Hubungan Intensitas Penggunaan Media Sosial Instagram Dengan Kecenderungan Body Dysmorphic Disorder
Pada Pelari Di Komunitas Lari Purwokerto
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

HUBUNGAN INTENSITAS PENGGUNAAN MEDIA SOSIAL INSTAGRAM DENGAN KECENDERUNGAN *BODY DYSMORPHIC DISORDER* PADA PELARI DI KOMUNITAS LARI PURWOKERTO

INTISARI

Latar belakang: Media sosial Instagram telah menjadi sarana populer bagi komunitas pelari untuk berbagi aktivitas olahraga dan pencapaian. Paparan berulang terhadap standar tubuh ideal yang ditampilkan di platform tersebut dapat memengaruhi persepsi tubuh dan meningkatkan risiko *Body Dysmorphic Disorder* (BDD). Kondisi ini ditandai oleh preokupasi berlebihan terhadap kekurangan fisik yang bersifat imajiner dan tidak proporsional sehingga berpotensi mengganggu kesehatan mental serta performa olahraga. Pelari sering kali memiliki motivasi mempertahankan penampilan dan bentuk tubuh tertentu, sehingga paparan intens terhadap konten kebugaran di Instagram dapat memperkuat obsesi terhadap ketidaksempurnaan tubuh.

Tujuan penelitian: Untuk mengetahui hubungan antara intensitas penggunaan media sosial Instagram dengan kecenderungan *Body Dysmorphic Disorder* pada pelari di komunitas lari Purwokerto.

Metode penelitian: Penelitian ini adalah penelitian kuantitatif dengan pendekatan potong lintang pada 124 pelari di komunitas lari Purwokerto yaitu Banyumas *Runners* dan *Fun Run* Purwokerto. Sampel penelitian diambil menggunakan teknik *convenience sampling*. Data dikumpulkan melalui kuesioner Skala Intensitas Instagram dan *Body Image Disturbance Questionnaire* (BIDQ) yang telah divalidasi. Analisis data secara bivariat menggunakan uji *Spearman's correlation*, secara multivariat dengan *regresi logistic* biner untuk mengontrol variabel perancu dengan tingkat kemaknaan yang disepakati signifikan secara statistik ($p < 0,05$).

Hasil penelitian: Terdapat korelasi positif kuat dan signifikan secara statistik antara intensitas penggunaan media sosial Instagram dengan kecenderungan BDD pada pelari (r_s = 0,608; p = 0,001). Usia berhubungan secara negatif dengan kecenderungan BDD (r_s = -0,183; p = 0,042) sedangkan riwayat *bullying* berhubungan secara positif dengan kecenderungan BDD (r_s = 0,179; p = 0,047). Hasil analisis regresi logistik biner didapatkan intensitas penggunaan media sosial Instagram (p = 0,008; B = 0,85; Exp(B) = 2,34), usia (p = 0,027; B = -0,05; Exp(B) = 0,95) dan riwayat *bullying* (p = 0,008; B = 1,20; Exp(B) = 3,32). Ketiga variabel tersebut memberikan kontribusi sebesar 60,7% terhadap munculnya kecenderungan BDD pada pelari di komunitas lari Purwokerto (Nagelkerke R^2 = 0,607).

Kesimpulan: Terdapat hubungan antara intensitas penggunaan media sosial Instagram dengan kecenderungan BDD pada pelari di komunitas lari Purwokerto.

Kata kunci: *Body dysmorphic disorder*, *body image*, instagram, komunitas lari, media sosial, pelari.

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THE RELATIONSHIP BETWEEN THE INTENSITY OF INSTAGRAM SOCIAL MEDIA USE AND BODY DYSMORPHIC DISORDER TENDENCY AMONG RUNNERS IN THE PURWOKERTO RUNNING COMMUNITY

ABSTRACT

Background: Instagram has become a popular platform for running communities to share physical activities and athletic achievements. However, repeated exposure to idealized body standards presented on this visual-based social media platform may influence body perception and increase the risk of Body Dysmorphic Disorder (BDD). BDD is characterized by excessive preoccupation with perceived physical flaws that are disproportionate or imaginary, potentially impairing mental health and athletic performance. Runners often possess strong motivations to maintain specific body shapes and appearances; therefore, intensive exposure to fitness-related content on Instagram may reinforce obsessive concerns regarding bodily imperfections.

Objective: This study aimed to examine the relationship between the intensity of Instagram social media use and the tendency toward Body Dysmorphic Disorder among runners in the Purwokerto running community.

Methods: This quantitative study employed a cross-sectional design involving 124 runners from the Purwokerto running community, specifically Banyumas Runners and Fun Run Purwokerto. Participants were recruited using convenience sampling. Data were collected using the Instagram Intensity Scale and the validated Body Image Disturbance Questionnaire (BIDQ). Bivariate analysis was conducted using Spearman's correlation test, while multivariate analysis employed binary logistic regression to control for potential confounding variables, with statistical significance set at $p < 0.05$.

Results: The results demonstrated a strong and statistically significant positive correlation between the intensity of Instagram social media use and the tendency toward Body Dysmorphic Disorder (BDD) among runners ($rs = 0.608$; $p = 0.001$). Age was negatively associated with BDD tendency ($rs = -0.183$; $p = 0.042$), whereas a history of bullying showed a positive association with BDD tendency ($rs = 0.179$; $p = 0.047$). Binary logistic regression analysis revealed that the intensity of Instagram use ($p = 0.008$; $B = 0.85$; $Exp(B) = 2.34$), age ($p = 0.027$; $B = -0.05$; $Exp(B) = 0.95$), and history of bullying ($p = 0.008$; $B = 1.20$; $Exp(B) = 3.32$) were significant predictors of BDD tendency. Collectively, these variables accounted for 60.7% of the variance in BDD tendency among runners in the Purwokerto running community (Nagelkerke $R^2 = 0.607$).

Conclusion: There is a significant relationship between the intensity of Instagram social media use and the tendency toward Body Dysmorphic Disorder among runners in the Purwokerto running community.

Keywords: Body dysmorphic disorder, body image, Instagram, runners, running community, social media.