

The Relationship Between Self-Esteem And Body Image In Female College Students

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ABSTRACT

This study aims to examine the relationship between self-esteem and body image among female college students. The subjects in the study were 50 senior students who had completed their theses. Data were collected using a body image scale and a self-esteem scale. A Likert scale with four response alternatives was employed. The research data obtained were then analyzed using the Pearson Correlations product-moment correlation technique. The data analysis results indicate a very significant positive relationship between self-esteem and body image with a correlation coefficient (r) of 0.549 and a significance level (p) of 0.000. The conclusion of this study is that there is a very significant positive relationship between the self-esteem and body image of female college students. The higher the self-esteem of the students, the higher their body image, and conversely, the lower the self-esteem of the students, the lower their body image.

Keywords: Body Image, Self-Esteem, Female College Student.

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INTRODUCTION

Women inherently want to always appear beautiful and attractive. Beauty in real life is always associated with the characteristics of women. Theoretically, beauty is born from human perception (Hidayati, 2010). Perfect beauty is indeed desired by every woman worldwide, from the young to the old; women always strive to remain beautiful.

According to a 2017 study conducted by the market research institution Sigma Research, men's perception of beauty is something related to physical conditions, such as clear skin, a slim body, a well-defined nose, or charming eyes; rarely do they mention that a beautiful woman is one who is friendly or intelligent. Every woman has an ideal image of the body they desire. Women tend to be more attentive to their physical appearance. The image and perception of physical appearance is what is called body image (Ildil, Denich, & Ilyas, 2017).

Body image and self-esteem are interrelated based on factors that influence body image, including age, gender, mass media, interpersonal relationships, and personality. Personality is particularly related to self-esteem. Self-esteem is an aspect of personality (Gunarsa, 2009). Self-esteem affects an individual's body image because there are two components: self-competence and self-liking, which can influence an individual's thinking to accept their physical condition and evaluate what they have acquired in order to create a positive

body image. Additionally, personality factors related to self-esteem can affect body image. With high self-esteem, a person can evaluate their body positively, while a person with low self-esteem tends to evaluate their body negatively.

Cash and Pruzinsky (2002) revealed that self-esteem is very important in relation to the development of body image. Individuals with high self-esteem will develop a positive evaluation of their bodies, whereas individuals with low self-esteem will enhance their negative body image. Based on the description above, the researcher is interested in examining whether there is a relationship between self-esteem and body image in female students.

METHOD

The method used in this research employs a quantitative approach. The measurement tool used is a scale. According to Azwar (2017), a scale is a set of statements designed to reveal specific attributes through responses to those questions. The research subjects are senior-level female students. The research sample comprises 50 female students. The sampling technique used is cluster random sampling, which is a sampling method that selects clusters representing the population rather than individual subjects (Hadi, 2015).

Data analysis in this research includes assessing the validity and reliability of the instruments, namely, the Body

Image Scale and the Self-Esteem Scale. The analysis technique used in this research is the product-moment correlation analysis. Before conducting the research analysis, preliminary

assumptions are tested, including tests for normality and linearity. The research scales are as follows:

Table 1. Body Image Scale Blueprint

No	Aspect	Item		Σ	Weight %
		Favourable	Unfavourable		
1.	Appearance Evaluation	6	2, 11, 18	4	20%
2.	Appearance Orientation	7, 16	3, 12	4	20%
3.	Body Area Satisfaction	8	4, 13, 19	4	20%
4.	Overweight Preoccupation	1, 9	5, 14	4	20%
5.	Self-Classified Weight.	10, 17	15, 20	4	20%
Total		8	12	20	100%

Table 2. Self-Esteem Scale Blueprint

No	Aspect	Item		Σ	Weight %
		Favourable	Unfavourable		
1.	Self-Acceptance	1, 5, 9	2, 6, 10	6	60%
2.	Self-Respect	3, 7	4, 8	4	40%
Total		5	5	10	100%

RESULTS AND DISCUSSION

Results

Tabel 3. Normality Test

Variable	Sig(p)	Description
Self-Esteem	.354	Normal Distribution
Body Image	.653	Normal Distribution

Based on the results of the normality test in the table, it is known that the data distribution of the self-esteem variable has p value = 0.354 ($p > 0.05$), indicating that the self-esteem

variable has a normal distribution. The data distribution of the body image has p value = 0.653 ($p > 0.05$), indicating that the body image variable has a normal distribution.

Tabel 4. Linearity Test

Variable	F Linearity	Sig(p)	Description
Body Image*Self-Esteem	21.020	.000	Linear

Based on the results of the linearity test in the table between the self-esteem variable and body image, the linearity F value is 21.020 with a significance level (p) of 0.000 ($p < 0.05$), which means there is a linear relationship or forms a straight line between the two variables. Since it is less than 0.05, it can

be stated that the relationship between the two variables, self-esteem and body image, is linear.

Tabel 5. Hypothesis Test

Variable	Correlations	Sig(p)	Description
Body Image*Self-Esteem	0,549	.000	The Hypothesis is Accepted

Based on the analysis, it is known that there is a highly significant positive relationship between self-esteem and body

image in female students with a correlation coefficient of 0.549 and a significance level (p) of 0.000.

Discussion

Based on this research, it means that self-esteem is quite important in influencing the body image of senior female students. High self-esteem will shape a high body image, which is in line with the research conducted by Gupta (2012), who

stated that if the self-esteem of students and female students is low, it will be followed by a low body image. Therefore, it is necessary to build high self-esteem, as found in his dissertation research, that high self-esteem will also shape a high body image.

Body image and self-esteem are interconnected based on factors influencing body image, such as age, gender, media, interpersonal relationships, and personality. In this case, personality, especially self-esteem, is one of the crucial factors to consider in influencing the body image of female students. This aligns with the results of Qaisy's research (2017) that body image is an essential part of personality, which can be seen from how individuals view their bodies, the influence of societal environment, culture, and personal experiences affecting the individual's body image. Self-esteem is a critical factor in shaping a positive body image for women. Positive self-esteem will shape a positive perception with positive feelings about their body shape. Bortamuly (2017) stated that satisfaction and

self-esteem are essential factors among women. Physical changes during developmental stages can cause both positive and negative feelings about their bodies. If positive self-esteem is developed, it will lead to satisfaction and positive feelings about one's body shape.

Individuals' gratitude for their body shape also contributes to positive feelings, thus creating a positive body image. In this study, high self-esteem will also shape a high body image. Cash & Pruzinsky (2002) emphasized that self-esteem is highly related to the development of body image. Individuals with high self-esteem will develop a positive evaluation of their bodies, while those with low self-esteem will enhance negative body image.

CONCLUSION

Based on the discussion above, it can be concluded that there is a highly significant positive relationship between self-esteem and body image in senior female students.

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