

**BEAUTY IN DISTRESS: BODY DISSATISFACTION AND SELF-ESTEEM IN FEMALE BEAUTY PAGEANT CONTESTANTS AND NON-CONTESTANTS**

Abstract

This study examined if self-esteem in women who were beauty pageant contestants differed from that of non contestants, and whether self-esteem was affected by their body dissatisfaction. Participants were 144 young women: 72 beauty pageant contestants and 72 non-contestants, who participated via online survey. Self-esteem was measured by an adaptation of State Self-Esteem Scale (SSES, Cronbach's Alpha = .898), while body dissatisfaction was measured using the body dissatisfaction scale (Cronbach's Alpha = .956). Results of linear regression showed that body dissatisfaction and participation in beauty pageants significantly predicted self-esteem in negative direction. Compared to non-contestants, beauty pageant contestants reported higher body dissatisfaction ( $M = 127.36$ ,  $SD = 14.61$ ),  $t(2, 141) = -8.651$ ,  $p < .001$ , and lower self-esteem ( $M = 41.36$ ,  $SD = 10.72$ ),  $t(2, 141) = 8.105$ ,  $p < .001$ .

*Keywords:* self-esteem, body dissatisfaction, beauty pageant.

**KETIDAKPUASAN TERHADAP BENTUK TUBUH DAN *SELF-ESTEEM* PADA WANITA KONTESTAN KONTES KECANTIKAN DAN NON-KONTESTAN**

Intisari

Penelitian ini melihat apakah *self-esteem* pada wanita yang pernah menjadi kontestan dalam kontes kecantikan berbeda dengan non-kontestan, dan apakah *self-esteem* dipengaruhi oleh ketidakpuasan terhadap bentuk tubuh. Partisipan adalah 144 wanita muda: 72 kontestan kontes kecantikan dan 72 non-kontestan, yang berpartisipasi melalui survei *online*. *Self-esteem* diukur dengan *State Self-Esteem Scale* (SSES, Alpha Cronbach = .898) yang telah dialihbahasakan, sementara ketidakpuasan terhadap bentuk tubuh diukur dengan skala ketidakpuasan terhadap bentuk tubuh (Alpha Cronbach = .956). Hasil dari regresi linier menunjukkan bahwa ketidakpuasan terhadap bentuk tubuh dan partisipasi dalam kontes kecantikan secara signifikan memprediksi *self-esteem* pada arah yang negatif. Dibandingkan dengan non-kontestan, kontestan kontes kecantikan melaporkan ketidakpuasan terhadap bentuk tubuh yang lebih tinggi ( $M = 127.36$ ,  $SD = 14.61$ ),  $t(2, 141) = -8.651$ ,  $p < .001$ , dan *self-esteem* yang lebih rendah ( $M = 41.36$ ,  $SD = 10.72$ ),  $t(2, 141) = 8.105$ ,  $p < .001$ .

Kata kunci: *self-esteem*, *body dissatisfaction*, *beauty pageant*.