

Peran Upward Physical Appearance Comparison Terhadap Body Dissatisfaction Pada Wanita

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Abstrak

Wanita merasakan ketidakpuasan pada tubuh lebih tinggi daripada pria salah satunya dipengaruhi oleh perbandingan tubuh dan penampilan terhadap orang yang lebih ideal. Penelitian ini mengkaji peranan *upward physical appearance comparison* terhadap *body dissatisfaction* pada wanita di Indonesia dan mengeksplorasi bagian tubuh yang lebih berkontribusi menimbulkan perasaan ketidakpuasan tubuh. Penelitian ini melibatkan 222 wanita yang merupakan WNI berusia 18—25 tahun. Metode analisis data menggunakan teknik regresi liner sederhana. Analisis menunjukan bahwa *upward physical appearance comparison* berperan dalam menimbulkan *body dissatisfaction* pada wanita di Indonesia sebesar 31,1% juga ditemukan bahwa penampilan wajah memiliki kontribusi yang paling tinggi pada ketidakpuasan tubuh.

Kata kunci: Ketidakpuasan Tubuh, Perbandingan Tubuh, Wanita

Abstract

Women feel more dissatisfied with their bodies than men, one of which is influenced by body and appearance comparison with ideal figures. This study aims to examine the relationship between upward physical appearance comparison and body dissatisfaction of women in Indonesia, and explore which part of the body contributes more to body dissatisfaction. This study involved 222 women who were Indonesian citizens aged 18—25 years. Data were analyzed by using linear regression technique and showed that upward physical appearance comparison can influence body dissatisfaction of women in Indonesia for 31,1%, and it was also found that facial appearance has the highest contribution to body dissatisfaction.

Keywords: Body Dissatisfaction, Body Comparison, Women