

ABSTRAK

Body dissatisfaction adalah sudut pandang seseorang yang, sebagai akibat dari persepsi negatif, percaya bahwa penampilan fisiknya tidak memenuhi standar pribadi. Intensitas penggunaan Instagram dapat dikatakan sebagai bentuk perhatian dan minat pada Instagram yang didasarkan pada kualitas dan kuantitas yang ditentukan oleh individu. Intensitas Instagram yang tinggi dapat mengakibatkan timbulnya pikiran negatif seperti *body dissatisfaction*. Penelitian ini bertujuan untuk mengetahui hubungan intensitas penggunaan media sosial: Instagram dengan *body dissatisfaction* pada mahasiswi S1 Keperawatan Universitas Bhakti Kencana Bandung.

Metode penelitian kuantitatif korelasional dengan membagikan kuesioner *Body Shape Questionnaire* (BSQ) dan Intensitas Penggunaan Media Jejaring Sosial Instagram. Populasi penelitian adalah mahasiswi S1 Keperawatan dengan sampel berjumlah 140 orang yang diambil melalui teknik pengambilan sampel stratified random sampling. Teknik pengambilan sampel dilakukan dengan *stratified random sampling*. Data yang didapatkan di analisis dengan uji univariat dan bivariat menggunakan distribusi frekuensi dan uji korelasi *rank spearman*.

Hasil Penelitian yang didapatkan intensitas penggunaan Instagram tinggi (77,1%) dan *body dissatisfaction* sedang (31,4%), hubungan intensitas penggunaan Instagram dengan *body dissatisfaction* ($p = 0,017$ ($<0,05$) dan nilai koefisiensi korelasi 0,201.

Berdasarkan hasil penelitian dapat dikatakan secara signifikan adanya hubungan antara intensitas penggunaan Instagram dengan *body dissatisfaction* dengan arah hubungan positif. Berdasarkan hasil tersebut, diharapkan mahasiswi Keperawatan lebih bijak dalam menggunakan sosial media: Instagram untuk mengurangi terjadinya *body dissatisfaction*.

Kata kunci: *Body dissatisfaction*, Intensitas Instagram

Daftar Pustaka : 10 buku (2012-2021)

49 jurnal (2012-2022)

6 website (2021-2022)

ABSTRACT

Body dissatisfaction the point of view of a person who, as a result of negative perceptions, believes that his physical appearance does not meet personal standards. Instagram usage intensity consider being a form of attention and interest on Instagram that is based on quantity and quality determined by individuals. The high intensity of Instagram can lead to negative thoughts like body dissatisfaction. This study's objective was to ascertain the relationship between social media -Instagram- usage intensity and body dissatisfaction in undergraduate nursing students at the Bhakti Kencana University of Bandung.

Quantitative correlational was used as the study method by distributing the Body Shape Questionnaire (BSQ) and Instagram Social Media usage intensity questionnaires. The research sample was undergraduate nursing students with a sample of 140 people who were taken using a stratified random sampling technique. The data obtained were analyzed with univariate and bivariate tests using frequency distribution and Spearman's rank correlation test.

The results showed that the intensity of Instagram usage was high (77,1%), and body dissatisfaction was moderate (31,4%). Meanwhile, the relationship between the intensity of Instagram usage and body dissatisfaction was (ρ) = 0,017 (<0.05), and the correlation coefficient value was 0,201.

Based on the study's results, there is a significant relationship between the intensity of Instagram usage and body dissatisfaction that leans in the direction of a positive relationship. Based on these results, nursing students are expected to use social media -Instagram- more wisely to reduce body dissatisfaction.

Keywords: *Body dissatisfaction, Instagram intensity*

References: *10 books (2012-2021)*

49 journals (2012-2022)

6 websites (2021-2022)