

ABSTRAK

Firmanna, R. 2026. Hubungan antara *Body Image* dan Perilaku Penggunaan *Makeup* pada remaja putri. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara *body image* dan perilaku penggunaan *makeup* pada remaja putri. Hipotesis yang diajukan dalam penelitian ini adalah terdapat hubungan negatif antara *body image* dan perilaku penggunaan *makeup* pada remaja putri, serta terdapat hubungan antara masing-masing dimensi *body image*, meliputi *Appearance Evaluation* (AE), *Appearance Orientation* (AO), *Overweight Preoccupation* (OP), *Self-Classified Weight* (SCW), dan *Body Areas Satisfaction* (BAS) dengan perilaku penggunaan *makeup* pada remaja putri. Terdapat 186 responden dalam penelitian ini, dengan kriteria: remaja putri pada rentang usia 18 hingga 22 tahun yang berstatus sebagai mahasiswa aktif dan pernah menggunakan setidaknya satu hingga dua produk *makeup*. Dalam penelitian ini, *body image* dan perilaku penggunaan *makeup* diukur menggunakan skala yang disusun mandiri oleh peneliti. Penyusunan skala *body image* mengacu pada kelima dimensi MBSRQ-AS milik Cash, sedangkan skala perilaku penggunaan *makeup* mengacu pada instrumen *Cash Cosmetic Use Inventory* (CCUI). Skala *body image* menunjukkan reliabilitas yang baik pada setiap dimensinya dengan nilai *Cronbach's alpha*, *Appearance Evaluation* ($\alpha = 0.893$), *Appearance Orientation* ($\alpha = 0.786$), *Overweight Preoccupation* ($\alpha = 0.909$), *Self-Classified Weight* ($\alpha = 0.907$), *Body Areas Satisfaction* ($\alpha = 0.779$), sedangkan skala perilaku penggunaan *makeup* memiliki reliabilitas *Cronbach's alpha* 0.929. Analisa data dilakukan menggunakan *Spearman's rho* karena data tidak terdistribusi normal, dengan fokus pada hubungan antara masing-masing dimensi *body image* dengan perilaku penggunaan *makeup*. Hasil penelitian menunjukkan bahwa dimensi AO dan OP memiliki hubungan positif dan signifikan dengan perilaku penggunaan *makeup*. Koefisien korelasi AO sebesar .626 ($p = .000$) dan OP sebesar .299 ($p = .000$), sedangkan ketiga dimensi lainnya tidak menunjukkan hubungan yang signifikan. Dari hasil tersebut dapat disimpulkan bahwa perilaku penggunaan *makeup* pada remaja putri secara spesifik lebih dipengaruhi oleh perhatian terhadap penampilan dan kekhawatiran terhadap berat badan.

Kata Kunci: *body image*, *appearance orientation*, *overweight preoccupation*, perilaku penggunaan *makeup*, remaja putri.

ABSTRACT

Firmanna, R. 2026. The Relationship between Body Image and Makeup Usage Behavior among Adolescent Girls. *Thesis*. Yogyakarta: Psychology, Psychology Faculty, Sanata Dharma University.

This study aimed to examine the relationship between body image and makeup use behavior among late adolescent girls. The hypothesis proposed a negative relationship between body image and makeup use behavior, as well as relationships between each dimension of body image, including Appearance Evaluation (AE), Appearance Orientation (AO), Overweight Preoccupation (OP), Self-Classified Weight (SCW), and Body Areas Satisfaction (BAS) and makeup use behavior. The study sample comprised 186 female student respondents aged 18-22 who had experience using and were currently using at least one to two makeup products. In this study, body image and makeup use behavior were measured using scale independently developed by the researcher. The body image scale was based on the reference of five dimensions of Cash's Multidimensional Body-Self Relations Questionnaire-Appearance Scales (MBSRQ-AS), while the makeup use behavior scale was based on the reference of Cash Cosmetic Use Inventory (CCUI). The body image scale showed satisfactory internal consistency across all dimensions, with Cronbach's alpha coefficients for Appearance Evaluation ($\alpha = 0.893$), Appearance Orientation ($\alpha = 0.786$), Overweight Preoccupation ($\alpha = 0.909$), Self-Classified Weight ($\alpha = 0.907$), Body Areas Satisfaction ($\alpha = 0.779$), and the makeup use behavior scale had a Cronbach's alpha of 0.929. The data were analyzed using Spearman's rho due to non-normal distribution, focusing on the relationship between each body image dimension and makeup use behavior. The results indicated that AO and OP had significant positive relationships with makeup use behavior, with correlation coefficients of AO: $r = .626$ ($p = .000$) and OP: $r = .299$ ($p = .000$), while the other three dimensions showed no significant relationship. These results suggest that makeup use behavior among late adolescent girls is particularly influenced by attention to appearance and concern about body weight.

Keywords: *body image, appearance orientation, overweight preoccupation, makeup use behavior, late adolescent girls*