

HUBUNGAN ANTARA *BODY IMAGE* TERHADAP KEPERCAYAAN DIRI PADA PEREMPUAN DEWASA AWAL DENGAN ADANYA TREN *BEAUTY PRIVILEGE*

RINGKASAN

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Latar Belakang: Kepercayaan diri menjadi aspek penting bagi perempuan dewasa awal dalam menjalani kehidupan sehari-hari, seperti pengambilan keputusan, hubungan interpersonal, karir, dan pencapaian akademik. Salah satu faktor yang mempengaruhi kepercayaan diri adalah penampilan fisik atau *body image*, terutama dalam tren *beauty privilege*, di mana penampilan sesuai standar kecantikan sering kali mendapat perlakuan istimewa.

Tujuan Penelitian: Penelitian ini bertujuan untuk mengetahui hubungan antara *body image* terhadap kepercayaan diri pada perempuan dewasa awal dengan adanya tren *beauty privilege*.

Metode Penelitian: Penelitian ini menggunakan metode kuantitatif korelasional dengan teknik *purposive sampling* dan penyebaran skala secara *online*. Subjek penelitian berjumlah 164 perempuan berusia 18-25 tahun yang berdomisili di Provinsi DIY, pernah melihat atau menyadari adanya perlakuan berbeda terhadap orang yang dianggap menarik, baik di media sosial maupun di kehidupan nyata, serta aktif menggunakan media sosial. Peneliti melakukan modifikasi alat ukur skala *body image* oleh Suarni, Janah, dan Pambudhi (2022) yang mengacu pada teori Cash dan Pruzinsky (2002) dan skala kepercayaan diri oleh Suarni, Janah, dan Pambudhi (2022) berdasarkan teori Lauster (2012).

Hasil Penelitian: Hasil analisis uji korelasi *Spearman Rank* menunjukkan terdapat hubungan positif antara *body image* dengan kepercayaan diri dengan nilai koefisien korelasi sebesar 0,309.

Kesimpulan: Artinya, semakin baik *body image* seseorang, maka semakin tinggi pula rasa percaya dirinya. *Body image* menyumbang sebesar 9,5% terhadap kepercayaan diri, sementara sisanya sebesar 90,5% dipengaruhi oleh faktor lain.

Kata Kunci: *Body Image*, Kepercayaan Diri, Perempuan Dewasa Awal, *Beauty Privilege*

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**THE RELATIONSHIP BETWEEN BODY IMAGE AND SELF-
CONFIDENCE IN EARLY ADULT WOMEN WITH THE BEAUTY
PRIVILEGE TREND**

ABSTRACT

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Background: *Self-confidence is an important aspect for young adult women in their daily lives, such as in decision-making, interpersonal relationships, careers, and academic achievement. One factor influencing self-confidence is physical appearance or body image, especially in the beauty privilege trend, where appearances that meet beauty standards often receive preferential treatment.*

Research Objective: *This study aims to determine the relationship between body image and self-confidence in young adult women in the presence of the beauty privilege trend.*

Research Method: *This study used a quantitative correlational method with a purposive sampling technique and online scale distribution. The study subjects were 164 women aged 18-25 years who lived in the Yogyakarta Special Region Province, who had seen or were aware of different treatment of people considered attractive, both on social media and in real life, and were active social media users. The researchers modified the body image scale measurement tool by Suarni, Janah, and Pambudhi (2022), referring to the theory of Cash and Pruzinsky (2002), and the self-confidence scale by Suarni, Janah, and Pambudhi (2022), based on the theory of Lauster (2012).*

Research Results: *The Spearman rank correlation analysis showed a positive relationship between body image and self-confidence, with a correlation coefficient of 0.309.*

Conclusion: *This means that the better a person's body image, the higher their self-confidence. Body image contributed 9.5% to self-confidence, while the remaining 90.5% was influenced by other factors.*

Keywords: *Body Image, Self-Confidence, Early Adult Women, Beauty Privilege*

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