

ABSTRAK

Anggraini, H.N. (2026). Hubungan antara Intensitas Penggunaan Media Sosial dengan *Body Image* pada Individu Dewasa Awal. Skripsi. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma

Penelitian ini bertujuan untuk mengetahui hubungan antara intensitas penggunaan media sosial dengan *body image* pada individu dewasa awal. Hipotesis dari penelitian ini adalah terdapat hubungan antara intensitas penggunaan media sosial dengan *body image*. Sampel penelitian berjumlah 162 partisipan usia 18–35 tahun yang dipilih secara *convenience* dan diambil melalui kuesioner online. Instrumen meliputi Skala Intensitas Penggunaan Media Sosial (30 item, $\alpha = 0,862$) dan Skala *Body Image* adaptasi MBSRQ (34 item, $\alpha_{strat} = 0,889$). Analisis data meliputi uji normalitas, linearitas, dan uji korelasi Spearman's Rho karena data tidak berdistribusi normal. Hasil penelitian menunjukkan adanya hubungan positif dan signifikan antara intensitas penggunaan media sosial dan *body image* ($r = 0,256$, $p = 0,001$), namun koefisien korelasi termasuk kategori lemah. Sebagian besar partisipan berada pada kategori intensitas penggunaan media sosial sedang (71,6%) dan *body image* sedang (75,3%). Temuan ini mengindikasikan bahwa semakin tinggi intensitas penggunaan media sosial, semakin tinggi pula penilaian terhadap tubuh (*body image*) pada individu dewasa awal, tetapi pengaruh media sosial bersifat terbatas sehingga terdapat kemungkinan faktor lain turut mempengaruhi *body image*.

Kata kunci: *Body Image*, Dewasa Awal, Intensitas Penggunaan Media Sosial

ABSTRACT

Anggraini, H.N. (2026). The Relationship between the Intensity of Social Media Use and Body Image in Early Adults. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University

This study aims to determine the relationship between the intensity of social media use and body image in early adulthood. The hypothesis of this study is that there is a relationship between the intensity of social media use and body image. The study sample consisted of 162 participants aged 18–35 years who were selected conveniently and collected through an online questionnaire. The instruments included the Social Media Use Intensity Scale (30 items, $\alpha = 0.862$) and the Body Image Scale adapted from the MBSRQ (34 items, $\alpha = 0.889$). Data analysis included normality, linearity, and Spearman's Rho correlation tests because the data were not normally distributed. The results showed a positive and significant relationship between the intensity of social media use and body image ($r = 0.256$, $p = 0.001$), but the correlation coefficient was categorized as weak. Most participants were in the moderate intensity of social media use (71.6%) and moderate body image (75.3%). These findings indicate that the higher the intensity of social media use, the higher the assessment of body image in early adulthood, but the influence of social media is limited so there is a possibility that other factors also influence body image.

Keywords: *Body Image, Early Adulthood, Intensity of Social Media Use*