

## HUBUNGAN ANTARA PEMUJAAAN SELEBRITI DAN DUKUNGAN SOSIAL DENGAN KECENDERUNGAN GANGGUAN MAKAN PADA REMAJA PEREMPUAN DI YOGYAKARTA

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### ABSTRAK

**Latar belakang:** Gangguan makan ditandai oleh pola makan tidak sehat dan ketidakpuasan terhadap citra tubuh dan remaja perempuan menjadi kelompok paling rentan akibat tekanan sosial, salah satunya dipengaruhi pemujaan selebriti. Pemujaan selebriti dapat membentuk persepsi tubuh tidak realistis dan mendorong perilaku diet ekstrem, meskipun hasil penelitian terkait hubungannya dengan gangguan makan masih beragam.

**Tujuan:** Mengetahui hubungan antara pemujaan selebriti dan dukungan sosial dengan kecenderungan gangguan makan pada remaja perempuan di Yogyakarta.

**Metode:** Penelitian ini menggunakan desain *cross-sectional*, melibatkan 100 siswi yang dipilih secara *proportionate stratified random sampling*. Data dikumpulkan melalui kuesioner CAS-7, BSQ-34, MSPSS, EAT-26, dan NVS serta dianalisis menggunakan *Chi-Square*, *Fisher's Exact Test*, *Yates Correction*, regresi logistik, dan *Hayes' Process Macro*.

**Hasil:** Hasil penelitian menunjukkan 27% remaja memiliki pemujaan selebriti tinggi, 71% memiliki dukungan keluarga yang rendah, 78% memiliki dukungan teman yang rendah, 50% memiliki citra tubuh negatif, dan 20% memiliki kecenderungan gangguan makan. Pemujaan selebriti, citra tubuh, dan dukungan teman berhubungan signifikan dengan gangguan makan ( $p < 0,05$ ), sedangkan dukungan keluarga tidak berhubungan ( $p > 0,05$ ). Citra tubuh memediasi hubungan antara pemujaan selebriti dan dukungan sosial dengan kecenderungan gangguan makan.

**Kesimpulan:** Terdapat hubungan signifikan antara pemujaan selebriti, citra tubuh, dan dukungan teman dengan kecenderungan gangguan makan, dengan citra tubuh sebagai mediator utama. Dukungan keluarga tidak berhubungan dengan gangguan makan. Citra tubuh berperan sebagai mediator parsial antara pemujaan selebriti dan kecenderungan gangguan makan, serta mediator penuh antara dukungan sosial dan kecenderungan gangguan makan pada remaja perempuan.

Kata kunci: citra tubuh; dukungan sosial; gangguan makan; pemujaan selebriti; remaja

**THE RELATIONSHIP BETWEEN CELEBRITY WORSHIP AND SOCIAL  
SUPPORT WITH EATING DISORDER TENDENCIES AMONG ADOLESCENT  
GIRLS IN YOGYAKARTA**

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**ABSTRACT**

**Introduction:** *Eating disorders are characterized by unhealthy eating patterns and body dissatisfaction, with adolescent girls being the most vulnerable group due to social pressures, including the influence of celebrity worship. Celebrity worship can shape unrealistic body perceptions and encourage extreme dieting behaviors, although existing research on its association with eating disorders remains inconclusive.*

**Objectives:** *This study aims to examine the relationship between celebrity worship and social support with eating disorder tendencies among adolescent girls in Yogyakarta.*

**Methods:** *A cross-sectional study design was employed, involving 100 female high school students selected through proportionate stratified random sampling. Data were collected using validated questionnaires: CAS-7, BSQ-34, MSPSS, EAT-26, and NVS. Statistical analyses included Chi-Square, Fisher's Exact Test, Yates Correction, logistic regression, and mediation analysis using Hayes' Process Macro.*

**Results:** *The findings revealed that 27% of participants exhibited high levels of celebrity worship, 71% had low family support, 78% had low peer support, 50% reported negative body image, and 20% showed disordered eating tendencies. Significant associations were identified between celebrity worship, body image, peer support, and disordered eating ( $p < 0.05$ ). No significant relationship was found between family support and disordered eating ( $p > 0.05$ ). Mediation analysis indicated that body image partially mediated the relationship between celebrity worship and disordered eating tendencies and fully mediated the relationship between social support and disordered eating.*

**Conclusion:** *There is a significant relationship between celebrity worship, body image, peer support, and disordered eating tendencies, with body image serving as the key mediator. Family support showed no association with disordered eating. These findings highlight the critical role of body image in mediating the impact of celebrity influence and social support on disordered eating among adolescent girls.*

**Keywords:** *adolescent; body image; celebrity worship; eating disorder; social support*