

## Relationship between Intensity of Instagram Use and Body Image In Adolescents

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### Abstract

Information technology in the era of globalization is developing rapidly in people's lives. One of the social media that is popular, especially among teenagers and is widely accessed on smartphones, is Instagram. The use of social media Instagram has a negative impact so that it can worsen body image. This research aims to determine the relationship between the intensity of Instagram use and body image in adolescents. This research uses quantitative methods and sampling is carried out using proportionate stratified random sampling technique. The total population is 190 students at Beringin Ratu High School. The sample size was 78 students. The data analysis method used is Pearson product moment correlation with computer assistance, namely using statistical packages for social science (SPSS) 21.0 for Windows release. The results of data analysis show a correlation ( $r$ ) of  $-0.390$  with  $p = 0.000$  ( $p < 0.05$ ). This proves that there is a relationship between the intensity of Instagram use and body image and it has a negative direction. The higher the intensity of Instagram use, the more negative the level of body image and vice versa, so the hypothesis proposed by the researcher is accepted.

**Keywords** intensity of instagram use, body image, teenagers.

### INTRODUCTION

The existence of information technology, especially during the era of globalization, is growing rapidly in society (Juwita in Pratama and Parmadi, 2019). The emergence of technology has encouraged various conveniences for humanity, including with the internet everything from interaction, entertainment to fulfilling needs can be done (Soliha in Pratama and Parmadi, 2019). Riyanti (in Pratama and Parmadi, 2019) explains that the impact of internet use can be seen through the emergence of social media. In summary, social media is understood as a tool facilitated by the internet which is useful in connecting communication without limitations. Social media is defined as a forum for users that focuses on developing existence and bridging interaction and collaboration in carrying out life activities.

In the second quarter of 2020, Sensor Tower as a company engaged in research in the field of global economic application intelligence recorded the ranking of the most famous social media in the world which resulted in the following: Tik Tok, Facebook, Instagram, Snapchat, and Likee (We Are Social in Kuncorojati 2020 ).

Arbi and Dewi (2017), stated that Instagram is one of the most popular applications that is widely accessed among teenagers. Rosdiana (in Arbi and Dewi, 2017) also said that Instagram is a service that makes it possible to share someone's moments through photo media which can be modified according to wishes and then distributed in cyberspace.

Fardouly, Willberger, & Vartanian (in Maurilla and Suarya, 2019) Instagram can have a negative impact on users, namely in the form of receiving negative perceptions of their



physical appearance if they access the application for at least 30 minutes per day. Another influence that most often arises is the development of standards of beauty/handsomeness which require individuals to achieve certain criteria to be considered attractive by comparing them to other individuals.

The initial survey regarding the intensity of Instagram use was carried out by researchers, precisely on Friday, November 20 2020. In this survey, samples were taken from teenagers aged 15-18 years who had Instagram accounts, a sample of 20 people who studied at Beringin Ratu High School. Based on the survey results, the results obtained were 50% (10 people), namely the duration of teenagers in one access to social media can spend > 2 hours, while 50% (10 people), namely the duration of teenagers in one access to Instagram social media can spend < 2 hours . Meanwhile, 31.25% (6 people) where teenagers have a frequency of using Instagram > 4 times/day, while 68.75% (14 people) where teenagers have a frequency of using Instagram < 4 times/day.

**Table 1. Intensity of Instagram Use among Adolescents**

| No | Description | Percentage                        |                                     |
|----|-------------|-----------------------------------|-------------------------------------|
| 1  | Duration    | >2 hours                          | <2 hours                            |
|    |             | 50% (10 people)<br>> 2 hours      | 50% (10 people)<br>< 2 hours        |
| 2  | Frequency   | >4 times/day                      | <4 times/day                        |
|    |             | 31.25% (6 people)<br>>4 times/day | 68.75% (14 people)<br>< 4 times/day |

According to Santrock (in Ifdil, Denich, and Ilyas, 2017) in adolescence, symptoms of change often appear in the self, including psychological, physical, biological, cognitive and emotional aspects. Based on these developments, through the Instagram application, teenagers will tend to obtain information in visual form that is easier to digest, thereby making it easier to create an ideal image of the teenage body. Teenagers are also given the opportunity to be supported by easy access to social media. The information obtained about ideal or proportional body shape is directly proportional to the intensity of social media access (Brahmini & Supriyadi, 2019). This means that the longer teenagers are exposed to social media content, the greater the potential for being influenced by ideal standards that are indirectly set. This convenience can influence the changes that occur in a person's mind.

Adolescents in the 15-18 year age interval have a tendency to change emotionally, cognitively, thinking, perspective and logically over time spent with other peers (Steinberg in Denich and Ifdil, 2015). Santrock (in Denich and Ifdil, 2015) explains that the process of changing body functions (physical, biological, social, emotional changes) which includes changes in the individual has the potential to occur in adolescence.

A negative body image can result in negative disorders that give rise to behavior such as eating disorders, depression, and even extreme actions such as self-harm or suicide (Pompili, Girardi, Tatarelli, Ruberto and Tatarelli in Rozika and Ramadhani, 2016).

The initial survey was conducted by researchers on Friday, November 20 2020. In this survey, samples were taken from teenagers aged 15-18 years, a sample of 20 people who attended Beringin Ratu High School. Based on the results of a survey on body image, it was found that evaluating appearance by paying attention to skin health every day 75% answered yes, 20% answered no, and 5% answered no. Appearance orientation by paying attention to the neatness of clothes, 85% answered yes, and 15% answered no. Satisfaction with body parts such as being happy with the shape of the face, 75% answered yes, 20% answered no, and 5% answered no. Anxiety about becoming fat by maintaining an ideal body weight was 35% who answered no, and 65% answered yes. Categorization of body size by liking the waist size of those who answered yes was 60%, and 40% answered no. The average score obtained was 3.6. Based on the average score, there were 8 people who had a score below 3.6 so that 8 students out of 20 high school students had a medium body image.

**Table 2. Body Image in Adolescents**

| No | Description                  | Percentage of answers |                    |                  | Total |
|----|------------------------------|-----------------------|--------------------|------------------|-------|
|    |                              | Yes                   | No                 | No answer %      |       |
| 1  | Evaluate appearance          | 75%<br>(15 people)    | 20%<br>(4 people)  | 5%<br>(1 person) | 100%  |
| 2  | Appearance orientation       | 85%<br>(17 people)    | 15%<br>(3 people)  | -                | 100%  |
| 3  | Satisfaction with body parts | 75%<br>(15 people)    | 20%<br>(4 people)  | 5%<br>(1 person) | 100%  |
| 4  | Anxiety about getting fat    | 35%<br>(7 people)     | 65%<br>(13 people) | -                | 100%  |
| 5  | Categorization of body size  | 60%<br>(12 people)    | 40%<br>(8 people)  | -                | 100%  |

The table indicates that as a result of this convenience, teenagers will have a high intensity of using Instagram, they will have a negatively charged body image, negative body image for teenagers, such as feelings of dissatisfaction in teenagers so that teenagers do unhealthy things, this phenomenon occurs because of misuse. Instagram social media has an influence on the emergence of concerns about teenagers' appearance, apart from that, teenagers who actively use Instagram will have more concerns about their bodies than those who are not active users (Fardouly, 2017). Based on the phenomena found, researchers have an interest in conducting an in-depth study regarding the correlation between the intensity of Instagram use and body image in adolescents.

*Body image* is a form of mental depiction of an individual in seeing the shape of their body which is related to the assessment of other people, the environment, physical experience and imagination.



According to Thompson (in Denich and Ifdil, 2015) describes various factors that influence body image, including: the influence of body weight and the perception of being fat/thin, culture, life cycle, pregnancy, socialization, self-concept, gender roles, the influence of body image distortion. .

Apart from factors that can influence an individual's body image, there are also aspects that influence an individual's body image according to Thompson (in Denich and Ifdil, 2015), namely: a) Perception of body parts and overall appearance, namely that humans often consider body shape as an embodiment of self-symbol. somebody. This is because the body will characterize oneself and will later be judged by other people. The impression obtained from receiving the appearance of the body will give rise to feelings of liking or disliking the body; b) Comparisons with other people, namely comparisons or comparisons related to how individuals carry out reciprocal assessments which could potentially become a form of prejudice or stereotype. This comparison arises because of differences in judgment between one person and another; and c) Socio-cultural environment (reactions to other people), namely whether a person's reactions arise consciously or not. Consciously, it usually appears if someone has an attractive physique, and will later have a good image in self-evaluation.

Intensity of Instagram social media use is a person's involvement in social media usage activities that are related to feelings and are always carried out repeatedly due to involvement, interest and appreciation that always arise. This attitude allows someone to continue their habits in social media activities.

The intensity factor of Instagram uses according to Killis (in Rizki, 2017) consists of 3 factors, namely the need factor from within oneself, the social motive factor, and the emotional factor.

Del Bario (in Saputra, 2020) explains that the related aspects are: a. The Quantity aspect is related to the amount of time when accessing social media. The quantity aspect consists of: 1) Duration is the amount of time a person carries out an activity. Instagram usage can be measured by how long it is spent. The measurement criteria adopted from (Juditha & Christiany, 2011) are used with assessment categories: a. Low < 2 hours/day, b. High > 2 hours/day. 2) Frequency is defined as the number of times the activity of accessing social media is repeated. Frequency when using social networks can be seen from the intensity/frequency of individuals accessing them within a certain time interval. For example, in a week you get access 11 times, or within a month you get access 44 times. The criteria for measuring duration in research adopt techniques introduced (Juditha & Christiany, 2011) with certain adjustments to align with the research objectives. These categories are: a. Low < 4 times/day, b. High > 4 times/day. b. The quality aspect is related to the involvement of a person's feelings when accessing social media, including: 1) Attention, also called interest. Attention based on interest is stronger, longer lasting and intense than attention based on coercion. Individuals are interested in accessing social media, so they get enjoyment when accessing social media with various activities or services in it. 2) Comprehension (appreciation) is closely related to the activities of understanding and processing information. Individual knowledge will increase along with efforts to understand,

feel, and reflect on experiences that contain information acquisition. For example, people access with appreciation and enjoyment so that they can obtain useful information from social media sources.

Steinberg (in Denich and Ifdil, 2015) explains that there is the possibility of change in adolescents aged 15-18 years. These changes are characterized by symptoms from deeper thinking, emotional, cognitive, social behavior, as well as the tendency to hang out with colleagues. According to Santrock (in Ifdil, Denich, and Ilyas, 2017) during adolescence, a process of development and adaptation occurs, various changes that always appear in the form of physical, psychological and cognitive.

*Body image* emerged due to various reasons, one of which is the rapid development of information through electronic mass media and the internet. Advertising broadcasts, internet content, and magazine articles often appear that show people with certain standards of beauty/handsomeness. A clear example can be seen in the broadcast showing that the criteria for men must be tall, proportional and muscular, while women must have white skin, a tall body and an attractive face. As a result, the idea emerges that the ideal condition of a human being is like the criteria shown, so that teenagers take various ways to achieve it. Even to extreme stages in the form of surgery, strict diets, liposuction, and others (Rombe, 2013). Hoyt (in Rombe, 2013) also explains his findings that the role of mass media is quite vital in forming teenagers' perceptions of their own bodies.

Feelings of satisfaction or dissatisfaction with the shape of the body are called body image. Then it can also lead to an assessment of the body in a positive or negative perspective (Rombe, 2013). Honigam and Castle (in Rombe 2013) say body image is an individual's psychological depiction regarding body shape, size, condition, which leads to self-assessment activities.

Formation of body image begins when preschool children translate information about beauty criteria and match it with the conditions they experience (Cash in Mukhlis, 2013). Through this activity, children will have thoughts related to the good and bad views of the things they see. The assessment is carried out by looking at standard body condition (height, weight, skin, hair, and even the clothes worn). The formation of body image is dynamic, meaning it changes along with the times. This development grows through the process of interaction, exchanging ideas, social environmental conditions, and feedback obtained (Freedman, Rice, and Cash in Mukhlis, 2013). Body image is formed through various factors such as body condition, gender roles, life cycle, culture, self-concept, socialization, pregnancy, and other changes (Thompson in Denich and Ifdil, 2015).

Instagram plays a role as a means of obtaining individual information, especially in the teenage age range, through visual depictions, so that broadcasts contain information about ideal body standards that must be followed. Teenagers are given the opportunity to expand information about the body through easy access and the availability of various facilities. The impact that arises is due to the long time teenagers spend accessing social media. So there is a tendency to obtain information about ideal body standards in succession. For this reason, it is necessary to filter the information received so that teenagers can control the information they receive. The importance of self-control is because it is feared that



actions beyond the limits will arise just to meet ideal body standards (Brahmini & Supriyadi, 2019) such as carrying out excessively strict diets, extreme exercise and even liposuction surgery.

Adolescents who have a high intensity of Instagram use will have a negatively charged body image, negative body image for adolescents such as feelings of dissatisfaction within adolescents so that adolescents engage in unhealthy methods, this phenomenon occurs due to incorrect use of Instagram social media which influences the emergence of anxiety. on teenagers' appearance, apart from that, teenagers who actively use Instagram will have more concerns about their bodies than those who are not active users (Fardouly, 2017). Conversely, if teenagers have a low intensity of Instagram use, they will have a positively charged body image, a positive body image, namely having a feeling of satisfaction with their own body, so that there is no feeling of anxiety or worry. Apart from that, the ability to manage thoughts from positive and negative responses given by other people is also obtained, these responses have no effect because they already have a positive body image (Rozika & Ramadhani, 2016).

Based on this idea, it can be concluded that the intensity of Instagram use can influence body image, teenagers with high intensity Instagram use will have a negative body image.

## METHOD

Before data collection is carried out, research variables are identified. This aims to find instruments to collect the right data. The variables used in the research are: Dependent Variable, namely the value of the variable depending on the existence of the independent variable. The dependent variable chosen is body image. Independent Variables are variables that have an influence on other variables. It is also called the aspect that is assessed, measured, modified and which is the determinant of the phenomenon being raised. The independent variable chosen is the intensity of Instagram use.

*Body image* is a form of mental depiction of an individual in seeing the shape of their body which is related to the assessment of other people, the environment, physical experience and imagination. Body image, especially in this study, was measured according to the criteria proposed by Thompson (in Denich and Ifdil, 2015) namely views related to overall appearance and body parts, comparisons with other people, and aspects of socio-cultural responses to other people. The higher the score obtained on the body image scale, it indicates that the individual's body image is more positive, and conversely, the lower the score obtained on the body image scale indicates the more negative the body image they have.

Intensity of Instagram use is a person's involvement related to activities using social media that are related to feelings and are always carried out repeatedly due to involvement, interest and appreciation that always arise. This attitude allows someone to continue their habits in social media activities. The intensity of using Instagram in research is measured through aspects concluded by Del Bario (in Saputra, 2020), namely the quantity aspect consisting of duration and frequency, and the quality aspect consisting of attention, comprehension. (appreciation). The intensity of use of Instagram social media can be found

from filling in a scale which includes a score. The high score obtained on the scale is positively correlated with the high intensity of the individual's use of Instagram social media, and conversely, the low score obtained on the Instagram social media usage intensity scale indicates the low intensity of the individual's use of Instagram social media.

The data collection technique used in this research uses a scale to find out what the researcher wants to know. There are two psychological scales used, namely the intensity of Instagram use scale and the body image scale.

The body image scale uses aspects proposed by Thompson (in Denich and Ifdil, 2015) which are expressed based on several aspects, namely: views related to overall appearance and body parts, comparisons with other people, and aspects of socio-cultural response to other people. The scale used is modification scale from Maulida's research (2020). The items in the scale total 11 items. The alpha reliability coefficient is 0.804.

The scale of intensity of social media use uses aspects proposed by Del Bario (in Saputra, 2020) expressed based on 4 (four) aspects, namely: attention, comprehension, duration, frequency. The scale used is modification scale from research Saputra (2020). There are 24 items in the scale. The reliability results of the intensity scale received a score of 0.888.

In this study, the population used was students at Beringin Ratu High School classes X – XI with 190 students distributed in 6 classes.

The sampling technique for determining the sample to be used is the proportionate stratified random sampling technique. The samples were grouped into 2 strata, namely class X and class XI which were spread across 6 classes at SMA Beringin Ratu. After knowing the number of samples in each class, the researcher took a random sample of 78 people.

The data analysis technique used in this research is analytical techniques Pearson product moment correlation. Before testing the hypothesis, the researcher carried out a conditional test consisting of a normality test using the Kolmogorov-Smirnov Z technique and a linearity test.

## RESULTS AND DISCUSSION

**Table 3. Descriptive research data**

| Statistics                | Intensity of Instagram use |           | Body image   |           |
|---------------------------|----------------------------|-----------|--------------|-----------|
|                           | Hypothetical               | Empirical | Hypothetical | Empirical |
| <b>X Maximum</b>          | 92                         | 76        | 44           | 35        |
| <b>X Minimum</b>          | 23                         | 42        | 11           | 19        |
| <b>Mean</b>               | 57.5                       | 63.22     | 27.5         | 27.82     |
| <b>Standard Deviation</b> | 11.5                       | 7,061     | 5.5          | 4,477     |

The comparison between the empirical mean and the hypothetical mean in table 3 describes the condition of the subjects in the research variables, namely intensity of use of Instagram and body image. The empirical mean for the intensity of Instagram use variable



is 63.22, which is higher than the hypothetical mean of 57.5. This can be interpreted as if in general the research subjects have a higher level of intensity of Instagram use. For variables related to body image, the empirical mean is 27.82, which is higher than the hypothetical mean, namely 27.5. This result can be interpreted as indicating that the subject has a moderate body image.

**Table 4. Description of Research Variable Categorization**

| Variable                          | Categorization | Value Range            | Frequency | %    |
|-----------------------------------|----------------|------------------------|-----------|------|
| <b>Intensity of Instagram Use</b> | Very high      | $74.75 < X$            | 4         | 5.13 |
|                                   | Tall           | $63.25 < X \leq 74.75$ | 36        | 46.2 |
|                                   | Currently      | $51.75 < X \leq 63.25$ | 33        | 42.3 |
|                                   | Low            | $40.25 < X \leq 51.75$ | 5         | 6.41 |
|                                   | Very low       | $X \leq 40.25$         | 0         | 0    |
| <b>Body Image</b>                 | Very high      | $35.75 < X$            | 0         | 0    |
|                                   | Tall           | $30.25 < X \leq 35.75$ | 25        | 32.1 |
|                                   | Currently      | $24.75 < X \leq 30.25$ | 36        | 46.2 |
|                                   | Low            | $19.25 < X \leq 24.75$ | 16        | 20.5 |
|                                   | Very low       | $X \leq 19.25$         | 1         | 1.28 |

Based on the prerequisites for the subject score category, Beringin Ratu High School students have an intensity of Instagram use that is in the high category with a percentage of 46.2%. Students at Beringin Ratu High School have a high level of intensity of using Instagram, this is because the subjects feel happy when using Instagram so that this activity occurs over a repeated period of time. This finding is known from the duration that subjects use Instagram in a day, namely 3-4 hours. Meanwhile, body image is in the medium category with a percentage of 46.2%. Female students at Beringin Ratu High School have a medium level of body image, which is interpreted if female students who access the Instagram application at Beringin Ratu High School have a tendency to feel quite satisfied with parts of their body. The results obtained in the body image category are not interpreted to mean that female students with body image at a medium level do not have satisfaction with a number of body parts. Female students who have a moderate level of body image still have anxiety about obesity, eating disorders, strict diets, and excessive exercise. A description of the categorization of research variables can be seen in table 4.

The results of the normality test resulted in the finding that the Kolmogorov-Smirnov Z score for the distribution of body image variables was 1.031 with a significant degree of 0.238 ( $p > 0.05$ ), so it was interpreted that the data, especially on body image, was normally distributed. The intensity of Instagram usage variable produces a Kolmogorov-Smirnov Z score of 0.899 with a significant degree of 0.394 ( $p > 0.05$ ), so it is interpreted that the Instagram usage intensity data shows a normal distribution. The results of the linearity test produced body image data with the intensity of Instagram use having a score of  $F = 17,896$  and  $p = 0.000$  ( $p < 0.05$ ). So you can get an understanding that the variable correlation is linear.



**Table 5. Hypothesis Testing**

|                            |                     | <b>Body image</b> | <b>Intensity of Instagram use</b> |
|----------------------------|---------------------|-------------------|-----------------------------------|
| Body image                 | Pearson Correlation | 1                 | -.390**                           |
|                            | Sig. (2-tailed)     |                   | ,000                              |
|                            | N                   | 78                | 78                                |
| Intensity of Instagram use | Pearson Correlation | -.390**           | 1                                 |
|                            | Sig. (2-tailed)     | ,000              |                                   |
|                            | N                   | 78                | 78                                |

After testing to see the normality and linearity of the data, the results have met the prerequisites before proceeding to the analysis stage. Then hypothesis testing was carried out using the Pearson Product Moment technique which produced a correlation value ( $r$ ) - 0.390 with  $p = 0.000$  ( $p < 0.05$ ) between the body image variables and the intensity of Instagram use. This value indicates that the correlation between the intensity of Instagram use and body image in the proposed hypothesis is acceptable. Meanwhile, the correlation between the intensity of Instagram use and body image has a negative direction, a high score on the intensity of Instagram use produces a body image that is negatively charged and vice versa.

This research aims to determine the correlation between the intensity of Instagram use and the body image phenomenon in teenage subjects. Based on the results of the hypothesis in the research, a correlation coefficient was obtained with a value of  $r_{xy} = -0.390$  with a correlation of  $p = 0.000$  ( $p < 0.05$ ). So the results of the analytical study refer to the acceptance of the hypothesis, so that it is understood that there is a negative influence from the intensity of Instagram use if it is related to the body image phenomenon.

The research study is supported by the results of a study under the auspices of Santrock (in Ifdil, Denich, and Ilyas, 2017) that in humans in adolescence, a process of change and growth and development emerges which has implications for changes in physical, biological, emotional, psychological and cognitive aspects. . Based on these developments, through Instagram, teenagers are exposed to information visualized through the media so that they are influenced by thoughts related to the standard criteria for an ideal body. Teenagers are also given the opportunity to be supported by the ease of accessing social media to gain passive access to their bodies. This phenomenon has implications for a paradigm shift in discussing ideal body conditions (Brahmini & Supriyadi, 2019). This convenience can influence changes that occur in individuals.

In the context of the research raised, the intensity of Instagram use is correlated with body image. The reason is that the intensity of Instagram use triggers perceptions regarding body condition (appearance, height, weight). The existence of ideal standard criteria regarding beauty and good looks encourages every teenager to compete in presenting the best version of himself. Adolescents will also be more likely to experience feelings of anxiety, and tend to compare body shapes with other parties (Fardouly, Willberger & Vartanian in Maurilla and Suarya, 2019). Referring to Thompson's statement (in Pharamita



and Dariyo, 2021) that perception can influence an individual's body image, which includes their body satisfaction and dissatisfaction. If an individual is satisfied with their body, their body image will be positive and vice versa.

The findings from the research also refer to the existence of a relationship between the intensity of Instagram use and the components or aspects that form body image. Someone who has a fairly high intensity of using Instagram tends to make themselves feel highly anxious, cause depression, and worsen body image (Cramer and Inkster in Brahmini and Supriyadi, 2019). According to Rosen, Whaling, Carrier, Cheever, and Rokkum (in Uddin & Wok, 2020) found that users who spent more time on social media networks tended to experience more depression compared to those who used them less.

Adolescents in the age range of 15-18 years will have the potential to experience various changes in physical, biological, emotional, psychological and cognitive aspects, deeper thinking, and the tendency to hang out with their peers (Steinberg in Denich and Ifdil, 2015). Santrock (in Denich and Ifdil, 2015) also explains that transitions and changes occur in individuals, including changes in physical, biological, emotional, psychological and cognitive aspects. The intensity of Instagram use creates a negative body image in teenagers. In fact, a positive body image is a form of positive appreciation in life, because teenagers with a positive body image certainly gain a higher level of self-confidence.

The high and low intensity of using Instagram with body image can be determined based on the description of the categorization of research variables which shows that the majority of subjects have a fairly high level of intensity of using Instagram, namely 36 people (46.2%). Female students at Beringin Ratu High School have a high level of intensity of using Instagram, this is because the subjects feel happy when using Instagram so that this activity is carried out repeatedly. This is also based on the description of research data, the majority of subjects' time using Instagram in a day is within 3-4 hours, as many as 24 people (30.8%). The 3-4 hour time span is included in the high duration because it is > 2 hours (Juditha & Christiany in Saputra, 2020). Meanwhile, body image is included in the moderate category with 36 people (46.2%). Female students have a moderate level of body image, so it can be interpreted that female students who use Instagram at Beringin Ratu High School have a tendency to feel satisfied in a number of parts of their body. The results of the body image category also indicate that this does not mean that students who use Instagram who have a moderate level of body image do not have any dissatisfaction at all in some parts of their body. Female students who have a moderate level of body image still have anxiety about obesity, eating disorders, strict diets, and excessive exercise.

From the results of the scale categorization, it is known that the intensity of Instagram use among Beringin Ratu High School teenagers is included in the high category. According to Yanica (in Kamuli, 2018) the intensity of use or consumption of Instagram is translated as a form of attitude from actions carried out periodically at certain times. The attitude that emerges encourages someone to post various photos, reply to comments, and like each other's photos and other activities. This can be seen in the results of the subject's demographic data, it is known that 100% (78 subjects) are Instagram users, 67.9% (53 subjects) of the subjects are Instagram users to share photos and videos, the subjects hope

for feedback from other people in the form of comments, likes and others as much as 82.1% (64 subjects), and it is known that 30.8% of female students (24 subjects) spend 3-4 hours accessing Instagram a day.

Meanwhile, for the body image variable, subjects at Beringin Ratu High School achieved medium categorization. Female students have a body image at a moderate level, so it means that female students who use Instagram accounts at Beringin Ratu High School have a tendency to be satisfied with the condition of a number of body parts. However, this does not mean that all students who use Instagram with a medium level of body image do not feel dissatisfied at all. Female students who have a moderate level of body image still have anxiety about obesity, eating disorders, strict diets, and excessive exercise.

Research that has been carried out cannot be separated from the obstacles, limitations and weaknesses of the research. The weakness in this research is that it is on a scale that has been modified by the researcher. Researchers are also aware that this research has limited time in terms of days because conducting research during this pandemic, many school activities are carried out online, while researchers spread the scale offline, making it difficult to determine the right day. The advantages of this research compared to previous research by Nirmala (2020) lies in the sampling technique, namely in this study the sampling technique is proportional stratified random sampling because the technique used if it meets the criteria, namely that the selected elements are heterogeneous and have proportional strata, while the sampling technique in previous research uses a random sampling technique.

## **CLOSING**

### **Conclusion**

Based on the results of the analysis that has been carried out, it was concluded that there is a significant negative correlation between the variable intensity of Instagram use and body image in teenagers. The results obtained are based on the research correlation value score of  $r_{xy} = -0.390$  with a correlation of  $p = 0.000$  ( $p < 0.05$ ) between the intensity of Instagram use and body image. The results obtained indicate that the hypothesis raised can be recognized and accepted. The negative sign in the value ( $r_{xy}$ ) refers to the negative direction of the relationship between the intensity of Instagram use and body image. Where the high intensity of Instagram use has implications for increasingly negative body image in teenagers.

### **Suggestion**

Based on the output and results of the research carried out, the researcher put forward several suggestions that could be taken into account, namely:

#### 1. Research subject

For research subjects who are also users of the social media Instagram, the researcher advised the subjects to reduce their use of Instagram by limiting the time interval for playing Instagram and only doing it at certain times or in their free time. Look for activities and hobbies you like, such as hanging out with friends, watching movies, listening to music, exercising and so on.



## 2. Subject's Parents

Parents are expected to monitor and control their children more at home in using social media, especially Instagram. Children use Instagram more when they have free time, so parents should be able to create quality time with their children when they have free time, such as at night when parents invite their children to watch TV together, or just chat about their children's activities or other things so that their children feel cared for and not busy focusing on playing social media Instagram when you're at home.

## 3. Educator

Educators are expected to continue to provide activities such as launching programs such as students being required to actively participate in extracurricular activities at school so that they do not access Instagram continuously because they are busy with the real world rather than the virtual world and they are busy doing activities at school. And the school can also provide positive training to improve body image.

## 4. For Further Researchers

It is hoped that future research will highlight and include other factors that can influence body image in adolescents. Based on the output of the research, it is also recommended to improve the limitations and weaknesses of the research so that the quality of the research can be optimized.

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