

HUBUNGAN ANTARA *BODY SHAME* DENGAN KEPERCAYAAN DIRI SISWA JURUSAN KECANTIKAN DAN SPA DI SMKN 1 PANJI SITUBONDO

Cattleya Lestari Puteri
Fakultas Psikologi Universitas Muhammadiyah Jember
INTISARI

Penelitian ini mengkaji hubungan antara *body shame* dan kepercayaan diri pada siswa jurusan Kecantikan dan Spa di SMKN 1 Panji Situbondo, dengan populasi 105 siswa kelas X-XII dan sampel 84 siswa yang dipilih melalui simple random sampling. Menggunakan pendekatan kuantitatif korelasional, data dikumpul melalui skala *body shame* (berbasis Gilbert, 2002; 16 item valid, reliabilitas Cronbach's Alpha 0,889) dan skala kepercayaan diri (berbasis Lauster, 1978; 17 item valid, reliabilitas 0,859), yang diuji validitasnya dengan Pearson correlation $>0,3$ via SPSS 27. Hasil menunjukkan 58% siswa mengalami *body shame* tinggi (tertinggi pada komponen negatif sosial/eksternal 63%, diikuti evaluasi diri/internal 58%), sementara 54% memiliki kepercayaan diri tinggi (tertinggi pemahaman diri 79%, berpikir positif 75%, tujuan hidup 74%, terendah cinta diri 67%). Analisis korelasi Pearson mengungkap hubungan negatif signifikan (H_0 ditolak, H_1 diterima; $p < 0,05$), di mana semakin tinggi *body shame*, semakin rendah kepercayaan diri, dipengaruhi tuntutan standar kecantikan di jurusan tersebut. Temuan ini menekankan perlunya intervensi seperti psikoedukasi dan workshop keterampilan sosial untuk membangun lingkungan inklusif, meski terbatas pada generalisasi spesifik konteks penelitian.

Kata kunci: *Body Shame*, Kepercayaan Diri, Siswa Jurusan Kecantikan

**THE RELATIONSHIP BETWEEN BODY SHAMING AND SELF-
CONFIDENCE IN BEAUTY AND SPA STUDENTS AT SMKN 1 PANJI
SITUBONDO**

Cattleya Lestari Puteri
Faculty of Psychology Muhammadiyah University of Jember

ABSTRACT

This study examines the relationship between body shame and self-confidence in Beauty and Spa students at SMKN 1 Panji Situbondo, with a population of 105 students in grades X-XII and a sample of 84 students selected through simple random sampling. Using a correlational quantitative approach, data were collected through a body shame scale (based on Gilbert, 2002; 16 valid items, Cronbach's Alpha reliability 0.889) and a self-confidence scale (based on Lauster, 1978; 17 valid items, reliability 0.859), which were tested for validity with Pearson correlation >0.3 via SPSS 27. The results showed that 58% of students experienced high body shame (the highest in the negative social/external component 63%, followed by self-evaluation/internal 58%), while 54% had high self-confidence (the highest self-understanding 79%, positive thinking 75%, life goals 74%, the lowest self-love 67%). Pearson correlation analysis revealed a significant negative relationship (H_0 rejected, H_1 accepted; $p < 0.05$), where higher body shame led to lower self-esteem, influenced by the demands of beauty standards in the major. This finding emphasizes the need for interventions such as psychoeducation and social skills workshops to build inclusive environments, although it is limited in its generalizability to the specific research context.

Keywords: Keywords: Body Shame, Self-Confidence, Beauty Students