p=0.00$) and self-esteem ($p=0.02$) towards body body dissatisfaction. Thus, it proves that there were significant relationships between social comparison on Instagram, self-esteem, and body dissatisfaction.

Kata kunci: Body Dissatisfaction, Social Comparison, Self-Esteem, Social Media, Instagram.