

Hubungan antara *Body Shaming* dengan *Self-Confidence* pada remaja perempuan di SMA Swasta Kalam Kudus Medan

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ABSTRAK

Penelitian bertujuan untuk mengetahui adanya hubungan antara *body shaming* dengan *self-confidence* pada remaja perempuan di SMA Swasta Kalam Kudus Medan. Hipotesis dalam penelitian ini yaitu adanya hubungan negatif antara *body shaming* dengan *self-confidence* pada remaja perempuan di SMA Swasta Kalam Kudus Medan. Subjek penelitian yang digunakan dalam penelitian ini berjumlah 75 remaja perempuan yang mengalami perilaku *body shaming* dengan menggunakan teknik *purposive sampling*. Penelitian ini menggunakan metode kuantitatif, dengan menggunakan skala *body shaming* 48 butir dan skala *self-confidence* 48 butir. Uji asumsi yang digunakan terdiri dari uji normalitas dan uji linieritas. Data di analisis menggunakan uji korelasi *pearson product moment* dengan SPSS versi 20.0 for Windows. Hasil analisis data menunjukkan adanya hubungan positif antara *body shaming* dengan *self-confidence* pada remaja perempuan di SMA Swasta Kalam Kudus Medan dengan koefisien korelasi *Pearson Correlation* sebesar $r = 0.772$ dengan Sig sebesar 0.000 ($p < 0.05$). Hasil penelitian ini menunjukkan bahwa sumbangan efektif yang diberikan variabel *body shaming* terhadap *self-confidence* sebesar 59,6 persen dan sisanya 40,4 persen dipengaruhi oleh faktor lain yang tidak diteliti. Dari hasil penelitian ini dapat ditarik kesimpulan bahwa hipotesis penelitian adanya hubungan negatif antara *body shaming* dengan *self-confidence* di tolak.

Kata Kunci : *Body Shaming, Self-Confidence, Remaja Perempuan*

ABSTRACT

This study aims to determine the relationship between body shaming and self-confidence in adolescent girls at the Kalam Kudus Private High School Medan. The hypothesis in this study is that there is a negative relationship between body shaming and self-confidence in adolescent girls at the Kalam Kudus Private High School Medan. The research subjects used in this study amounted to 75 female teenagers who experienced body-shaming behavior by using the purposive sampling technique. This study uses a quantitative method, using a body-shaming scale of 48 items and a self-confidence scale of 48 items. The assumption test used consists of a normality test and linearity test. The data were analyzed using the Pearson product-moment correlation test with SPSS version 20.0 for Windows. The results of data analysis showed that there was a positive relationship between body shaming and self-confidence in adolescent girls at the Kalam Kudus Private High School Medan with a Pearson Correlation coefficient of $r = 0.772$ with a Sig of 0.000 ($p < 0.05$). The results of this study indicate that the effective contribution given by the body-shaming variable to self-confidence is 59.6 percent and the remaining 40.4 percent is influenced by other factors not examined. From the results of this study, it can be concluded that the research hypothesis that there is a negative relationship between body shaming and self-confidence is rejected.

Keywords: *Body Shaming, Self-Confidence, Adolescent Girls*