

***THE RELATIONSHIP BETWEEN ONLINE SOCIAL SUPPORT AND BODY  
IMAGE IN ADOLESCENTS INSTAGRAM'S USER***

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***ABSTRACT***

*Adolescents are active social media user. There are various kinds of interactions that happen in social media, social support is one of them. In Instagram, the interaction between users can be giving likes, comments, and sending direct messages. Meanwhile, high school adolescents (15–18 years old) have high preoccupation toward their body image. Thus, online social support is considered to have relationship with body image in adolescents Instagram's user. The purpose of this research was to examine the relationship between online social support and adolescent's body image. The subjects of this research are adolescents who live in 4 regions; DI Yogyakarta, DKI Jakarta, Bandung, and Surabaya. Body image was measured using MBSRQ-AS (The Multidimensional Body-Self Relations Questionnaire-Appearance Scales) and online social support was measured using Social Support in Social Media Scale. The result of product moment analysis shows that online social support significantly correlated with adolescent's body image ( $r=0.261$ ,  $p < 0,05$ ), while the effective contribution of online social support toward body image was 6,8% ( $R^2=0,068$ ).*

***Keywords:*** *body image, online social support, adolescent, Instagram*

## HUBUNGAN ANTARA DUKUNGAN SOSIAL *ONLINE* DENGAN CITRA TUBUH PADA REMAJA PENGGUNA MEDIA SOSIAL INSTAGRAM

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### ABSTRAK

Remaja merupakan pengguna aktif media sosial. Bentuk interaksi dalam media sosial dapat bermacam-macam. Salah satunya dalam bentuk dukungan sosial. Dalam media sosial Instagram, interaksi antarpengguna dapat berupa *likes*, komentar, dan *direct message*. Sementara itu, remaja usia SMA (15—18 tahun) memiliki perhatian yang tinggi terhadap citra tubuhnya. Dukungan sosial *online* dianggap memiliki hubungan dengan citra tubuh remaja pengguna media sosial Instagram. Penelitian ini bertujuan untuk menguji hubungan antara dukungan sosial *online* dengan citra tubuh remaja. Subjek penelitian mencakup remaja dari empat wilayah yaitu DI Yogyakarta, DKI Jakarta, Bandung, dan Surabaya (n=150). Citra tubuh diukur menggunakan skala MBSRQ-AS dan dukungan sosial *online* diukur menggunakan skala Dukungan Sosial dalam Jejaring Sosial. Analisis dengan teknik korelasi *product moment* menunjukkan hasil signifikan ( $r = 0,261$ ,  $p < 0,05$ ) dengan sumbangan efektif sebesar 6,8% ( $R^2 = 0,068$ ).

**Kata kunci** : citra tubuh, dukungan sosial *online*, remaja, Instagram