

**PENGARUH SOCIAL MEDIA ENGAGEMENT TERHADAP CITRA
TUBUH PADA WANITA DEWASA AWAL**

SKRIPSI

**Diajukan Untuk Memenuhi Salah Satu Syarat Untuk Mendapatkan
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THE INFLUENCE OF SOCIAL MEDIA ENGAGEMENT ON BODY IMAGE IN EARLY ADULT WOMEN

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ABSTRACT

The ease with which young adults can access social media as a source of exposure to ideal body types and beauty standards causes them, especially women, to experience appearance issues. This study aims to examine the influence of social media engagement on each dimensions of body image in early adult women. The research design used in this study is casual research. The respondents consisted of 415 early adult women. The sampling method used was voluntary sampling with a non- probability sampling technique. Social media engagement was measured using the Social Media Engagement Questionnaire for Adolescents (SMEQ-A) developed by Ni et al. (2020), while body image was assessed using the Multidimensional Body-Self Relations Questionnaire-Appearance Scales (MBSRQ-AS) developed by Cash (2000). Both instruments were adapted by the researcher. Data were analyzed using multivariate regression and simple linear regression, with social media engagement as the independent variable and the body image dimensions, consists of appearance orientation, appearance evaluation, overweight preoccupation, body area satisfaction, and self-classified weight, as the dependent variables. Based on the analysis results, the dimensions of appearance orientation and overweight preoccupation among early adult women showed significant effect, while the other three dimensions showed no significant effect.

Keywords: *body image, early adult women, social media engagement*

PENGARUH *SOCIAL MEDIA ENGAGEMENT* TERHADAP CITRA TUBUH PADA WANITA DEWASA AWAL

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ABSTRAK

Kemudahan dewasa awal dalam mengakses media sosial sebagai sumber paparan tubuh ideal dan kecantikan membuat mereka, khususnya wanita, mengalami masalah penampilan. Penelitian ini bertujuan untuk mengetahui pengaruh *social media engagement* terhadap masing-masing dimensi citra tubuh pada wanita dewasa awal. Desain penelitian ini adalah penelitian kausal. Responden dalam penelitian ini berjumlah 415 wanita dewasa awal. Metode pengambilan sampel yang digunakan adalah *voluntary sampling* dengan teknik *non probability sampling*. *Social media engagement* diukur menggunakan skala *Social Media Engagement Questionnaire for Adolescents* (SMEQ-A) oleh Ni dkk. (2020) dan citra tubuh diukur menggunakan skala *Multidimensional Body-Self Relations Questionnaire-Appearance Scales* oleh Cash (2000). Peneliti telah mengadaptasi kedua alat ukur. Analisis dilakukan dengan uji regresi multivariate dan regresi linear sederhana variabel *independent* yaitu *social media engagement* pada masing-masing dimensi citra tubuh yaitu *appearance orientation*, *appearance evaluation*, *overweight preoccupation*, *body area satisfaction*, dan *self-classified weight*. Berdasarkan hasil analisis, diperoleh hasil pengaruh signifikan *social media engagement* terhadap dimensi *appearance orientation* dan *overweight preoccupation* pada wanita dewasa awal, sedangkan tiga dimensi lainnya tidak berpengaruh signifikan.

Kata Kunci: citra tubuh, *social media engagement*, wanita dewasa awal