

Pengaruh Intensitas Media Sosial terhadap *Body Dissatisfaction* Melalui *Upward Physical Appearance Comparison* Pada Wanita Dewasa Awal

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Abstrak

Wanita dewasa awal rentan mengalami internalisasi tubuh ideal yang problematis. Media sosial, meskipun bermanfaat, dapat memicu *body dissatisfaction*. Penelitian ini (N=143) menguji model mediasi antara intensitas penggunaan media sosial dan *body dissatisfaction* dengan *upward physical appearance comparison* sebagai mediator pada wanita dewasa awal (usia rata-rata 21,99 tahun). Data dikumpulkan melalui survei daring. Hasil menunjukkan bahwa intensitas media sosial ($p<.05$) dan *upward physical appearance comparison* ($p<.001$) secara individual memiliki hubungan signifikan dengan *body dissatisfaction*. Interaksi keduanya tidak meningkatkan *body dissatisfaction* ($p=.033$). *Upward physical appearance comparison* tidak memediasi hubungan intensitas media sosial dengan *body dissatisfaction*. Namun, kedua variabel tersebut memiliki hubungan mandiri dan kuat dengan *body dissatisfaction*. Intervensi untuk mengatasi *body dissatisfaction* dapat dengan: mengurangi intensitas penggunaan media sosial.

Kata kunci: dewasa awal, media sosial, *body dissatisfaction*, *upward physical appearance comparison*

Abstract

Early adult women are susceptible to internalizing problematic ideal body images. Social media, despite its benefits, can trigger body dissatisfaction. This study (N=143) examines a mediation model between social media use intensity and body dissatisfaction, with upward physical appearance comparison as the mediator, in early adult women (mean age 21.99 years). Data was collected through an online survey. The results showed that social media use intensity ($p<.05$) and upward physical appearance comparison ($p<.001$) individually had significant relationships with body dissatisfaction. Their interaction did not increase body dissatisfaction ($p=.033$). Upward physical appearance comparison did not mediate the relationship between social media use intensity and body dissatisfaction. However, both variables had independent and strong relationships with body dissatisfaction. Interventions to address body dissatisfaction can focus on: Reducing social media use intensity Modifying upward physical appearance comparison behavior.

Keyword: early adulthood, social media, *body dissatisfaction*, *upward physical appearance comparison*