

**HUBUNGAN *SOCIAL COMPARISON* DENGAN KETIDAKPUASAN TUBUH  
PADA MAHASISWA PEREMPUAN PENGGUNA MEDIA SOSIAL DI  
FAKULTAS KESEHATAN UNIVERSITAS JENDERAL ACHMAD YANI  
YOGYAKARTA**

Lies Fatma Khuzaemi<sup>1</sup>, Retno Sumiyarini<sup>2</sup>

**INTISARI**

**Latar Belakang :** Media sosial telah menjadi bagian penting dari kehidupan sehari-hari. Namun, penggunaan yang berlebihan sering memicu *social comparison*, yaitu kecenderungan membandingkan diri dengan orang lain. Perilaku ini dapat menyebabkan ketidakpuasan tubuh, terutama pada perempuan yang lebih rentan terhadap penilaian fisik. Ketidakpuasan tubuh muncul ketika individu merasa tubuhnya tidak sesuai dengan standar ideal yang sering ditampilkan di media sosial. Dampaknya meliputi penurunan kepercayaan diri, gangguan makan seperti diet berlebihan atau makan berlebihan, anoreksia, dan gangguan mental seperti *Body Dysmorphic Disorder* (BDD).

**Tujuan Penelitian :** Untuk mengetahui hubungan antara *social comparison* dan ketidakpuasan tubuh pada mahasiswa perempuan pengguna media sosial di Fakultas Kesehatan Universitas Jenderal Achmad Yani Yogyakarta

**Metode Penelitian :** Penelitian kuantitatif dengan desain korelasional dan metode *cross-sectional*. Sampel berjumlah 319 responden menggunakan teknik *proportionate stratified random sampling*. Data diperoleh melalui kuesioner *Upward and Downward Appearance Comparison Scale* (UDACS) dan skala ketidakpuasan tubuh.

**Hasil Penelitian :** Mayoritas responden memiliki tingkat *social comparison* berada pada kategori sedang (86,8%), dan mayoritas responden memiliki tingkat ketidakpuasan tubuh sedang (90%). Hasil analisis Gamma diperoleh nilai *p value*  $(0,000) < \alpha (0,005)$  dan nilai  $r = 0,874$  yang menunjukkan ada hubungan antara *social comparison* dan ketidakpuasan tubuh dengan arah hubungan positif dengan nilai keeratan yang sangat kuat.

**Kesimpulan :** Ada hubungan yang signifikan antara *social comparison* dan ketidakpuasan tubuh pada mahasiswa perempuan pengguna media sosial di fakultas kesehatan universitas Jenderal Achmad Yani Yogyakarta dengan arah hubungan positif yang menunjukkan semakin tinggi tingkat *social comparison*, maka semakin tinggi juga tingkat ketidakpuasan tubuhnya dengan nilai keeratan yang sangat kuat.

**Kata Kunci :** *Social comparison*, ketidakpuasan tubuh, mahasiswa perempuan, media sosial

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<sup>1</sup>Mahasiswa Keperawatan Universitas Jenderal Achmad Yani Yogyakarta

<sup>2</sup>Dosen Keperawatan Universitas Jenderal Achmad Yani Yogyakarta

**THE RELATIONSHIP BETWEEN *SOCIAL COMPARISON* AND BODY  
DISSATISFACTION IN FEMALE STUDENTS WHO USE SOCIAL MEDIA IN  
THE FACULTY OF HEALTH UNIVERSITY OF ACHMAD YANI  
YOGYAKARTA.**

Lies Fatma Khuzaemi<sup>1</sup>, Retno Sumiyarini<sup>2</sup>

**ABSTRAK**

**Background :** Social media has become an essential part of everyday life. However, excessive use often triggers social comparison, which is the tendency to compare oneself to others. This behavior can lead to body dissatisfaction, especially in women who are more prone to physical judgment. Body dissatisfaction arises when individuals feel that their bodies do not match the idealized standards often displayed on social media. The impacts include decreased self-confidence, eating disorders such as excessive dieting or binge eating, anorexia, and mental disorders such as Body Dysmorphic Disorder (BDD).

**Research Objective :** To determine the relationship between social comparison and body dissatisfaction in female students who use social media at the Faculty of Health, Jenderal Achmad Yani University, Yogyakarta.

**Research Method :** Quantitative research with correlational design and cross-sectional method. The sample amounted to 319 respondents using proportionate stratified random sampling technique. Data were obtained through the Upward and Downward Appearance Comparison Scale (UDACS) questionnaire and body dissatisfaction scale.

**Research Results :** The majority of respondents have a level of social comparison in the moderate category (86.8%), and the majority of respondents have a moderate level of body dissatisfaction (90%). The results of the Gamma analysis obtained a p value  $(0.000) < \alpha$   $(0.005)$  and a value of  $r = 0.874$  which indicates there is a relationship between social comparison and body dissatisfaction with a positive relationship direction with a very strong relationship value.

**Conclusion :** There is a significant relationship between social comparison and body dissatisfaction in female students who use social media at the Faculty of Health, General Achmad Yani University Yogyakarta. The direction of the relationship is positive, indicating that the higher the level of social comparison, the higher the level of body dissatisfaction with a very strong value of closeness.

**Keywords :** *Social comparison*, body dissatisfaction, female college students, social media

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<sup>1</sup>Nursing Student of Universitas Jenderal Achmad Yani Yogyakarta

<sup>2</sup>Nursing Lecturer of Universitas Jenderal Achmad Yani Yogyakarta