

**PENGARUH INTERNALIZATION AND SOCIAL PRESSURE OF
APPEARANCE IDEALS TERHADAP BODY DISSATISFACTION PADA
REMAJA PEREMPUAN**

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INTISARI

Penelitian ini bertujuan untuk menganalisis serta mengetahui bagaimana pengaruh antara *internalization and social pressure of appearance ideals* terhadap *body dissatisfaction*. Konsep *Tripartite Influence Model* menjelaskan bahwa orang tua, teman sebaya dan media massa menjadi penyebab utama dalam berkembangnya *body dissatisfaction* pada remaja. Hal ini dapat terjadi secara langsung maupun tidak langsung melalui dua proses, dimana salah satu prosesnya adalah melalui *internalization of appearance ideals*. Metode yang digunakan pada penelitian ini yaitu kuantitatif korelasional, dengan sampel sejumlah 398 remaja perempuan yang menempuh pendidikan di Perguruan Tinggi Kabupaten Jember, dengan usia 18 – 21 tahun. Teknik sampling yang digunakan adalah *purposive sampling* dan dikumpulkan melalui media *Google Formulir*. Alat ukur yang digunakan adalah BSQ-34 (34 item, $\alpha = 0.974$) dan SATAQ-4 (22 item, $\alpha = 0.926$). Model regresi variabel internalisasi dan tekanan menunjukkan nilai F sebesar 179.976 dan 141.336 dengan signifikansi sebesar $0.000^a < 0.05$ sehingga dapat dikatakan bahwa *internalization of appearance ideals* dan *social pressure* memiliki pengaruh yang signifikan terhadap *body dissatisfaction*. Nilai R Square menunjukkan pengaruh yang diberikan *internalization of appearance ideals* terhadap *body dissatisfaction* sebesar 0.477 sedangkan *social pressure* sebesar 0.518. Hal ini berarti bahwa *internalization of appearance ideals* memiliki pengaruh yang cukup kuat dan *social pressure* memperkuat internalisasi tersebut sehingga memunculkan *body dissatisfaction*. Pada penelitian selanjutnya disarankan memperluas rentang usia dari remaja awal hingga remaja akhir dan menyertakan BMI untuk melihat perbedaan *body dissatisfaction* yang dialami remaja serta membandingkan tekanan dari agen sosial mana yang lebih dominan dalam membentuk internalisasi penampilan ideal.

Kata Kunci: *Body Dissatisfaction, Internalization of Appearance Ideals, Tekanan Keluarga, Tekanan Media Massa, Tekanan Teman Sebaya*

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

**THE INFLUENCE OF INTERNALIZATION AND SOCIAL PRESSURE OF
APPEARANCE IDEALS ON BODY DISSATISFACTION IN
ADOLESCENT GIRLS**

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ABSTRACT

This study aims to analyze and find out how the influence between internalization and social pressure of appearance ideals on body dissatisfaction. The concept of the Tripartite Influence Model explains that parents, peers and mass media are the main causes in the development of body dissatisfaction felt by adolescents. This can occur directly or indirectly through two processes, where one of the processes is through the internalization of appearance ideals. The method used in this research is quantitative correlation, with a sample of 398 adolescent girls who are studying at Jember Regency College, with the age of 18 - 21 years. The sampling technique used was purposive sampling and collected through Google Forms media. The measuring instruments used were BSQ-34 (34 items, $\alpha = 0.974$) and SATAQ-4 (22 items, $\alpha = 0.926$). The regression model of internalization and pressure variables showed an F value of 179.976 and 141.336 with a significance of $0.000a < 0.05$ so it can be said that internalization of appearance ideals and social pressure have a significant influence on body dissatisfaction. The R Square value shows the influence given by internalization of appearance ideals on body dissatisfaction is 0.477 while pressure from social agents is 0.518. This means that the internalization of appearance ideals has a strong enough influence and social pressure reinforces this internalization so that it creates body dissatisfaction. Future research is recommended to expand the age range from early adolescence to late adolescence and include BMI to see differences in body dissatisfaction experienced by adolescents and compare which pressure from social agents is more dominant in shaping the internalization of ideal appearance.

Keyword: Body Dissatisfaction, Family Pressure, Internalization of Appearance Ideals, Media Pressure, Peer Pressure

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