HUBUNGAN ANTARA *BODY IMAGE DISSATISFACTION* DENGAN *SELF-ESTEEM* PADA MAHASISWI ANGKATAN 2022 FAKULTAS PSIKOLOGI UNIVERSITAS DIPONEGORO

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ABSTRAK

Penggunaan media sosial contohnya adalah Instagram, memiliki fitur yang dirasa berguna bagi penggunanya dimana mereka bisa mengikuti tren mulai dari *fashion* maupun artis ternama. Seringkali pengaruh dari media sosial tersebut membuat penggunanya membandingkan penampilan diri sendiri dengan orang lain yang menyebabkan individu itu merasakan kurang percaya diri atau menurunnya *self-esteem* pengguna media sosial khususnya mahasiswi yang ditakutkan akan menimbulkan *body image dissatisfaction*. Tujuan penelitian ini adalah untuk mengetahui ada tidaknya hubungan antara *body image dissatisfaction* dengan *self esteem* mahasiswi angkatan 2022 Fakultas Psikologi Universitas Diponegoro. Hipotesis yang diajukan pada penelitian ini adalah ada hubungan negatif antara *body image dissatisfaction* dengan *self esteem* Mahasiswi Angkatan 2022 Fakultas Psikologi Universitas Diponegoro. Subjek dalam penelitian ini adalah mahasiswi angkatan 2022 Fakultas Psikologi Universitas Diponegoro yang berjumlah 80 orang. Teknik pengambilan sampel menggunakan teknik *Convenience Sampling* dengan karateristik mahasiswi angkatan 2022 Fakultas Psikologi Universitas Diponegoro yang aktif berkuliah. Hasil uji korelasi *spearman's rho* menunjukkan adanya hubungan negatif antara variabel kriterium "*Self Esteem*" dan variabel prediktor "*Body image dissatisfaction*" dengan koefisien korelasi sebesar -0.498 (p-value < 0.01) dan signifikansi 0,000 < 0,05. maka semakin tinggi tingkat *body image dissatisfaction* semakin rendah tingkat *self-esteem* yang dimiliki individu dan sebaliknya semakin rendah tingkat *body image dissatisfaction* individu maka semakin tinggi tingkat *self-esteemn*ya.

Kata kunci : *Body Image Dissatisfaction*, *Self-Esteem*, Mahasiswi.

CORRELATION BETWEEN BODY IMAGE DISSATISFACTION AND SELF-ESTEEM AMONG FEMALE STUDENTS OF THE 2022 CLASS AT THE FACULTY OF PSYCHOLOGY DIPONEGORO UNIVERSITY

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ABSTRACT

The use of social media for example is Instagram, has features that are considered useful for its users where they can follow trends ranging from fashion and well-known artists. Often the influence of social media makes users compare their own appearance with others which causes the individual to feel less confident or decreased self-esteem of social media users, especially female students who are afraid to cause body image dissatisfaction. The purpose of this study is to determine whether there is a relationship between body image dissatisfaction and self-esteem of female students class of 2022 Faculty of Psychology, Diponegoro University. The hypothesis proposed in this study is that there is a negative relationship between body image dissatisfaction and self-esteem of female students of the Class of 2022 Faculty of Psychology, Diponegoro University. The subjects in this study were 80 female students of the class of 2022 from the Faculty of Psychology, Diponegoro University. The sampling technique uses the Convenience Sampling technique with the characteristics of female students of the class of 2022 from the Faculty of Psychology, Diponegoro University who are actively studying. The results of spearman's rho correlation test showed a negative relationship between the criterium variable "Self Esteem" and the predictor variable "Body image dissatisfaction" with a correlation coefficient of -0.498 (p-value < 0.01) and significance of $0.000 < 0.05$. So the higher the level of body image dissatisfaction, the lower the level of self-esteem owned by the individual and vice versa, the lower the level of body image dissatisfaction of the individual, the higher the level of self-esteem.

Kata kunci : Body Image Dissatisfaction, Self-Esteem, Female Students.