

GAMBARAN *LOCUS OF CONTROL* PADA MAHASISWI KORBAN *BODYSHAMING* DI UNIVERSITAS MUHAMMADIYAH JEMBER

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INTISARI

Body shaming merupakan perbuatan mengkritik atau perbuatan mencela bentuk, ukuran, dan penampilan fisik orang lain. Hal ini tentunya sangat berdampak pada penilaian individu terhadap dirinya. Dalam hal ini *Locus of Control* berperan sebagai salah satu cara individu menginternalisasi, menyikapi informasi dan memberikan penilaian terhadap dirinya berdasar faktor internal dan eksternal.

Penelitian ini bertujuan untuk mengetahui gambaran *locus of control* pada mahasiswa korban *body shaming* di Universitas Muhammadiyah Jember. Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Subjek dalam penelitian ini sebanyak 200 mahasiswa di Universitas Muhammadiyah Jember dengan teknik pengambilan sampel *purposive sampling*. Pengukuran *Locus of Control* menggunakan skala Multidimensional *Locus of Control for Adults* Nowicki-Strickland yang dimodifikasi menyesuaikan dengan korban *bodyshaming*. Hasil penelitian secara keseluruhan *locus of control* mahasiswa korban *bodyshaming* di Universitas Muhammadiyah Jember berada pada kategori *locus of control eksternal* sebanyak 60,5% dimana mahasiswa di Universitas Muhammadiyah Jember cenderung memiliki *locus of control Eksternal* sehingga belum mampu mengontrol lingkungan sekitar dengan caranya dalam menghadapi *body shaming*. Sebanyak 58% mahasiswa masuk dalam kategori aspek *Supersition* yang artinya mahasiswa cenderung mempercayai bahwa adanya keberuntungan yang diberikan oleh setiap individu dan juga mempercayai bahwa sebagian benda berpengaruh dalam kehidupannya terutama benda yang berhubungan dengan kecantikan. Namun disisi lain, sebanyak 48% masuk pada kategori *useless* dimana mahasiswa belum solutif dalam menghadapi perilaku *bodyshaming*, responden mendapatkan solusi terkait *bodyshaming* berdasar pada pengalaman pribadinya saja dan tidak berusaha mencari pertolongan diluar dari dirinya.

Kata Kunci : *Bodyshaming, Locus of Control*

1. Peneliti
2. Dosen pembimbing I
3. Dosen Pembimbing II

**DESCRIPTION THE LOCUS OF CONTROL IN COLLEGE FEMALE
STUDENT OF BODYSHAME VICTIMS AT JEMBER MUHAMMADIYAH
UNIVERSITY**

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ABSTRACT

Body shaming is an act of criticizing or criticizing another person's shape, size, and physical appearance. This of course greatly affects the individual's assessment of him. In this case the Locus of Control acts as a way for individuals to internalize, respond to information and provide an assessment of themselves based on internal and external factors.

This study aims to describe the locus of control in female students who are victims of body shaming at the Muhammadiyah University of Jember. This study uses a descriptive quantitative approach. The subjects in this study were 200 female students at Muhammadiyah University Jember with purposive sampling technique. Locus of Control measurement uses the Multidimensional Locus of Control for Adults Nowicki-Strickland scale which is modified according to bodyshaming victims. The results of the study as a whole the cocus of control of female students who are victims of bodyshaming at the Muhammadiyah University of Jember are in the category of external locus of control as much as 60.5% where female students at the Jember Muhammadiyah University tend to have an external locus of control so they are not able to control the surrounding environment in the way they deal with body shaming . As many as 58% of female students are included in the Supersition aspect category, which means that female students tend to believe that luck is given by each individual and also believe that some objects have an influence in their lives, especially objects related to beauty. But on the other hand, as many as 48% fall into the useless category where female students are not yet a solution in dealing with bodyshaming behavior, respondents get solutions related to bodyshaming based on their personal experience alone and do not try to seek help outside of themselves.

Key Word : *Bodyshaming, Locus of Control*

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